



Mainstreaming biodiversity-based tourism in Thailand to support sustainable tourism development

Part I: Project Information

GEF ID

10409

Project Type

FSP

Type of Trust Fund

GET

CBIT/NGI

CBIT **No**

NGI **No**

Project Title

Mainstreaming biodiversity-based tourism in Thailand to support sustainable tourism development

Countries

Thailand

Agency(ies)

UNDP

Other Executing Partner(s)

Biodiversity-based Economy Development Office (BEDO), Ministry of Natural Resources and Environment (MONRE); Tourism Authority of Thailand (TAT), Ministry of Tourism and Sports (MOTS)

Executing Partner Type

Government

GEF Focal Area

Biodiversity

Taxonomy

Biodiversity, Focal Areas, Species, Threatened Species, Rivers, Biomes, Tropical Rain Forests, Tropical Dry Forests, Coral Reefs, Wetlands, Mangroves, Sea Grasses, Financial and Accounting, Conservation Finance, Protected Areas and Landscapes, Coastal and Marine Protected Areas, Productive Landscapes, Terrestrial Protected Areas, Community Based Natural Resource Mngt, Mainstreaming, Certification -National Standards, Tourism, Ceritification - International Standards, Deploy innovative financial instruments, Influencing models, Transform policy and regulatory environments, Strengthen institutional capacity and decision-making, Convene multi-stakeholder alliances, Demonstrate innovative approache, Type of Engagement, Stakeholders, Partnership, Information Dissemination, Consultation, Participation, Beneficiaries, Private Sector, Large corporations, SMEs, Individuals/Entrepreneurs, Indigenous Peoples, Communications, Awareness Raising, Education, Local Communities, Civil Society, Community Based Organization, Academia, Non-Governmental Organization, Gender Mainstreaming, Gender Equality, Women groups, Sex-disaggregated indicators, Gender-sensitive indicators, Gender results areas, Participation and leadership, Access and control over natural resources, Capacity Development, Knowledge Generation and Exchange, Knowledge Exchange, Capacity, Knowledge and Research, Knowledge Generation, Learning, Indicators to measure change, Theory of change, Adaptive management, Innovation

Rio Markers**Climate Change Mitigation**

Climate Change Mitigation 1

Climate Change Adaptation

Climate Change Adaptation 1

Submission Date

6/10/2021

Expected Implementation Start

1/4/2022

Expected Completion Date

1/31/2026

Duration

48In Months

Agency Fee(\$)

250,774.00

A. FOCAL/NON-FOCAL AREA ELEMENTS

Objectives/Programs	Focal Area Outcomes	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
BD-1-1	Mainstream biodiversity across sectors as well as landscapes and seascapes through biodiversity mainstreaming in priority sectors	GET	2,639,726.00	19,817,134.00
Total Project Cost(\$)			2,639,726.00	19,817,134.00

B. Project description summary

Project Objective

To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism.

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
-------------------	----------------	-------------------	------------------	------------	---------------------------	----------------------------

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
1. Enabling national framework for mainstreaming biodiversity conservation into tourism	Technical Assistance	<p>Outcome 1: Strengthened and harmonized policies and standards to mainstream biodiversity conservation into tourism.</p> <p>Indicated by:</p> <ul style="list-style-type: none"> - Biodiversity-based tourism strategy adopted and integrated into work plans of agencies within the National Tourism Policy Committee (i.e. BEDO, DNP, TAT, DoT, DMCR, RFD, DASTA, CDD-MoI). - Application of conservation, social and economic impact monitoring methodologies at project sites [i.e. METT (Conservation); Visitor Use Management Framework (VUMF) (Social); Visitors Count! (Economic); Natural Capital Accounting (Economic); 	<p>Output 1.1: National biodiversity-based tourism strategy developed, adopted and integrated into government processes and reporting of MONRE and MOTS and improved agency coordination mechanisms.</p> <p>Output 1.2: Operational policies on biodiversity financing solutions for tourist destinations developed and adopted.</p> <p>Output 1.3: Practical, standardized methodologies for tourism's ecological, social and economic impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand.</p> <p>Output 1.4: Biodiversity conservation integrated into existing national</p>	GET	336,000.00	2,535,451.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
2. Integrated provincial model for mainstreaming biodiversity conservation into tourism	Investment	<p>Outcome 2: More sustainable, biodiversity-friendly management and operation of tourism across the ecologically important Prachuap Khiri Khan landscape.</p> <p>Indicated by:</p> <ul style="list-style-type: none"> -A strategic environmental and social assessment (SESA), tourism masterplan, and gender-responsive biodiversity-based tourism action plan finalized. - Visitor management plans finalized for project sites: Kui Buri NP; Khao Sam Roi Yot KNP; Pran Buri Estuary. - Improvements in biodiversity, waste management and human wildlife conflict in the project landscape as indicated by # Fishing cats (increasing from 33 to 	<p>Output 2.1: Provincial, multi-sector sustainable tourism platforms strengthened and implementation of provincial tourism plans and strategies informed by strategic environmental and social assessment and biodiversity-based tourism strategy action plan.</p> <p>Output 2.2: Visitor management plans and revenue generation models that improve METT scores are implemented at project sites.</p> <p>Output 2.3: Sustainable biodiversity-based tourism products and experiences developed and strengthened with local communities to raise engagement in biodiversity conservation and generate livelihood benefits, including for women and youth.</p>	GET	1,473,526.00	11,017,744.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
3. Knowledge management, awareness, gender mainstreaming and M&E	Technical Assistance	<p>Outcome 3: Upscaling and replication of sustainable, biodiversity-based tourism across Thailand is supported by raised awareness, improved market access and knowledge management.</p> <p>Indicated by:</p> <ul style="list-style-type: none"> -Knowledge Attitudes and Practices (KAP) of tourism industry, communities and tourists for the importance of biodiversity to tourism improved, as measured by the KAP survey score (baseline and targets to be determined in Y1). - # of biodiversity-based tourism products on Online Travel Agent platforms and in tour operator itineraries, increased from 0 to 10. - # best 	<p>Output 3.1: Improved access to e-marketplaces for biodiversity-based tourism providers.</p> <p>Output 3.2: Targeted outreach and education campaign on mainstreaming biodiversity into tourism delivered to tourism industry, Civil Society Organisations and domestic and international tourists.</p> <p>Output 3.3: Knowledge exchange system established for the sharing of experiences between communities and PAs, and for replication and upscaling of best practices across Thailand.</p> <p>Output 3.4: M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.</p>	GET	704,500.00	5,315,883.00

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
				Sub Total (\$)	2,514,026.00	18,869,078.00
Project Management Cost (PMC)						
GET		125,700.00		948,056.00		
Sub Total(\$)		125,700.00		948,056.00		
Total Project Cost(\$)		2,639,726.00		19,817,134.00		

C. Sources of Co-financing for the Project by name and by type

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
Recipient Country Government	Ministry of Natural Resources and Environment ? Biodiversity-Based Economy Development Office	Public Investment	Investment mobilized	818,667.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Biodiversity-Based Economy Development Office	In-kind	Recurrent expenditures	9,442,467.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Dept of Nat Parks, Wildlife & Plant Conservation	Public Investment	Investment mobilized	1,276,413.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Dept of Nat Parks, Wildlife & Plant Conservation	In-kind	Investment mobilized	3,746,656.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Dept of Marine & Coastal Resources	Public Investment	Investment mobilized	43,367.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Dept of Marine & Coastal Resources	In-kind	Recurrent expenditures	6,673.00
Recipient Country Government	Ministry of Natural Resources and Environment ? Royal Forest Dept	In-kind	Recurrent expenditures	350,000.00
Recipient Country Government	Ministry of Tourism and Sports	In-kind	Recurrent expenditures	2,800,000.00
GEF Agency	UNDP	In-kind	Recurrent expenditures	200,000.00
Recipient Country Government	Local Government -Subdistrict Administrative Organizations (SAO)	Public Investment	Investment mobilized	796,566.00

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
Civil Society Organization	WWF	Grant	Investment mobilized	336,325.00
Total Co-Financing(\$)				19,817,134.00

Describe how any "Investment Mobilized" was identified

Co-financing type has been allocated in accordance with GEF co-financing policy, using conservative estimates and definitions. Any budget that cannot be expected to be repeated annually into the future is considered as Investment Mobilized. ?Investment mobilized? figures include budget for development/conservation projects and those allocated for repairment/improvement of infrastructure. Investment Mobilized funds include new tourism funds from government under the revised National Tourism Policy Act (e.g. Tourism Promotion/Development Fund) to be allocated towards biodiversity-based tourism initiatives, additional investment of revenue in biodiversity-based tourism (e.g. PA revenue, tourist levies) and increased private sector investment in biodiversity-based and biodiversity-sensitive tourism development and operation. Co-financing letters are provided in UNDP PRODOC Annex 12

D. Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds

Agenc y	Trust Fund	Country	Focal Area	Programmin g of Funds	Amount(\$)	Fee(\$)
UNDP	GET	Thailand	Biodiversity	BD STAR Allocation	2,639,726	250,774
Total Grant Resources(\$)					2,639,726.00	250,774.00

E. Non Grant Instrument

NON-GRANT INSTRUMENT at CEO Endorsement

Includes Non grant instruments? **No**

Includes reflow to GEF? **No**

F. Project Preparation Grant (PPG)
PPG Required **false**

PPG Amount (\$)
100,000

PPG Agency Fee (\$)
9,500

Agenc y	Trust Fund	Country	Focal Area	Programmin g of Funds	Amount(\$)	Fee(\$)
UNDP	GET	Thailand	Biodiversity	BD STAR Allocation	100,000	9,500
Total Project Costs(\$)					100,000.00	9,500.00

Core Indicators

Indicator 1 Terrestrial protected areas created or under improved management for conservation and sustainable use

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
104,620.00	113,085.00	0.00	0.00

Indicator 1.1 Terrestrial Protected Areas Newly created

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
0.00	0.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
----------------------------	----------	---------------	----------------------------	--	----------------------------	---------------------------

Indicator 1.2 Terrestrial Protected Areas Under improved Management effectiveness

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
104,620.00	113,085.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
----------------------------	----------	---------------	----------------------	----------------------------------	----------------------------	---------------------------	--	------------------------------	-----------------------------

Name of the Protected Area	W DP A ID	IUCN Category	Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
Akula National Park Khao Sam Roi Yot National Park	125689 939	Selected National Park	7,720.00	13,567.00			67.00		
Akula National Park Kui Buri National Park	125689 312949	Selected National Park	96,900.00	99,518.00			64.00		

Indicator 2 Marine protected areas created or under improved management for conservation and sustainable use

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
2,088.00	2,281.00	0.00	0.00

Indicator 2.1 Marine Protected Areas Newly created

Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
0.00	0.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
----------------------------	----------	---------------	----------------------------	--	----------------------------	---------------------------

Indicator 2.2 Marine Protected Areas Under improved management effectiveness

Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
2,088.00	2,281.00	0.00	0.00

Name of the Protected Area	WDP A ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)	METT score (Baseline at CEO Endorsement)	METT score (Achieved at MTR)	METT score (Achieved at TE)
Akula National Park Khao Sam Roi Yot National Park	125689939	SelectNational Park	2,088.00	2,281.00					

Indicator 4 Area of landscapes under improved practices (hectares; excluding protected areas)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
1000.00	17208.00	0.00	0.00

Indicator 4.1 Area of landscapes under improved management to benefit biodiversity (hectares, qualitative assessment, non-certified)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
----------------------	----------------------------------	----------------------	---------------------

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
1,000.00	17,208.00		

Indicator 4.2 Area of landscapes that meets national or international third party certification that incorporates biodiversity considerations (hectares)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
----------------------	----------------------------------	----------------------	---------------------

Type/Name of Third Party Certification

Indicator 4.3 Area of landscapes under sustainable land management in production systems

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
----------------------	----------------------------------	----------------------	---------------------

Indicator 4.4 Area of High Conservation Value Forest (HCVF) loss avoided

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
----------------------	----------------------------------	----------------------	---------------------

Documents (Please upload document(s) that justifies the HCVF)

Title	Submitted
-------	-----------

Indicator 11 Number of direct beneficiaries disaggregated by gender as co-benefit of GEF investment

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female	2,150	2,470		
Male	2,150	2,760		
Total	4300	5230	0	0

Part II. Project Justification

1a. Project Description

1) The global environmental and/or adaptation problems, root causes and barriers that need to be addressed (systems description)

Section II Development Challenge (?Project context?, ?Problems and root causes?, and ?Barriers to addressing these problems?) of the UNDP Project Document (PRODOC) has been updated and remains fully aligned with the description in the original Concept Note.

The growing tourism sector is of particular concern as a source of threats to biodiversity in Thailand. Tourism is a major driver of economic development bringing in jobs and revenues, it relies on Thailand's biodiversity assets for some of this economic potential, and yet it is a threat to the same asset base if not managed responsibly.

Ecosystems have become degraded and polluted, in part due to tourism. Unsustainable levels of tourism visitation and poor controls over tourism are resulting in substantial damage to critical ecosystems and valuable tourism sites. For example, up to two-thirds of the coral reef at the Thai resort of Phuket has been damaged or destroyed as a result of tourism, fisheries, and debris from building work,[1]¹ and coral reefs in Pattaya have been damaged by boat anchors and by people walking on them.[2]² Ecosystems located near popular tourist attractions are also threatened by plastic pollution, wastewater discharge, over-use of water resources in dry seasons, and coastal erosion intensified by development.[3]³ In the project landscape of Prachuap Khiri Khan, globally significant biodiversity is impacted by transformation of land, including the expansion of shrimp farms and land reclamation into the Khao Sam Roi Yot wetland, and associated impacts on water quality and flow into wetlands. Environmental degradation is observed at popular tourist destinations such as Khao Yai NP, Hat Noppharat Thara-Mu Ko Phi Phi NP and Tarutao NP, where protected area managers have to deal with increasing volumes of waste, negative effects on wildlife, and visitor management issues related to

COVID-19. To illustrate, a case study of the Thab Lan National Park World Heritage Site found that the popularity of tourism especially in Wan Nam Khiew district (which is 80% inside the WHS) has led to large scale encroachment, infrastructure development, waste management problem and competing agenda between economic development and conservation under the World Heritage category.[4]⁴

Unsustainable and illegal use of wildlife has grown with increasing access to habitats and increased operation of transnational organized wildlife trafficking networks. Human Wildlife Conflict (HWC) exists for threatened species including Fishing cat (*Prionailurus viverrinus*) which eat poultry, fish and shrimps in farmer's ponds in Khao Sam Roi Yot wetland area, and Asian elephant (*Elephas maximus*) which destroys crops around Kui Buri National Park and forest landscapes. Critically, there is a concerning link between illegal wildlife trade and tourism. Poaching and illegal wildlife trade have grown with increasing access to habitats and increased operation of transnational organized wildlife trafficking networks, while border crossings (e.g. between Thailand and Myanmar) further increase traffic and tourism and potentially linked illegal/unsustainable trade in wildlife and forest products. Over the years, campaigns have been implemented to discourage tourists from purchasing ivory (e.g. by the Royal Thai Embassy,[5]⁵ the World Wide Fund for Nature (WWF)[6]⁶ and TRAFFIC[7]⁷), and while most Chinese tourists have no desire to purchase ivory in Thailand, the country is still a top destination for those who want to buy it illegally.[8]⁸

Over the past few decades, Thailand has seen higher temperatures and a sharp rise in the frequency of extreme weather events, including droughts, floods and tropical cyclones. Ongoing research demonstrates the impact of **climate change** on the distribution of wildlife including tiger and elephant as the distribution of their food sources shifts.[9]⁹ Coral reefs have been bleached by warmer temperatures, affecting important ecosystems and nursery areas for fish. The tourism sector is exposed to numerous direct and indirect impacts from climate change, including: i) impacts on biodiversity affecting natural tourism attractions (e.g. bleached coral reefs); ii) sea-level rise and more acidic oceans threatening coastal tourism infrastructure and natural attractions; and iii) rising temperatures that will shorten winter seasons and threaten activities in colder seasons (e.g. hiking in Thailand's mountains in cooler months; wetland boat tours that cannot take place in the dry season) (see **UNDP PRODOC Annex 13: Climate risk screening**).

The COVID-19 pandemic has compounded these threats, and generated new challenges and innovations (see **UNDP PRODOC Annex 14: COVID risk/Opportunity screening**). International tourism in Thailand has been heavily impacted by the COVID-19 pandemic, making it the hardest hit country in the Association of Southeast Asian Nations (ASEAN). The pandemic caused international arrivals to decline by 96-99% between April and August 2020^[10]¹⁰. Thailand estimated a USD 47 billion decline in GDP in 2020 due to contraction of the tourism sector. Skilled workers were expected to lose around 12% of their wages, while employment for unskilled workers was projected to drop by 17%.^[11]¹¹ Some of Thailand's protected areas were closed to visitors for periods between March and June 2020, and during the closures, natural areas have experienced **recovery of wildlife and habitats** that need to be properly monitored and understood (e.g. increased nesting of turtles on Thailand's beaches, increased observations of dugongs).^[12]¹² However, closures have also been associated with higher levels of HWC as elephants and primates expand their foraging territories.^[13]¹³ The **mental health** benefits of natural areas and stress consultations have strengthened the need for One Health and Healthy People Healthy Parks approaches in the country. Some parks have reopened (e.g. Kaeng Krachan NP, Mu Ko Lanta NP), while 25 including Kui Buri National Park remained closed in January 2021.

Root causes and drivers of these threats can be summarised as a combination of intense and fast economic development pursued by local governments and/or local developers, combined with weak and inefficient mechanisms for the protection of important ecological sites and resources.

Barrier 1: Fragmented policy framework and institutional coordination that prevents the harmonization of biodiversity conservation with tourism development

Thailand faces challenges of coordination and the lack of policy harmonization for tourism and biodiversity conservation. Responsibilities for tourism planning, development and monitoring are spread across multiple agencies and Ministries, and there is no effective mechanism to coordinate coherent policies. Tourism planning and promotion is the main responsibility of TAT, under the Ministry of Tourism and Sports (MOTS). Environmental responsibilities lie within the Ministry of Natural Resources and Environment (MONRE), namely: national park management including determination of user fees and access controls is under the Department of National Parks, Wildlife and Plant Conservation (DNP), overall environmental reporting and monitoring with the Office of Natural Resources and Environmental Policy and Planning (ONEP), management of sensitive coastal habitats under the Department of Marine and Coastal Resources (DMCR), and strengthening linkages between biodiversity conservation and community economic development is the mandate of BEDO.

There is a lack of coordination between TAT and DNP to link biodiversity monitoring to tourism promotion in order to avoid overtourism and overcrowding in national parks. Unchecked, this presents a risk to human health amid COVID-19, reduced quality of experience to visitors, and may also overwhelm the natural environment leading to further park closures.

An area of overlap is support for development of sustainable tourism in designated areas under the Designated Areas for Sustainable Tourism (DASTA), under MOTs. The Ministry of the Interior (MOI) is responsible for community development and is increasingly focusing attention on community development through tourism in accordance with government priorities. While overall tourism policy and master plans provide clear directions for tourism development in Thailand, including the need for sustainability, these are not underpinned by clear strategy and operational policies outlining respective roles and responsibilities.

At national level, the National Tourism Policy Committee (NTPC) brings together multiple Ministries with the mandate to develop tourism policy and plans. MONRE represents environmental and biodiversity considerations, but is challenged in its ability to influence by the absence of clear strategy outlining the foundational role of biodiversity in supporting Thailand's tourism, potential impacts/benefits under different tourism development scenarios, and agreed actions to protect biodiversity that supports tourism. By contrast, well managed tourism can provide a critical source of financing for effective protected area management and the maintenance of visitor facilities. There is a need to work with and empower the role of NTPC in recognizing the importance of environmental protection in sustaining quality tourism experiences. There is mixed capacity and awareness across the NTPC on biodiversity-based tourism and how it can support sustainable tourism. There are no similar cross-sector bodies operating at sub-national level to bring together the range of interests for sustainable tourism development and support the integration of biodiversity into provincial development plans and tourism strategies.

While a national ecotourism policy has been developed in the past, implementation has been hampered as different agencies have had differing views on what ecotourism means and how it should be implemented in a mass tourism destination such as Thailand. In this project we emphasise 'Biodiversity-Based Tourism', as showcased in the UN World Tourism Organization's (UNWTO) 'Practical Guide for the Development of Biodiversity-based Tourism Products',^[14]¹⁴ The term biodiversity-based tourism is endorsed by the Project Implementing Partner, BEDO, and in previous GEF-5 projects in Thailand,^[15]¹⁵ and will be used to raise awareness on the issue of biodiversity

conservation with tourism operations.[16]¹⁶ Biodiversity-based tourism is applied where rich biological diversity is the central asset for tourism. It emphasises the use of local expertise and creating benefits for the local community while maintaining local biodiversity. Biodiversity-based tourism is a form of sustainable tourism,[17]¹⁷ similar to ecotourism with a stronger emphasis on biodiversity and communities, and is applicable to all tourism products, facilities and services. Currently Thailand does not have a widely understood definition on what biodiversity-based tourism should constitute.

Policy gaps include a lack of strategy, guidelines or legal provisions for biodiversity-based tourism development and controls, a lack of policies to share financial benefits in support of sustainable biodiversity and protected area financing and to facilitate stakeholder participation including public-private partnerships and community engagement. Nationally there has been ambition to promote Strategic Environmental Assessments (SEAs), driven by the National Economic and Social Development Council (NESDC), but neither the Prachuap Khiri Khan demonstration landscape nor the tourism sector have been assessed previously.

Barrier 2: Lack of technical tools and methodologies to identify and monitor the environmental, social and economic impacts of tourism and support the replication and upscaling of biodiversity-based tourism

As indicated in Thailand's draft 6th National Report to the CBD, the tourism industry is viewed as a major threat to biodiversity conservation and relevant sectors including tourism are still without adequate integration, and there is a lack of tools, mechanisms and guidelines on managing the sustainable use of biodiversity.

Tourist development planning is increasing in parts of Thailand identified as 'secondary' tourist destinations, such as in the 'Thai Riviera' area of four provinces south of Bangkok on the Gulf of Thailand. Tourism development will also be enhanced under the new National Tourism Policy Act 2019 which allows the Minister of Tourism and Sport to declare a specific area to be a Tourism Development Area. However, without practical and ecologically-sound guidance and tools for how tourism can be planned, developed and managed in a way that respects and enhances biodiversity, there is a risk that such plans could emphasize tourism growth without due regard for the protection of natural assets.

While the concept of ecotourism has been known in Thailand for some years, the concept has struggled to achieve its goal as there are not effective technical tools and methodologies to support its widescale operationalization. There is some work underway by the government to conduct one-off capacity assessments of popular tourist sites, but there is a broader need to establish practical and replicable tools to assess, monitor and reduce tourism impacts on ecosystems across Thailand that take into account ecosystem needs and acceptable limits of change, particularly under a climate change scenario. Improved awareness and understanding of these tools is needed at national, provincial and local levels, while the capacity and expertise to apply them is required at provincial and local levels. The COVID-19 pandemic has introduced a new urgency to this challenge, regarding the need for social distancing and avoiding overcrowding.

There are multiple examples of ecotourism at the community level that provide valuable lessons and experiences, but there are no mainstreaming, replication or capacity building mechanisms for these to be adopted more broadly as part of biodiversity-based tourism development.

Barrier 3: Inadequate financing and incentive mechanisms

There is inadequate financing for conservation actions at high biodiversity sites in Thailand. Protected area entrance fees are not directly retained at destinations, but instead the revenues are directed to a central government budget, and then the park applies for a management budget. There is no direct incentive to improve the sustainability of tourism experiences or maximize revenues because managing tourism well is not related to the benefit received back. Although it is mandatory for entrance fee revenue to be used for environmental protection, there is a lack of information about whether and how fees are reinvested in conservation activities and only limited mechanisms exist for retaining revenues and earmarking funds for specific conservation activities or priorities at the site-level.^[18] Inefficient collection has also resulted in leakage and revenue loss.

The new National Parks Act (2019) gives provision to share benefits from tourism fees with local authorities through a new Thailand Tourism Development Fund, but these funds are yet to be used to implement projects that benefit local people. Due to the drop in tourism caused by COVID-19 the fund has not received much revenue yet, and has not yet allocated funds to communities.

Currently, there are few mechanisms to provide effective incentives for biodiversity conservation within the tourism sector. User fees are in place at national parks (including variable fee structures for local vs international tourists) and revenue flows directly to DNP to support park management, but

there are limited user fees outside of PAs to support the management of biodiverse tourism sites and encourage enhanced stewardship by local communities and tourism enterprises. Local administrative organisations (LAOs), under the MOI, are taking and promoting actions to steward the environment and biodiversity resources. Yet while LAOs are required to have strategies related to natural resources and environment, most local authorities lack the resources and the expertise to plan and deliver comprehensive local biodiversity strategies that are aligned with their budgets and objectives in biodiversity conservation.[19]¹⁹

Under the new National Tourism Policy Act, the government is introducing an overall levy on tourists to support the maintenance of tourism sites across Thailand, which offers the potential for funds to flow to biodiversity conservation and local communities. The Act also provides scope for biodiversity conservation to be funded through a proposed Tourism Development Fund. Although handbooks on application procedures have been developed, technical guidance and tools are needed to make sure these opportunities are capitalized on to support enhanced biodiversity conservation.

Operationalization of ecotourism has been hampered by a lack of financial incentives for tourism operators to adopt more sustainable tourism practices and adhere to biodiversity-friendly standards and criteria. While numerous standards and certifications exist for tourism in Thailand, these have tended to focus on quality rather than sustainability and biodiversity conservation is overall not well-integrated, meaning that opportunities to leverage private sector leadership are lost. There is an absence of industry-led measures to promote and support biodiversity conservation across the tourism sector and limited voluntary mechanisms to cultivate good corporate environmental stewardship by tourism businesses and reward consistently-strong behaviour. Recognising the Global Environment Facility (GEF) guidance on environmental certification[20]²⁰ there are two GSTC-recognised Destination standards for Thailand that consider biological assets (namely, the Sustainable Tourism Management Standard of April 2018, and Criteria for Thailand's Community-Based Tourism Development of February 2019) but these have not yet been adopted broadly and the importance of protecting natural sites is still not understood as widely as other aspects such as community livelihoods and cultural preservation (see **UNDP PRODOC Annex 11i: Tourism standards and certification in Thailand**). The government has issued tax deductions to encourage tourists to visit secondary destinations and to support homestay businesses, but to date these have not yet explicitly considered biodiversity conservation.

Barrier 4: Limited awareness and capacity across government and local communities on managing overtourism and developing biodiversity-based tourism

Tourism's benefits are inequitably and unevenly distributed. Neither international nor Thai tourism companies operating in protected areas provide equitable benefits to local people and economies. To illustrate, a study of the Thab Lan National Park World Heritage Site found that income leakage was as high as 80%, and 68% of operators were international.[21]²¹ Furthermore an assessment of standards in Thailand's national parks identified key weaknesses in tourism management, including that tour operators emphasized profit rather than resource conservation, and there was a lack of community participation in tourism planning and management.[22]²² In Thailand there is also another indicator of foreign dominance in tourism called 'zero dollar tourism,' meaning zero benefit to Thai economy. This type of tourism occurs where all of the supply chain is operated by foreign companies (both legal and illegal) who try to sell packages as cheaply as possible.[23]²³

Benefit sharing from national park entrance fees includes 70% to the DNP, up to 20% for the park itself for related tourism, conservation and restoration, and up to 10% to local government organisations. CBT occurs adjacent to protected areas, but does not provide meaningful returns for the entrepreneurs. Women are under-represented in leadership and decision-making roles, while women receive lower incomes than men overall, and for specific roles. People working around protected areas include under-represented ethnic minorities that are vulnerable to poverty and the COVID-19 pandemic for a number of reasons: low literacy levels; lack of land to grow basic foods; isolation caused by lockdown and remote location; health challenges of waste management and air pollution; a lack of electricity and internet access (See **UNDP PRODOC Annex 8: Stakeholder engagement plan**). A study of Kui Buri National Park reviewed community involvement in park management and tourism. It found that although the level of community participation in wildlife conservation, and organizing activities and transportation was high, the level of involvement in tourism management and the resources available for tourism was at a low level.[24]²⁴

Cross-sector coordination on sustainable tourism development is impeded by a lack of awareness of biodiversity benefits for tourism, and technical capacity for how to integrate these within tourism planning, development and monitoring. This has been evident throughout consultation processes with all key stakeholders at all levels. Government agencies in charge of tourism do not understand the critical role of biodiversity and the benefit of ecosystem services. Most of communication and public campaigns in green tourism or ecotourism lack in-depth information and often lose opportunities to capitalize on the tourism destination with biodiversity potential.

Local stakeholders (e.g. communities, social enterprises, provincial and sub-provincial administrations) have limited awareness of biodiversity-based tourism opportunities and lack the required skills to develop and operate tourism to meet required standards and ensure objectives of different partners. Due to pressures of the COVID-19 pandemic, few local operators are currently interested in sustainability, as their operations concentrate on business survival. Those who were interested during the Project Identification Form (PIF) stage indicated that they lack the required expertise and skills for tourism (e.g. appropriate English language skills, knowledge of tourism expectations and standards). This will still be required within a post-COVID landscape. While communities have diverse and unique knowledge of their local biodiversity and how it is used and interacts with local cultures and livelihoods, language barriers and lack of interpretation materials prohibit the passing on of this information to tourists, impeding their overall tourist experience. A value chain for biodiversity-based tourism at the community level needs to be developed and capacity building provided for communities to develop new community-based tourism ventures, supported by appropriate financing mechanisms, market access and business development skills, so that the benefits of local biodiversity resources utilization can be shared within the community and used to maintain ecosystems in their community

Strong demand for beachfront accommodation is driving illegal construction on sensitive beach dune systems. Some natural areas have been closed to visitors to provide time for their biodiversity to recover, such as Maya Bay^[25], and despite some livelihood diversification this has resulted in lower incomes for people within tourism value chains.

The project has been designed specifically to address these impacts and plans are in place to mitigate the impacts and risks presented by COVID-19 and Climate Change.

(See UNDP PRODOC Section IV Results and Partnerships, Risks; UNDP PRODOC Annex 5 SESP; Annex 13 Climate risk screening, and Annex 14 COVID risk screening).

2) The baseline scenario and any associated baseline projects

Section III: Strategy (?Baseline scenario and projects?) of the UNDP PRODOC has been updated but remains fully aligned with the description in the original Concept Note.

The proposed project is aligned with Thailand's *Master Plan for Integrated Biodiversity Management 2015-2021*^[26] and also the *Action Plan for Biodiversity Management (2017-2021)*^[27].

Specifically, this plan includes an initiative to promote development of sustainable tourism by community participation taking into account capacity of ecosystem services and biodiversity conservation (Initiative 2.2.3). It is also consistent with the GEF National Portfolio Formulation Exercise (NPFE). It is aligned with the new national strategy (2021-2026), which stresses sustainability and resilience in natural resources and biodiversity by (1) balancing conservation and use, (2) emphasizing 'high value, low impact', and (3) developing community and local economy with natural resources emphasizing biodiversity and cultural diversity to add value to the supply chain.

Thailand's sixth National Report on the implementation of the Convention on Biological Biodiversity (2019) stated that relevant sectors in Thailand are still without adequate integration and adoption of Bio-Circular Green (BCG) Economy tools, mechanisms and guidelines on management of sustainable use of biodiversity. The report pointed out that Thailand needs to conduct reviews on existing rules and regulations in order to establish effective mechanisms and guidelines to monitor and control impacts of tourism activities on biodiversity and ecosystems. The report recommended that measures to reduce the impacts of tourism activities on ecosystems that have been affected from climate change (e.g. coastal areas and wetlands) should be developed. In addition, Thailand should pursue the inclusion of biodiversity safeguards in various standards and criteria.

A Memorandum of Understanding (MOU) between TAT and the United Nations Development Program (UNDP) was signed on World Environment Day, 5 June 2020. The move is supposed to pave the way for the Thai tourism industry to align with the Sustainable Development Goals (SDGs) in the post-COVID-19 crisis context and make sustainable, inclusive and community-based tourism the 'new normal'.

The Thailand Policy Lab (TP Lab) is a collaboration between UNDP and the Royal Thai Government through the NESDC. The lab's missions are: 1) to introduce innovative approach to policy making and public service delivery in Thailand; 2) to connect and build capacities of various key stakeholders (i.e. government, private sector, academic and citizen) to accelerate innovation for policies and public services in Thailand; and 3) exchange knowledge and experience as well as collaborate with Asia Pacific communities to achieve the SDGs. The project is consistent with the TP Lab and its vision to position Thailand as a champion in policy innovation in the Asia Pacific region, by: 1) providing a platform for exchanging knowledge and experience, co-creating and experimenting new approaches to policy making process, and sourcing local solutions to address existing development challenges; and 2) providing technical assistance and knowledge products that are built on our expertise and experience from applying new approaches in policy formulation and implementation with the Thai Government.

The project is consistent with post-COVID policies including the TAT's 5R recovery goals to: 1) stimulate domestic travel to restart tourism businesses and get employees back to work to earn a living; and 2) rebalance the system for sustainable tourism and attract upper-income tourists.

The project builds upon a strong baseline of prior GEF investment in Thailand including (also see **UNDP PRODOC Annex 11c: Policy baseline analysis**):

- a. GEF-4 *Sustainable Management of Biodiversity in Thailand's Production Landscape* project, implemented by BEDO with support of UNDP, which provides a scalable model for community-based social enterprises engaged in commercial supply chains for biodiversity-based products (that can be applied to biodiversity-based tourism development);
- b. GEF-5 *Strengthening Capacity and Incentives for Wildlife Conservation in the Western Forest Complex* project, implemented by DNP with support of UNDP, which is demonstrating community-based ecotourism to strengthen local livelihoods of communities living within and buffering protected areas and reduce local impacts on these protected areas through unsustainable resource use. The project creates opportunities for local community development (i.e., job opportunities for local people) that will lead to a change of attitudes towards the world heritage area in a more appropriate direction and reduce the unsustainable use of forest resources in the communities, and also establishes tourism for specific groups of visitors who want to learn about ecosystem and wildlife;
- c. GEF-5 *Conserving Habitats for Globally Important Flora and Fauna in Production Landscapes* project, implemented by ONEP and the Zoological Park Organisation (ZPO) under MONRE. The project aimed to conserve the habitats of endangered species such as the spoon-billed sandpiper (*Eurynorhynchus pygmeus*), water lily (*Crinum thianum*), and Eastern sarus crane (*Grus antigone sharpii*) in production landscape outside protected area. The project included interventions to improve cooperation between MONRE and MOTS departments on law enforcement of globally threatened species. A financial strategy was established for sustainable management of habitats, assessments of economic opportunities for target communities, and enhancing skills and knowledge for biodiversity-based tourism including accounting, product development and marketing.
- d. GEF-5 *Sustainable Management Models for Local Government Organisations to Enhance Biodiversity Protection and Utilization in Selected Eco-regions of Thailand* project, was implemented by BEDO with support of UNDP, which has raised awareness and capacity of provincial and sub-provincial (Tambon) administrations on biodiversity conservation, including development of a 'Biodiversity Benefits Index' to monitor their performance at maintaining biodiversity in terms of the range of benefits generated from it. The project established a branding system with criteria for biodiversity-based tourism products, raised awareness of community members on the benefits of biodiversity rehabilitation and biodiversity-based tourism, demonstration pilot projects on bamboo and marine and coastal products, and also aimed to establish high-value market for biodiversity-based tourism internationally and domestically.

e. GEF-6 *Integration of Natural Capital accounting in public and private sector policy and decision-making for sustainable landscapes*, implemented by ONEP with support of UN Environment, which uses tourism as one of its pilot sectors and will support the development of natural capital accounts linked to national satellite accounts for tourism, along with strengthening provincial capacities and enabling frameworks to better reflect natural capital in the tourism sector (project demonstrations focus on nearshore coastal and marine ecosystems in Krabi Province); and

f. GEF-6 *Combatting Illegal Wildlife Trade, focusing on Ivory, Rhino Horn, Tiger and Pangolins in Thailand* project, implemented by DNP with support of UNDP, which under its demand reduction component, includes activities to change behaviour of key consumer groups for illegal wildlife products and raise industry awareness of the links between tourism and illegal wildlife trade (e.g. ivory purchase in Thailand from travelling Chinese).

3) The proposed alternative scenario with a brief description of expected outcomes and components of the project

Section III: Strategy (?Theory of change and alternative scenario?) and Section IV: Results and Partnerships (?Expected results?) of the UNDP PRODOC are fully aligned with the project strategy, project components and project outcomes, as described in the original Concept Note.

The project proposes an alternative scenario for tourism in areas of high biodiversity in Thailand, which is established at the community level and contributes to the conservation and monitoring of globally significant biodiversity. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people.

To achieve this, the project will implement three complementary, strategic approaches[28]²⁸ (corresponding with the impact pathways shown in the TOC, shown the UNDP PRODOC's Figure 4, and described below), which collectively address the development challenges.

The project objective, outcome 2 and several outputs have been slightly adjusted revised in line with current priorities and realities in the operational environment and in light of comments from GEF and the STAP on the PIF (See **Annex B**). The table below summarises the **minor** adjustments made to the project outputs within each component, in response to stakeholder consultations and feasibility assessments undertaken during the PPG phase.

	Original in the Concept Note	Changes made at GEF CEO ER stage	Commentary on changes
Project objective	To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism that avoids tourism impacts on biodiversity and supports biodiversity conservation and local livelihoods improvement.	To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism	Revised and simplified in response to GEF STAP comments on the PIF (See Annex B).
Outcome 1	Strengthened and harmonized policies and standards to mainstream biodiversity conservation into tourism	No change	Consistent with the original CN..
Output 1.1	National biodiversity-based tourism strategy adopted and integrated into Tourism Development Master Plans and implementation of new National Tourism Policy Act.	National biodiversity-based tourism strategy developed, adopted and integrated into government processes and reporting of MONRE and MOTS and improved agency coordination mechanisms.	Rephrased to focus Output 1.1 on development of a biodiversity-based tourism strategy and improved coordination at national level. The development of a new sub-committee on biodiversity-based tourism will support the National Tourism Policy Committee (NTPC) will coordinate with the Thailand Policy Lab. Development and application of practical and ecologically-sound guidance and tools for how tourism can be planned, developed and managed will also support implementation of the National Tourism Policy Act (2019) (Outputs 1.2; 1.3 and 1.4).

	Original in the Concept Note	Changes made at GEF CEO ER stage	Commentary on changes
Output 1.2	Operational policies on biodiversity financing solutions for tourist destinations (e.g. user fees, environmental management charges, community trust funds, access to tourism development fund, integration into municipal budgets) developed and adopted.	Operational policies on biodiversity financing solutions for tourist destinations developed and adopted.	Output simplified without the list of financial solutions included. The output will include a feasibility study for a biodiversity levy on protected area fees to finance local conservation management and visitor impact mitigation. Options to leverage conservation finance from the tourism sector (including Corporate Social Responsibility budgets, Environmental and Social Governance (ESG), innovative investment vehicles, Green Bonds, the biodiversity sustainability fee) will be investigated, recognizing the results of the NCA/PES assessment (in Output 1.1).
Output 1.3.	Practical, standardized methodologies for tourism ecological and social impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand.	Practical, standardized methodologies for tourism's ecological, social and economic impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand.	The Output added "economic impact assessment" to ensure balance across the triple bottom line of sustainable development.
Output 1.4	Biodiversity conservation integrated into existing national tourism standards and certifications, strengthening sustainability of tourism and creating financial incentives for tourism operators to adopt biodiversity-compatible practices.	Biodiversity conservation integrated into existing national tourism standards and certifications, strengthening sustainability of tourism.	Financial incentives removed, and rather applying market-based incentives with improved access to tourists and tour operators interested in sustainability (Output 3.1), which are easier and quicker to realise (see UNDP PRODOC Annex 11j).

	Original in the Concept Note	Changes made at GEF CEO ER stage	Commentary on changes
Output 1.5	-	Capacity development program for mainstreaming biodiversity conservation within tourism planning, development and operations institutionalized within key national and provincial government agencies.	New output included, to provide training for employees within national ministries, provincial government agencies and protected areas on biodiversity-based tourism, sustainable tourism, and the methods, tools and standards strengthened under Component 1. This will strengthen existing trainer capacity and training tools available in BEDO, the TAT Academy, and DNP Training Unit. Working with existing training institutions and trainers, the project will build institutional capacity and ensure that the trainings continue to be used post-project.
Outcome 2	More sustainable, biodiversity-friendly management and operation of tourism across 108,000 ha of ecologically important landscape	More sustainable, biodiversity-friendly management and operation of tourism across the ecologically important Prachuap Khiri Khan landscape.	Outcome simplified. Prachuap Khiri Khan landscape is now specified as the demonstration area. The demonstration area at CEO ER is now larger than at PIF stage, at 115,366.39 ha (see UNDP PRODOC Annex 11b Demonstration Landscape Profile report UNDP PRODOC Section IV Results Framework).
Output 2.1	Provincial, multi-sector biodiversity-based tourism platform established and adopted strategic environmental and social assessment and biodiversity-based tourism action plan, supporting sustainable implementation of the West Coast Tourism Development Strategy	Provincial, multi-sector sustainable tourism platforms strengthened and implementation of provincial tourism plans and strategies informed by strategic environmental and social assessment and biodiversity-based tourism strategy action plan.	Simplified output, as (a) a new tourism platform was not required as an existing Provincial Tourism Policy Committee is already in place and will be involved in the project governance to support the Provincial Project Working Group (See UNDP PRODOC Section VII Governance). The West Coast Tourism Development Strategy was not highlighted by consultees during the PPG phase, and was replaced by implementation the biodiversity-based tourism strategy action plan, to be developed under the project (under Output 1.1). (See UNDP PRODOC Annex 11c)

	Original in the Concept Note	Changes made at GEF CEO ER stage	Commentary on changes
Output 2.2	Visitor management plans, business plans and revenue generation models developed for project sites.	Visitor management plans and revenue generation models that improve METT scores are implemented at project sites.	Clarified that the Output should improve METT scores at project sites, to improve conservation effectiveness. (see GEF CEO ER: Annex B)
Output 2.3	Sustainable tourism standards and impact monitoring promoted and deployed across Prachuap Khiri Khan. This will take place through (i) reinvigoration of the existing government Green Hotel scheme and its broadening to cover biodiversity conservation and embrace more tourism operators; and (ii) awareness-raising and training of provincial tourism officers, local governments, and local local tourism operators in avoiding, mitigating and monitoring tourism impacts.	Sustainable biodiversity-based tourism products and experiences developed and strengthened with local communities to raise engagement in biodiversity conservation and generate livelihood benefits, including for women and youth.	<p>Outputs 2.3 and 2.4 were combined and simplified.</p> <p>The Green Hotel scheme will be applied in Output 2.3, in addition to other standards that have biodiversity criteria integrated (as adapted in Output 1.4) (See UNDP PRODOC Annex 11i)</p> <p>Detailed elements of enterprises identification, strengthening, and value chain development are integrated within Output 2.3's activities.</p>
Output 2.4	Biodiversity-based tourism products and experiences developed with local communities to raise engagement in biodiversity conservation and generate livelihood benefits. This will include: (i) identification and development of tourism products that are conservation-compatible, community-based and reflect local cultures; (ii) strengthening of local social enterprises to develop and manage biodiversity-based tourism; and (iii) value chain strengthening, promotion and marketing of biodiversity-based tourism.		

	Original in the Concept Note	Changes made at GEF CEO ER stage	Commentary on changes
Output 3.1	Integrated ecotourism mobile application developed and launched, providing an e-marketplace for tourists and community biodiversity-based tourism providers.	Improved access to e-marketplaces for biodiversity-based tourism providers.	During the PPG phase it was realised that suitable e-marketplaces already existed and were used in Thailand, including those promoting sustainable tourism products (see UNDP PRODOC Annex 11e). However, biodiversity-based tourism enterprises need support to be included on Online Travel Agent platforms.
Output 3.2	Targeted outreach and education campaign on mainstreaming biodiversity into tourism delivered to tourism industry, CSOs, and domestic and international tourists.	No change	Consistent with the original CN..
Output 3.3	Knowledge exchange system established for the sharing of experiences between communities and PAs, and for replication and upscaling of best practices across Thailand.	No change	Consistent with the original CN..
Output 3.4	M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.	No change	Consistent with the original CN..

At GEF CEO ER stage Component 3 has been allocated an additional \$290,475 re-allocated from Components 1 and 2, mainly to finance improved digital market for biodiversity-based tourism enterprises under Output 3.1 and 3.2 (see table below). The additional activities under Component 3 include (1) provision of technical support to biodiversity-based tourism enterprises to register with OTAs, local tour operators and Tag Thai, and Amazing Thailand and train biodiversity-based tourism enterprises on use of social media; (2) development and monetisation of virtual tour experiences for product diversification amidst COVID-19; and (3) the design, publication and dissemination of biodiversity conservation awareness programs for stakeholders in the project landscape and tourists. The reduced budget allocated to Components 1 and 2 will not adversely affect the effectiveness of their outputs, nor the outcomes or impacts realised.

	Original GEF budget in the Concept Note	GEF budget at GEF CEO ER stage	Commentary on budget changes
Component 1	\$500,000	\$336,000	-\$164,000, re-allocated to Component 3
Component 2	\$1,600,000	\$1,473,526	- \$126,474, re-allocated to Component 3

	Original GEF budget in the Concept Note	GEF budget at GEF CEO ER stage	Commentary on budget changes
Component 3	\$414,025	\$704,500	+\$290,475, re-allocated from Components 1 and 2.

Cofinancing has decreased slightly from \$20,100,000 at PIF to \$19,817,134 at CEO Endorsement, a difference of \$282,866. The cofinancing ratio remains healthy at 7.51. The difference is mainly due to a reduction in private sector cofinancing as a result of major COVID-19 financial impacts on the tourism industry, creating uncertainty regarding their future commitments. Letters of support committing their full collaboration with the project have been provided by private sector groups given the current situation - namely the Tourism Association of Prachuab Khiri Khan, Community-based Tourism of Prachuab Khiri Khan Association, and the Thai Responsible Tourism Association. It is expected the COVID-19 situation would ease after Thailand has achieved the 'herd immunity' of its population by the end of 2021 through its vaccination programme, after which these commitments should be revisited during the course of project implementation to see whether they could be turned into quantifiable co-financing. Nonetheless, participating government partners (national and sub-national) have committed their co-financing totaling more than \$19 million (see **Table C**).

The project is organized under three complementary *components*^{[29]²⁹} which correspond with the three impact pathways (or strategic approaches) defined in the project's Theory of Change (see UNDP PRODOC Figure 4):

To ensure achievement of the Project Objective and Outcomes, the project will deliver Outputs organised within three complementary components:

- ? Component 1. Enabling national framework for mainstreaming biodiversity into tourism
- ? Component 2. Integrated provincial model for mainstreaming biodiversity into tourism
- ? Component 3. Knowledge management, awareness, gender mainstreaming and M&E

Component 1. Enabling national framework for mainstreaming biodiversity conservation into tourism

Outcome 1: Strengthened and harmonized policies and standards to mainstream biodiversity conservation into tourism

Output 1.1: National biodiversity-based tourism strategy developed, adopted and integrated into government processes and reporting of MONRE and MOTS and improved agency coordination mechanisms

There is a lack of coordination within Government on tourism strategies that support biodiversity conservation, particularly in protected areas, and a lack of understanding of how to improve

conservation benefits of tourism (see **UNDP PRODOC Annex 11c**). Without intervention, there is a risk of further negative impacts on biodiversity and ecosystems if tourism expansion and development is not planned and implemented in a sustainable fashion that respects ecological limits and needs.

A new sub-committee on biodiversity-based tourism will be formed under the existing joint agency technical working group between MONRE and MOTs to improve coordination and partnership between the ministries.^[30]³⁰ The mandate of this sub-committee will include to establish a biodiversity-based tourism strategy that supports sustainable tourism and CBT in areas of high biodiversity. The sub-committee will ensure coordination of national and provincial departments to mobilize biodiversity-based tourism in the project landscape, including through the Thailand Policy Lab. The new sub-committee will be empowered with new knowledge generated through policy analysis and technical assessments, in addition to a new biodiversity-based tourism strategy. Sub-committee meetings will be used to review and endorse project deliverables and offer project recommendations for consideration by the Ministers of MONRE and MOTs. In turn, the ministers may submit those recommendations for review and approval to the National Tourism Policy Committee (NTPC)^[31]³¹ and Senate Standing Committee on Tourism^[32]³² as appropriate for further scaling up nationally.

A Social and Environmental Strategic Assessment (SESA) approach will be applied to the development of the biodiversity-based tourism strategy, such that potential social and environmental downstream impacts arising from the development of the strategy are considered as an explicit part of its development. COVID-19 impacts and feasibility, will also be considered and used as inputs to strategy development. Initial screening will be supported by the application of standardized methodologies for tourism's ecological, social and economic impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand in Output 1.3, and further supported by the project in the demonstration landscape in Component 2. National strategy for biodiversity-based tourism to reflect use of SESA for placement of biodiversity-based tourism activities to avoid culturally significant sites. Project-developed standards for biodiversity-based tourism development and operations will reflect best practices during all stages of biodiversity-based tourism development to avoid, mitigate and manage impacts on cultural heritage.

Indicative activities:

1.1.1 Establish a sub-committee on biodiversity-based tourism. Agree the mandate of the sub-committee, including to establish and implement a biodiversity-based tourism strategy that supports CBT and sustainable tourism in areas of high biodiversity. Agencies invited to the sub-committee

would include representatives of BEDO, MONRE, MOTS, DNP, ONEP, DMCR, RFD, DEQP, DOT, TAT, CDD-MOI, ED-DLA-MOI, DMR, DWR, DASTA, ZPO and BGO.[33]³³ The sub-committee will strengthen coordination on sustainable visitor management practices amid COVID-19, while avoiding risks of over tourism, by improving linkages between TAT and DNP (see Output 1.3). This will enable DNP to communicate rapidly when specific protected areas or attractions within them are at risk of overcrowding, and allow TAT to adjust their promotion of those sites to domestic and international markets accordingly.

1.1.2 Building on the PPG phase (see **UNDP PRODOC Annex 11c**), and following the SESA process[34]³⁴, conduct detailed analysis of existing government policies and plans with MONRE and MOTS mandates, including those due for updates (see Table 4 in Development Challenges section). Identify gaps and areas for integration of biodiversity conservation and application of biodiversity-based tourism. The analysis will include the BCG Economy Strategy, [35]³⁵ 20-year National Strategy, 2nd National Tourism Development Plan, Tourism Authority Strategy, Tourism Development Strategic Plan, DASTA Strategy, Digital Development Plan for tourism, the Green Tourism Promotion Strategy, Creative Tourism Strategy, and the revised National Parks Act (2019) and also COVID-19 policies that affect tourism (see Section II Development Challenge).

1.1.3 Building on DNP's National Capital Accounting (NCA) for infrastructure development, BEDO's NCA for hotels,[36]³⁶ and a Payments for Ecosystem Services (PES) evaluation of Koh Tao Island,[37]³⁷ the project will conduct technical assessments of the role of biodiversity in supporting Thailand's tourism industry. NCA and/or PES methodologies will be used to quantify the value of biodiversity to the tourism sector. Results will be disseminated to the tourism sector through TAT and private sector associations to encourage greater uptake of measures to conserve biodiversity through best practices.

1.1.4 Based on the review and assessments of activities 1.1.2 and 1.1.3, develop a conservation-compatible biodiversity-based tourism strategy, to mainstream biodiversity into the tourism sector at large, and advancing sustainable tourism practices into tourism policy and the sector as a whole. Members of the steering committee and the Project Management Unit (PMU) will visit applicable project sites of previous GEF projects in Thailand to inform the approach. Apply a multi-stakeholder and participatory approach to develop a national biodiversity-based tourism strategy that is cognizant of evolving COVID-19 policies, policies and is based on the SESA approach (following UNDP SES policy and guidance) such that it is socially and environmentally sustainable, and addresses roles and involvement of members of the sub-committee on biodiversity-based tourism's institutions in

implementation, agreeing the concept, definition and approach for Thailand and with linkages to the Thailand Policy Lab.[38]³⁸

1.1.5 Provide ongoing technical support for the integration of biodiversity conservation and biodiversity-based tourism into government plans and reporting, including the national reports to the Convention on Biological Diversity and NBSAP.

Output 1.2: Operational policies on biodiversity financing solutions for tourist destinations developed and adopted.

The legislative framework in Thailand does not allow trust funds to be established, or for tourism user fees from protected areas to be directly re-invested or shared with local communities. However, the National Tourism Policy Act (2019) allows for a new Thailand Tourism Promotion Fund that allows tourism revenue from protected areas to be allocated to local governments for tourism infrastructure, research and development, and services (see **UNDP PRODOC Section II Development Challenge, and UNDP PRODOC Annex 11c: Baseline Policy analysis**), and MOTS has a handbook that guides those eligible on applications. Juristic entities are also eligible to apply for grants and loans from this Fund for tourism promotion purposes. However, more analysis is required to establish the potential to leverage conservation finance from the tourism sector, and the viability of applying a biodiversity levy to protected area tourism fees to finance conservation and tourism mitigation. Without intervention, there is a risk that funds allocated from the Thailand Tourism Promotion fund will not prioritize initiative that support biodiversity conservation.

Feasibility studies for a biodiversity levy on protected area fees, and on the potential to leverage conservation finance for the tourism sector will be supported by the project. Recommendations from these studies will be applied in the project landscape under Component 2 (Output 2.2). Major corporations in the private sector also allocate significant corporate social responsibility budgets that could be directed toward local conservation management, using a natural capital approach.

Indicative activities:

1.2.1 Complete a feasibility study and support for the establishment of a biodiversity levy applied to protected area tourism fees to finance local conservation management and visitor impact mitigation. Include research on applicable pricing for tourism activities in the project landscape, using benchmarking and willingness to pay studies, cognizant of maximizing visitor yield, and develop pricing standards for biodiversity-based tourism activities.

1.2.2 Complete a feasibility assessment on the potential to leverage conservation finance from the tourism sector, considering options including Corporate Social Responsibility budgets, Environmental and Social Governance (ESG), innovative investment vehicles, Green Bonds, the biodiversity sustainability fee (Activity 1.2.1), and recognizing the results of the NCA/PES assessment (Activity 1.1.3).

1.2.3 Provide technical support and guidance to the sub-committee on biodiversity-based tourism for the annual evaluation of funding proposals to the Thailand Tourism Promotion Fund to ensure adequate consideration of biodiversity conservation and criteria for biodiversity-based tourism.

Output 1.3: Practical, standardized methodologies for tourism's ecological, social and economic impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand.

International advances in visitor management planning and economic assessment of protected area visitation have not yet been applied in Thailand (see **UNDP PRODOC Annex 11c**). Adapting new techniques to the Thai context, and applying them in the project landscape (in Component 2), will ensure that the country is utilising the most advances approaches available.

The project will validate and adapt internationally recognised visitor management tools for protected areas to Thai conditions (e.g. the Visitor Use Management Framework [VUMF][39]³⁹), using approaches that focus on desired conditions. Visitor management requirements for COVID-19 safety protocols (e.g. social distancing and visitor tracking) will be integrated,[40]⁴⁰ linked to the TAT and DNP coordination to avoid over-promotion of popular sites (see Activity 1.1.1). For economic assessments of visitation in protected areas, the new UNESCO Visitors Count! methodology, will be validated and adapted to establish the contribution that visitor spending makes to the local and national economy in Thailand.

Key Performance Indicators (KPIs) will be established for biodiversity-based tourism. These will be reviewed by the NTPC sub-committee on biodiversity-based tourism for adoption, and then applied to the project sites in Component 2.

A scoped SESA approach will be applied to the development of the methodologies, to avoid and manage their potential downstream social and environmental impacts prior to their adoption, and to ensure compliance with the UNDP SES. Government standards and UNDP standards for community consultation (including FPIC), governance and benefit-sharing will also be adhered to in the development of the methodologies.

Indicative activities:

1.3.1 Develop a practical and effective visitor impact management and monitoring program for tourism in high-biodiversity sites through adaptation and translation of the Visitor Use Management Framework and Visitors Count!^[41] to Thailand's post-COVID context. These approaches address ecological, social and economic impacts.

1.3.2 Establish KPIs for biodiversity-based tourism outside protected areas based on international best practices and standards and using BEDO's Natural Capital Accounting and BB Check tools.^[42]

Output 1.4: Biodiversity conservation integrated into existing national tourism standards and certifications, strengthening sustainability of tourism

1.

Ecotourism is captured in tourism strategy but has not been successfully operationalized due to lack of clear agency responsibilities, and practical and agreed technical guidelines and standards for how to develop and operate tourism in a biodiversity-friendly manner (see **UNDP PRODOC Annex 11i**). Without intervention, there is a risk that biodiversity in tourism destinations will continue to deteriorate.

GEF funds will be used to support integration of biodiversity-based tourism into existing standards and associated monitoring systems, to ensure that biodiversity, solid waste management, climate change adaptation and mitigation, and social criteria are fully embedded. The standards will include BEDO's BB Check, MONRE's Green National Park standard, the DEQP's Green Hotel standard and Homestay Standard Thailand, the DoT's Thailand Tourism Activity standard, and DASTA's Sustainable Tourism Management Standard (see **UNDP PRODOC Table 4**). Training on the standards will be provided for decision makers and protected area officials, and they will be applied under Component 2 in the project landscape.

Indicative activities:

1.4.1 Review and propose revisions to existing standards to ensure the integration of biodiversity conservation, climate change adaptation and mitigation, and social impacts within current standards that do not currently include them (e.g. The Green Hotel standard, Green National Park, Homestay Standard Thailand, Thailand Tourism Activity Standard, and Sustainable Tourism Management Standard)

1.4.2 Integrate biodiversity criteria into TAT's Thailand Tourism Awards (Kinaree) to incentivize sustainable tourism operators that integrate biodiversity conservation and showcase best practices in solid waste management and climate mitigation.

1.4.3 Increase uptake of BEDO Business and Biodiversity programs (e.g. Natural Capital Accounting, BB Check and PES) within the tourism sector, to encourage operators to adopt sustainable practices in renewable energy, solid waste management, and biodiversity conservation in their

destinations. The project will raise awareness of the tools, provide technical guidance with support and mentorship to stimulate adoption of these tools. These activities will be conducted through TAT and tourism associations nationally (e.g. the Thai Responsible Tourism Association (TRTA), the Ecotourism and Adventure Tourism Association (TEATA)) and in the project landscape (i.e. Tourism Association of Prachuap Khiri Khan (TAP), and Prachuap Khiri Khan Community-Based Tourism Association).

1.4.4 Through the sub-committee on biodiversity-based tourism (Activity 1.1.1) encourage DNP and RFD to endorse use of the BEDO Business and Biodiversity programs (Activity 1.4.3) and standards (Activity 1.4.1 and 1.4.2) across protected areas and forests in Thailand, including in the destination landscape.

Output 1.5: Capacity development program for mainstreaming biodiversity conservation within tourism planning, development and operations institutionalized within key national and provincial government agencies.

During the PPG phase, a Capacity Development Scorecard assessment was conducted with representatives of government at national level and the Prachuap Khiri Khan provincial office (i.e. from the project site^[43]⁴³ and project landscape area^[44]⁴⁴) (see **UNDP PRODOC Annex 11g**). The scorecards identified the key challenges and capacity constraints of related stakeholders for mainstreaming biodiversity conservation into the tourism sector. The baseline score was 32 (34.4%) out of 93 with a target score of 77 (82.8%) at the local level and for the National level it was a baseline score of 36 (38.7%) and a target score of 71 (76.3%), allowing for significant opportunity for development. Due to the high volume of tourism nationally and in proximity of the demonstration landscape prior to the COVID-19 pandemic, and a strong protected area system nation-wide, there are many opportunities to mainstreaming biodiversity conservation into the tourism sector. However, some key barriers are lack of awareness in overall understanding of biodiversity values and opportunities with biodiversity-based tourism, lack of human resources with professional knowledge in biodiversity-based and sustainable tourism, weak coordination among government agencies and weak monitoring and evaluation tool and standards both at the local and the national level. Capacity development plans and strengthening of existing training institution and trainers will be crucial to overcome these challenges.

To address these challenges, a capacity development program will provide training for employees within national ministries, provincial government agencies and protected areas on biodiversity-based tourism, sustainable tourism, and the methods, tools and standards strengthened under Component 1. This will strengthen existing trainer capacity and training tools available in BEDO, the TAT Academy, and DNP Training Unit. Working with existing training institutions and trainers, the project will build institutional capacity and ensure that the trainings continue to be used post-project. The capacity development plans and programs will ensure gender equity at all stages and across all activities. To broaden the stakeholder understanding of good biodiversity-based tourism, a series of south-south collaboration events will be organized.

Indicative activities:

1.5.1 Building off PPG assessments, the project will establish a database of existing tourism curriculum materials used in Thailand identify gaps that can be strengthened to integrate biodiversity conservation and biodiversity-based tourism development. The database will include an inventory of existing trainers and their existing capacity. The database will be established in collaboration with BEDO, the TAT Academy and DNP Training Unit, and hosted and maintained by the TAT Academy. An assessment of biodiversity-based tourism training needs will be integrated in the KAP.

1.5.2 For government and protected area officials, adapt and translate training tools for application in Thailand, and provide training to DNP, DMCR, and DASTA trainers in the use of the VUMF and Visitors Count! And the standards improved under the project (Output 1.2, 1.3 and 1.4). Training for PA staff will also integrate human rights sensitization under the guidance of the social and environmental safeguards expert.

1.5.3 For tourism operators, develop training materials and a training curriculum on biodiversity-based tourism and sustainable tourism for the TAT Academy to fill gaps identified. The TAT pilot course on sustainable tourism will strengthened ensuring biodiversity issues are comprehensively addressed.

1.5.4 For community members, develop a training curriculum on sustainable tourism via the TAT academy, including how community members can be involved in biodiversity-based tourism and its supply chain. Resource materials may include the International Union for Conservation of Nature (IUCN) Best Practice Guidelines and its Massive Open Online Course,[45]⁴⁵ the Asia-Pacific CBT training manual[46]⁴⁶ and other resources[47]⁴⁷ as a basis.

1.5.5 For South-South knowledge transfer exchanges within Thailand and with relevant countries, organize experiential exchanges for national and provincial government officials and policy-makers to share best practices on integration of biodiversity conservation into tourism policy and biodiversity - based tourism development.

Component 2. Integrated provincial model for mainstreaming biodiversity conservation into tourism

Outcome 2: More sustainable, biodiversity-friendly management and operation of tourism across the ecologically important Prachuap Khiri Khan landscape

2.

Output 2.1: Provincial, multi-sector sustainable tourism platforms strengthened and implementation of provincial tourism plans and strategies informed by strategic environmental and social assessment and biodiversity-based tourism strategy action plan

Existing platforms in Prachuap Khiri Khan lack provincial tourism planning frameworks, guidance on synergistic and cumulative impacts of tourism at provincial scale, and a strategy to strengthen conservation while reducing environmental risks from tourism (see **UNDP PRODOC Annex 11b and 11c**). Without intervention there is a risk that tourism will be unplanned, fragmented and unsustainable.

GEF funds will be used to strengthen the existing provincial, multi-sector sustainable tourism platforms, the PTPC and Cluster Committee, including by linking them to stakeholders relevant to the project sites. The PTPC will be provided support with training and workshop facilitation to assist

facilitation of project activities in the Prachuap Khiri Khan landscape in conjunction with the Provincial Project Working Group (see Section VII: Governance and management). BEDO will facilitate linkages between the PTPC and Provincial Project Working Group and national level outputs from Component 1, including integrating the biodiversity-based tourism strategy, standards and tools into provincial platforms working on the tourism master plan and strategic development planning.

Social and environmental safeguards, due diligence and impact prevention and mitigation will be an important part of biodiversity-based tourism development planning and demonstration (GEF- or co-financed) under this project. This includes the assessment of biodiversity-based tourism plans and strategies for the project landscape through a scoped strategic environmental and social assessment (SESA). In accordance with UNDP Social and Environmental Standards Standard 6, FPIC will be secured as needed prior to the commencement of any project-supported activities that require FPIC. For GEF-financed activities, adherence to the UNDP social and environmental standards will be required as part of the procurement and contract monitoring process, and independently overseen by a safeguards specialist. Any infrastructure and product development will also adhere to the national methodologies developed with project support under Output 1.3 (which will comply with the UNDP SES) and has been scheduled to commence once the methodologies have been drafted to demonstrate their practical application. Additional restrictions as needed to avoid site-specific potential impacts will be identified during site/product impact screening processes (see activities 2.1.3 and 2.1.6 for further details). SESA consultations will ensure that project activities appropriately cover all potential cultural heritage impacts and reflect best practice approaches that fully meet the UNDP SES on cultural heritage. Health and safety risks will also be considered for planned tourism activities. The SESP risk relating to employment or livelihoods that may fail to comply with national and international labor standards will be assessed and integrated into the Strategy via the SESA.

In coordination with ONEP, a spatially-explicit SESA will be undertaken to identify key ecological assets and potential threats and impacts of tourism development and biodiversity-based tourism. A tourism master plan will be developed for the project landscape that is aligned with the SESA and biodiversity-based tourism strategy, as well as the BCG Economy Strategy^[48] (See Annex 11c: Policy baseline analysis). The SESA, tourism masterplan and biodiversity-based tourism strategy's action plan will address challenges of pollution, climate change and overtourism. The SESA and tourism masterplan will incorporate plans to apply national level outputs including sustainability standards from Output 1.4 and biodiversity finance mechanisms from Output 1.2.

This output will contribute to increases in the overall **Management Effectiveness Tracking Tool (METT)** scores of Kui Buri NP and Khao Sam Roi Yot NP by improving sustainable protected area management (item 7a) and the resource inventory (item 9) (see **UNDP PRODOC Annex 11a**).

Practical workplans will be established for each pilot site for the project period, ensuring relevance to provincial strategies. The workplans will be implemented by the Provincial Project Working Group.

Indicative activities:

- 2.1.1 Establish a Memorandum of Understanding (MoU) with target partners (e.g. PTT Plc, TEATA) to support project activities and stakeholders.
- 2.1.2 Enhance the capacity of the Protected Area Committees (PAC) of Kui Buri National Park and Khao Sam Roi Yot National Park and steering committee of the Sirinart Rajini Ecosystem Learning Center to implement biodiversity-based tourism through training on project standards and best practices (Outputs 1.3 and 1.4). Provide training for park staff that includes relevant human rights and gender elements of visitor management and law enforcement.
- 2.1.3 Undertake a scoped SESA of tourism and biodiversity-based tourism across the Prachuap Khiri Khan landscape and sites, in coordination with ONEP. The SESA will incorporate a feasibility study for wildlife habitat improvement for wildlife-based tourism. Recommendations to improve sustainable practices and wildlife habitats, reduce synergistic and cumulative impacts on biodiversity, climate and pollution from tourism will be integrated into the biodiversity-based tourism strategy action plan (Activity 2.1.6) and tourism masterplan (Activity 2.1.5) for the project landscape and sites. Use a participatory process including local stakeholders from the project landscape.
- 2.1.4 Apply the Visitors Count! methodology to evaluate the economic impact of tourism on the project landscape, and to demonstrate the current and future benefits to the local and national economy from biodiversity-based tourism.
- 2.1.5 Develop a tourism master plan for the Prachuap Khiri Khan landscape, integrating recommendations from the SESA (Activity 2.1.3) and the biodiversity-based tourism strategy (Activity 1.1.4). Establish the master plan in line with international best practices^[49] and the VUMF (Activity 1.3.1) to avoid overtourism, pollution, promote local socioeconomic benefits, and incorporate COVID-19 responses. Incorporate participatory processes with local stakeholders, guided by the PTPC and site working groups. The tourism masterplan will apply the BCG Economy Strategy's Happy model?
- 2.1.6 Develop action plans with workplans to implement the conservation-compatible biodiversity-based tourism strategy (Activity 1.1.4) and recommendations from the SESA (Activity 2.1.3) and tourism masterplan (Activity 2.1.5) in the project landscape and for each of the sites. If it is determined that any aspect of the action plans and associated workplans could have potential adverse social and environmental impacts at the site-level thereby requiring further scrutiny, these will be subjected to targeted screening by requiring application of the UNDP SESP at the site level, and additional restrictions will be identified to avoid potential site-specific impacts. Given that the action plans and workplans emanate from the application of a SESA approach, such adverse impacts are considered unlikely. Nevertheless, project implementation will be cognizant of such possibilities and will address this through targeted application of the UNDP SESP at the site level (see 2.3.3).

Output 2.2: Visitor management plans and revenue generation models that improve METT^[50] scores are implemented at project sites.

Current funding for biodiversity conservation in Thailand comes mainly from the Government's budget allocation. Governmental biodiversity-related expenditure (2015) made up as little as 0.5% of the overall national budget or 0.1% of Thailand's Gross Domestic Product (GDP). According to the BIOFIN expenditure review (BER), approximately \$330 million (THB 11 billion) was spent on

biodiversity conservation annually^[51]⁵¹. The funds allocated as part of the government's budget primarily goes towards the operations of key Thai environmental agencies. It has been estimated that current funding levels for biodiversity conservation in the country are insufficient and that at least another USD 942 million (THB 31.977 billion) will have to be invested between 2019 to 2021 according to the BER. There is increasing appreciation of impacts of unsustainable tourism with government introducing site closures and visitor restrictions (see **UNDP PRODOC Annex 11b and 11c**). Improved methods of managing visitation and impacts need to be implemented in order that closures (and associated reduced incomes to PAs and local people) are avoided. Without further guidance, this practice is likely to continue.

The project will support sustainable tourism planning and controls at key sites for tourism within the Prachuab Khiri Khan project landscape: Pran Buri Estuary, Kui Buri NP and Khao Sam Roi Yot NP. GEF funds will be used to develop visitor management plans in line with international best practices and the VUMF^[52]⁵² to boost the flow of economic benefits to local people while avoiding overtourism, pollution, and incorporating COVID-19 precautions.

The project will support and demonstrate financial tools and solutions developed under the project (Output 1.2) in Prachuab Khiri Khan. Under the new National Parks Act (2019: Sections 64-65) the project will assist biodiversity-based tourism enterprises to apply for resources from the Thailand Tourism Promotion Fund and other grant sources.

This output will contribute to increases in the overall METT scores of Kui Buri and Khao Sam Roi Yot National Parks by improving sustainable protected area management (item 7a) and economic benefits (items 25, 27, 28) (see **UNDP PRODOC Annex 11a**).

Indicative activities:

2.2.1 Applying the VUMF, develop visitor management plans for the three project sites and interstitial areas that support biodiversity conservation, integrating recommendations of the SESA (Activity 2.1.3), tourism masterplan (Activity 2.1.5), and biodiversity-based tourism strategy (Activity 1.1.4). Ensure that the plans incorporate COVID-19 mitigation responses, participatory processes with local stakeholders (including FPIC where required under the UNDP SES), and the Provincial Project Working Group.

2.2.2 At Kui Buri and Khao Sam Roi Yot NPs, implement the improved coordination between TAT and DNP to balance promotion and visitor management to avoid overtourism (Activity 1.1.1). Use the Que Q application, monitoring actual visitor numbers to establish congestion levels, and use social media to reduce visitation and ensure adequate social distancing amid COVID-19.

2.2.3 Assist biodiversity-based tourism enterprises to access grants under the Thailand Tourism Promotion Fund under the Tourism Policy Act (2019), GEF Small Grants Programme, and Provincial Government Fund.^[53]⁵³ Support will be provided with awareness raising of available resources and assistance writing and submitting applications.

2.2.4 In cooperation with the BIOFIN Working Group indicate pathways for implementation and establishment of local authority budgeting systems that increase efficiency in biodiversity management in the project landscape.

Output 2.3: Sustainable biodiversity-based tourism products and experiences developed and strengthened with local communities to raise engagement in biodiversity conservation and generate livelihood benefits, including for women and youth.

Tourism's benefits in Prachuap Khiri Khan are inequitably and unevenly distributed. Neither international nor Thai tourism companies operating in protected areas provide equitable benefits to local people and economies. Without the project, inequalities will continue or may be exacerbated. Some CBT enterprises operate in the province, but are limited by a lack of local capacity and understanding of tourist expectations, and absence of agreed standards and criteria for biodiversity-based tourism activities (see **UNDP PRODOC Annex 9, Annex 11a and Annex 11b**). Without intervention, CBT enterprises will continue to struggle commercially, and will not maximise their potential to generate meaningful incomes for local people, including women and youth.

The project will support the development of biodiversity-based tourism products and experiences that showcase flagship species of flora and fauna at each pilot site, are biodiversity-friendly, community-based and reflect local cultures. This will include (i) identification and development of tourism products that are sustainably based on the use of biodiversity, conservation-compatible, community-based, reflect local cultures and support the role of women and youth; (ii) strengthening of local social enterprises to develop and manage biodiversity-based tourism; and (iii) value chain strengthening, promotion and marketing of biodiversity-based tourism. The project will apply standards and impact monitoring systems that integrate biodiversity criteria (see Output 1.3) to tourism enterprises in the project landscape, in conjunction with tourism associations and biodiversity-based tourism enterprises.

In accordance with UNDP Social and Environmental Standards Standard 6, an Indigenous Peoples Plan will be developed and implemented as part of this output. FPIC will be sought for Ban Pa Mak village in view of its ethnic minority inhabitants (see Annex 8 ? Stakeholder Engagement Plan), prior to the commencement of any project-supported tourism development that requires FPIC; no activities requiring FPIC will proceed until FPIC is secured. Potential impacts of community-based tourism development on project sites will be screened through application of the UNDP SESP at site level. Consideration of health safety standards and measures to manage COVID-19 risks and potential zoonotic disease transfer will be included within trainings as relevant. The planning of community-based tourism activities in Output 2.3 will also take account of this risk regarding the project workers at the demonstration sites.

Activities and products will be supported that benefit local people, support local economic development, and help local people to benefit from diversified environmentally responsible livelihoods. The engagement process will ensure that project activities will have FPIC beforehand. These activities and products will be supported by one or more local NGOs and training providers contracted by the project.

This output will contribute to increases in the overall METT scores of Kui Buri and Khao Sam Roi Yot National Parks by improving education and awareness (item 10), local communities (item 24) and economic benefit (items 25, 27, and 28)^[54] (see **UNDP PRODOC Annex 11a**).

Indicative activities:

2.3.1 Establish MoUs with, and/or allocate project resources to, one or more local NGOs to provide technical support to biodiversity-based tourism enterprises in the project landscape.

2.3.2 Develop and implement an Indigenous Peoples Plan and establish an FPIC process with communities and community-based enterprises targeted for support under the project, through participatory and objective processes in line with UNDP social and environmental standards.

2.3.3 Confirm and validate proposed biodiversity-based activities and products with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary) in line with feasibility considerations and through application of the UNDP SESP at site level.

2.3.4 In collaboration with qualified local training providers, develop a comprehensive knowledge, skills and training package on biodiversity-based tourism (may include business management, financial literacy and product design) for community members in project sites. Include curriculum and support training for local guides storytelling around important local conservation issues and the importance of gender equity in tourism.

2.3.5 The project will finance equipment and/or information technology required to improve the quality of the biodiversity-based tourism enterprises.

2.3.6 Provide technical support to communities to establish and support biodiversity-based tourism enterprises (these would have been screened through application of the UNDP SESP under 2.3.3) through the Sirinart Rajini Ecosystem Learning Centre. Support will include:

a. Technical support for feasibility studies, start-up business planning, and ongoing mentoring with the private sector and to write proposals for small grants (see Activity 2.2.2).

b. Share guidance, criteria and protocols for the establishment and operation of sustainable biodiversity-based tourism initiatives and standards developed under Component 1.

2.3.7 Develop biodiversity conservation and threat reduction plans (to respond to any issues highlighted through the SESP screening at site level under 2.3.3) for the biodiversity-based tourism products each project site (see **Table 9** below) to protect the natural resource base, in coordination with national park PACs and learning centre and with the application of FPIC and in line with the IPP.

2.3.8 Support biodiversity-based tourism enterprises (both community-based and formal tourism sector) to apply sustainable tourism standards that include biodiversity criteria (see Output 1.4) and to apply for the Thailand Tourism Award (or Kinaree) to incentivize and showcase sustainable tourism practices. It is important to note that the biodiversity-based tourism activities of these enterprises will have been screened with the SESP under 2.3.3. In addition, any private enterprises from the formal tourism sector will be screened by UNDP's private sector due diligence policy.

Location	Activities	Products
Kui Buri (Ban Ruam Thai and Ban Pa Mak)	Wildlife and birdwatching tours. Cultural tours, and visits to coffee and fruit plantations.	Coffee beans, handicraft (bamboo hammock).

Location	Activities	Products
Khao Sam Roi Yot	Boat safaris to lotus fields, kayaking in wetlands, firefly watching at night, birdwatching, fishing cat conservation, limestone caves. Tours into the national park. Educational tours of Fishing cat conservation and the Fishing Cat learning Centre	Homestay, camp site, stone carvings, dry fish. Thai desert made from reeds.
Pran Buri Estuary	Environmental awareness experiences in mangroves and in coffee and fruit plantations. Kayaking, mangrove trail hiking at Pran Buri Forest Park and Sirinart Ecosystem learning center. Boat tours into the wetlands. Visits to fishermen villages.	Local products from mangroves (e.g. natural dye cotton, pens from mangrove pods), local seafood products (e.g. swimming crab), camping site

Component 3. Knowledge management, awareness, gender mainstreaming and M&E

Outcome 3: Upscaling and replication of sustainable, biodiversity-based tourism across Thailand is supported by raised awareness, improved market access and knowledge management

Output 3.1: Improved access to e-marketplaces for biodiversity-based tourism providers.

Domestic and international tourists and tour operators have limited access and knowledge of biodiversity-based tourism products offered by local communities. Without intervention, biodiversity-based tourism products will be marginalised and unprofitable, as consumers and businesses will not be aware that they are available.

The project will establish and strengthen marketing channels to businesses and tourists for biodiversity-based tourism in viable originating international and domestic markets, including business linkages with tour operator packages and online systems.

Amid the COVID-19 pandemic, traveller's interest in sustainable tourism products that support biodiversity and local communities has grown.^{[55]⁵⁵} Existing Online Travel Agencies (OTA) and mobile applications incorporate sustainability criteria that can be harnessed by biodiversity-based tourism products and activities to promote their services to tour operators and visitors to encourage uptake of biodiversity-based tourism within Thailand and internationally. The project will work with these OTAs and the biodiversity-based tourism products supported in Component 2 to improve their e-market access and secure direct bookings. The Thai Chamber of Commerce (TCC) has formed a public private partnership for a new national digital platform called Tag Thai^{[56]⁵⁶} to promote tourism and related services in Thailand. The platform is under development, and biodiversity-based tourism

can be included as one type of tourism promoted. Virtual tours both for promotion and to generate income will be established.

Indicative activities:

3.1.1 Support biodiversity-based tourism products to register with OTAs that have the functionality to profile sustainable actors (e.g. Expedia, Booking.com, Agoda).

3.1.2 Integrate biodiversity-based tourism products and activities into local tour operator itineraries, by organizing familiarization trips for tour operators (i.e. members of the Tourism Association of Prachuap Khiri Khan, TRTA and TEATA) and major hotels in the project landscape (e.g. in Hua Hin, Pran Buri, Sam Roi Yot and Kui Buri), and by establishing Business to Business (B2B) agreements that integrate mentoring support.

3.1.3 Provide technical guidance, mentorship to develop and monetize virtual tours for biodiversity-based tourism products, allowing them to supply COVID-19 safe experiences while diversifying their revenue streams. Embed biodiversity conservation and climate change awareness messages within the virtual tours.

3.1.4 Establish an online virtual tour platform, to collect revenues from virtual experiences and allocate to biodiversity-based tourism products in the product landscape.

3.1.5 Support the TCC to integrate biodiversity-based tourism products and experiences into Tag Thai, providing criteria for biodiversity-based tourism, and develop content to promote products supported under Component 2.

3.1.6 Collaborate with TAT to include biodiversity-based tourism enterprise prominence on the cellphone app 'Amazing Thailand,' to improve market access of products supported under Component 2.

Output 3.2: Targeted outreach and education campaign on mainstreaming biodiversity into tourism delivered to tourism industry, Civil Society Organisations (CSO)s, and domestic and international tourists.

Local stakeholders have limited awareness of biodiversity-based tourism opportunities and lack the required skills to develop and operate tourism that meets required standards and ensure objectives of different partners.

The project will raise awareness across the industry on the importance of protecting biodiversity and mitigating climate change, and of the available mechanisms and tools to support this (including those supported by the project). The awareness raising will be used to engage stakeholder and provide support for conservation actions. Visitors will be educated on how to reduce negative impacts of their trips and to be better informed of how they can support Thailand's biodiversity-based tourism through their purchasing decisions, including by using OTA platforms that profile biodiversity-based tourism enterprises (see **Output 3.1**). Visitors and local community members will be encouraged to *iNaturalist* to share information on biodiversity and tourism impact information from the project sites^[57] to stimulate interest and engagement in biodiversity monitoring.

This output will contribute to increases in the overall METT scores of Kui Buri and Khao Sam Roi Yot NPs by improving education and awareness (item 10).

Indicative activities:

3.2.1 Develop and implement a targeted Information, Education and Communications Plan for biodiversity-based tourism with integration of COVID-19 and pandemic safeguard protocols in tourism. The plan will be used to raise awareness among biodiversity-based tourism enterprises on protocols that they need to implement to ensure safety of their staff and clients.

3.2.2 Strengthen and support biodiversity conservation awareness raising programs of BEDO, TAT and local non-governmental organisations (NGOs) to show the value and role of biodiversity in underpinning tourism and the need to manage tourism and its waste impacts, for ministries, provincial and district government, the PTPC and Provincial Project Working Group, the tourism sector, community members in the project landscape and domestic and international tourists. The project will prepare and disseminate appropriate education and awareness materials in the destination landscape on biodiversity (global and local biodiversity values; plastic waste pollution), threats to biodiversity, climate change, drivers of human wildlife conflict and poaching and national strategies to prevent them, habitat improvement for target species; removal of invasive alien species; and benefits of biodiversity-based tourism. The project will support showcasing products and natural attractions of the project landscape using social media, podcasts, infographics and videocasts and printed media. This will include:

- a. Strengthening biodiversity-based tourism enterprise prominence on social media to raise awareness among travellers and the industry of conservation-based tourism, by providing market access awareness raising, Information and Communications technology (ICT) training, social media training, and technical guidance materials.
- b. Contracting travel bloggers and influencers to endorse biodiversity-based tourism products and activities in Prachuap Khiri Khan to increase their visibility among domestic and international tourists.
- c. Encouraging visitors and biodiversity-based tourism enterprises to use *iNaturalist* to collect and share information about species observed at the project sites and contribute towards global biodiversity knowledge.

3.2.3 Support learning centers at Kui Buri, Khao Sam Roi Yot and Pran Buri Estuary and Pran Buri Forest Park (see table below, and establish a new Fishing Cat Learning Centre and boardwalk in the Ban Ho Mon-Koh Phai community neighbouring Khao Sam Roi Yot NP, to raise awareness and provide public access to information on biodiversity and its significance, HWC and its impact on the ecosystem and biodiversity-based tourism, and options for visitors to reduce and mitigate their impacts (e.g. carbon offsets for flights, voluntary contributions to community funds for conservation, sustainable alternatives to single use plastics). Build capacity among local people on citizen science to monitor local biodiversity (e.g. fishing cat; mangroves). Purchase and install motion cameras for fishing cat monitoring.

Location	Learning Centres
Kui Buri National Park	National Park learning Centre
Khao Sam Roi Yot National Park	National Park learning Centre

Pran Buri Estuary	PTT Plc's Sirinart Rajini Ecosystem Learning Center (Mangrove and water quality learning) Pran Buri Forest Park
-------------------	--

Output 3.3: Knowledge exchange system established for the sharing of experiences between communities and PAs, and for replication and upscaling of best practices across Thailand.

Cross-sector coordination on sustainable tourism development is impeded by a lack of awareness of biodiversity benefits for tourism, and technical capacity for how to integrate these within tourism planning, development and monitoring. Upscaling of successful approaches is limited by lack of replication mechanisms and knowledge exchange across jurisdictions and Ministries. This challenge will continue to constrain sustainable tourism practices if it is not remedied.

Project best practices and lessons learned will be identified, documented and disseminated across the ASEAN region and with other relevant GEF-financed projects supporting sustainable tourism, including the GWP. Knowledge exchange will incorporate women's role in biodiversity tourism such as differences of male and female local biodiversity wisdom and how they adapt and repackage into tourism products. Case studies and stories of women leaders in biodiversity tourism will also create impact to wider audience.

Indicative activities:

3.3.1 The Knowledge Management officer will develop a Knowledge Management Plan. Building on the KAP (**UNDP PRODOC Annex 11f**), this will identify the types of appropriate knowledge products to be created from the project (e.g. reports, press releases, policy papers) that are suitable for their intended audiences. The KM plan will facilitate wide dissemination of lessons from the project and best practices gained through collaboration with the GWP, and support the effective application of lessons in biodiversity-based tourism.

3.3.2 Establish a project website and social media presence on biodiversity-based tourism, hosted by BEDO, that will be sustained for the duration of the project, and will continue to be used by BEDO subsequently.

3.3.3 Identify and review lessons learnt from the demonstration landscape and conduct landscape and national level workshops on biodiversity-based tourism development, biodiversity conservation, and solid waste disposal (including single use plastic) to share project lessons with stakeholders.

3.3.4 Disseminate lessons via awareness materials from the demonstration landscape, including through the Thailand Policy Lab and existing channels of MONRE, MOTS and BEDO, the IUCN's Panorama database, the UN's One Planet Platform, other GEF Financed initiatives such as the Global Wildlife Program (GWP), and across the ASEAN region through the Pacific Asia Travel Association.

3.3.5 Conduct an annual coordination and innovation forum on biodiversity-based tourism from year 2, led by BEDO.

3.3.6 Host a regional online conference on best practices in biodiversity-based tourism in Thailand and Asia, to share experiences and knowledge about systems supported by the project, led by BEDO in partnership with TAT and DNP.

3.3.7 Participate in Global Wildlife Program (GWP) virtual and face-to-face knowledge events (including funding additional participation from government and demonstration landscapes as relevant) and offer to host a thematic/regional GWP knowledge exchange event on a topic relevant to Thailand.

3.3.8 Sharing knowledge generated by the project between project sites and with GWP countries on biodiversity-based tourism for BEDO, DNP, protected areas, the PTPC, the Provincial Project Working Group entrepreneurs and community members.

Output 3.4: M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.

The project will establish an effective M&E system that adheres to GEF requirements, enables effective evaluation of project progress and impact, and that is inclusive of the needs of women and opportunities to strengthen gender mainstreaming through project activities including biodiversity-based tourism.

Gender auditing tools will include an evaluation tool that provides progress of the project on gender equality and women's empowerment. Routine sex-disaggregated records of participants in all activities will be an important tool to track women's participation in the project. A dedicated Knowledge, Monitoring and Engagement Specialist within the PMU will monitor gender mainstreaming and auditing activities throughout the project cycle, in addition to other safeguards.

Indicative activities:

3.4.1 Convene project inception workshop within the first 60 days of the project to review, update and elaborate project plans and management arrangements. As part of this process, update and re-assess relevant project information and PPG assessments in light of COVID-19 impacts and confirm feasibility and alignment to government recovery strategies and international guidance and best practices on building tourism resilience.

3.4.2 Annual work plan preparation and monitoring of indicators in project results framework for adaptive management including annual lesson learning session among project stakeholders.

3.4.3 Complete annual PIR review of annual work plan implementation status for adaptive management of project activities.

3.4.4 Hold at least two Project Steering Committee meetings per year.

3.4.5 Annual implementation review of Gender Action Plan and SESP, and complete sensitization workshops on gender and other safeguards for the PMU and executing partners.

3.4.6 Conduct KAP survey towards conservation and biodiversity mainstreaming in biodiversity-based tourism to assess KAP baselines (Year 1) and target achievement (Year 4).

3.4.7 Conduct surveys as necessary to collate data to update results framework indicators at mid-term and end of project, including surveys on estimation of direct beneficiaries (e.g. population engaged in biodiversity-based tourism related economic activities, jobs created).

3.4.8 Conduct independent Mid-term Review of GEF-financed and co-financed activities in line with UNDP/GEF requirements and incorporate recommendations of MTR into revised project plans (management response) following PSC's approval.

3.4.9 Compile a project completion report to compile project results and lessons learned, to inform the Terminal Evaluation.

3.4.10 Conduct independent Terminal Evaluation of GEF-financed and co-financed activities in line with UNDP/GEF requirements.

3.4.11 Review and update METT with PAs and related stakeholders at project start, and apply the METT at Mid-term (Year 2) and end of project (Year 4) (see **UNDP PRODOC Annex 11a**).

4) Alignment with GEF focal area and/or Impact Program strategies

Section III Strategy (?Theory of Change and alternative scenario?) of the UNDP PRODOC is fully aligned with the original Concept Note. The project is aligned with GEF 7 Strategic Objective Biodiversity 1 Mainstream biodiversity across sectors as well as landscapes and seascapes.

The project aligns to GEF-7 biodiversity programming directions through BD-1-1 to *Mainstream biodiversity across sectors as well as landscapes and seascapes through biodiversity mainstreaming in priority sectors*. Tourism is an identified priority sector for mainstreaming in the GEF-7 programming directions and a key sector impacting on biodiversity in Thailand, with impacts likely to increase as visitation grows and as tourism is developed across more destinations. In alignment with GEF-7 programming directions the project will support spatially-explicit provincial tourism planning that identifies and recognizes natural tourism assets, promote systemic change across the tourism sector in Thailand (e.g. through capacity development, awareness-raising and development of technical tools and operational guidelines) so that development and operations are more sensitive to biodiversity needs, and develop and demonstrate financial incentives for the adoption of biodiversity-positive tourism development and operation. Through its focus on two PAs within the landscape, the project will also support enhanced PA management and financing through reducing potential threats of tourism to habitats, enhancing revenue from tourism activities that can contribute to PA management (and community management of buffer zones), and strengthening management capacity in the areas of visitor management and community engagement.

5) Incremental/additional cost reasoning and expected contributions from the baseline, the GEFTF, LDCF, SCCF, and co-financing

Section III Strategy (?Programmatic alignment?) and Section IV Results and Partnerships (?Partnerships, incremental cost-reasoning and contributions from the baseline?) of the UNDP PRODOC has been updated but remains fully aligned with the original Concept Note.

Under the baseline scenario (described in **UNDP PRODOC Section II Development Challenge**), coordination and capacity limitations; inadequate financing for conservation; inequitable and uneven distribution of tourism's benefits; degradation of ecosystems; overtourism and overcrowding in popular tourism destinations; unsustainable and illegal use of wildlife; and marginalised community involvement undermine Thailand's ability to safeguard areas of high biodiversity and generate resilient benefits to the people living around protected areas.

The GEF-supported Project Alternative responds to the development challenge by systematically addressing the barriers described above, namely: 1) a fragmented policy framework and institutional coordination; 2) a lack of technical tools and methodologies to support sustainable biodiversity-based tourism; 3) inadequate financing and incentives mechanisms for conservation with the tourism sector; and 4) limited awareness and capacity across government and local communities on managing tourism sustainably. In doing so, the project takes full account of the baseline summarized for each project component and will coordinate with ongoing initiatives described in the Results and Partnerships section (**UNDP PRODOC Section IV Results and partnerships**).

The project proposes an **alternative scenario** for tourism in areas of high biodiversity in Thailand, which is established at the community level and contributes to the conservation and monitoring of globally significant biodiversity. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people (see **UNDP PRODOC Table 6 and Table 11**). Incremental reasoning from the baseline is described below in relation to each project component.

Component 1: Enabling national framework for mainstreaming biodiversity conservation into tourism

The GEF investment will establish biodiversity-based tourism as a new model for tourism in Thailand to help arrest unsustainable tourism and facilitate financial benefits from tourism for local communities. A strategy for biodiversity-based tourism will be established and multi-sector engagement and capacity development will help mainstream biodiversity-based tourism across government. A new sub-committee on biodiversity-based tourism will facilitate this mainstreaming and improve coordination. Decision making will be better informed through policy analysis on areas for strengthening policy to support biodiversity-based tourism, and application of Natural Capital Assessment and/or Payment for Ecosystem services approaches (Output 1.1).

Feasibility studies for a biodiversity levy on protected area fees and on conservation finance from the tourism sector will inform decision makers on new mechanism to raise funds for biodiversity conservation (Output 1.2). These will broaden the range of financial incentives and solutions that enhance local financing for biodiversity conservation.

The project will validate and adapt internationally recognised visitor management and assessment tools for protected areas to Thai conditions (Output 1.3) which will be then implemented in the project landscape under Component 2. These will allow DNP to operationalize visitor management practices

that reduce overtourism, minimize negative impacts on biodiversity, and improve the quality of experience for tourists.

Technical and operational guidance to operationalize biodiversity-based tourism will be developed, including explicit incorporation of biodiversity in existing tourism standards and certifications (Output 1.4). These will be applied in the project landscape in Component 2, and upscaled nationally subsequently.

A capacity development program will provide training for people within national ministries, provincial government agencies and protected areas on biodiversity-based tourism, sustainable tourism, and the methods, tools and standards strengthened under Component 1 (Output 1.5). This that the tools are adopted and applied during the project and in the long-term.

Component 2: Integrated provincial model for mainstreaming biodiversity conservation into tourism

A Strategic Environmental and Social Assessment (SESA) of tourism, a tourism masterplan for Prachuap Khiri Khan, an assessment of the economic impact of tourism, and associated workplans will provide the project-supported Provincial Tourism Policy Committee and Cluster Committee with information and structure with which to implement biodiversity-based tourism and reduce risks from pollution and overtourism (Output 2.1).

Development and implementations of visitor management plans and application of financial tools developed under Component 1 in the project landscape will reduce the risk of site closures, provide information on how benefits to local people can be enhanced, and improve local authority budgeting for biodiversity management. Improved coordination between TAT and DNP will also reduce the risk of overtourism in the NPs (Output 2.2). This will lead to improved tourism management and operation benefitting over 132,575 ha^[58] including recognized KBAs on the Gulf of Thailand. There will also be better planning and operation of tourism and development of biodiversity-based tourism within PAs strengthens revenue generation and management, supporting the conservation of globally-threatened species such as Asian elephant (EN), tiger (EN), and gaur (VU) that support wildlife-watching tourism activities; and benefitting other threatened species including Manchurian/ White-browed Reed Warbler (VU), Southern serow (VU) and Sunda pangolin (CR).

Demonstration of biodiversity-based tourism standards, planning, partnerships and product development in Prachuap Khiri Khan landscape will help establish a sustainable secondary tourism destination as a model for adoption across Thailand. Provincial authorities, local tour operators and communities will be capacitated to participate in biodiversity-based tourism and provide sustainable, high-quality products to tourists based on local biodiversity (Output 2.3). These efforts will lead to a reduction of threats from tourism development to biodiversity including solid waste pollution and ecological damage through adoption of industry standards and impact monitoring at critical sites, avoided impacts on significant mangrove habitats, and pragmatic visitor management plans to avoid overtourism and COVID-19 transmission. Local livelihoods will be enhanced through biodiversity-based tourism, to help reduce pressures on natural resources and build local awareness of the benefits

of protecting unique natural habitats. There will be improved employment and income generation, including among communities living adjacent to protected areas that may be impacted by HWC.

Component 3: Knowledge management, awareness, gender mainstreaming and M&E

Awareness and interest of tourists in supporting biodiversity-based tourism will be enhanced through online marketing and awareness, and improved linkages with tour operators, facilitating further increase in biodiversity-based tourism sector and adoption of approaches by tourism operators (Output 3.1).

The project will raise awareness across the industry on the importance of protecting biodiversity and mitigating climate change, and of the available mechanisms and tools to support this (including those supported by the project). Visitors will be educated on how to reduce negative impacts of their trips and how they can support Thailand's biodiversity-based tourism through their purchasing decisions (Output 3.2).

A project knowledge management will put in place a mechanism to capture and share lessons and best practices from biodiversity-based tourism facilitating replication across Thailand. This will lead to enhancement of local community awareness and greater support for biodiversity conservation (Output 3.3).

The connections between the threats, root causes, barriers and intervention strategies are indicated in the UNDP PRODOC **Project Conceptual Diagram** (Error! Reference source not found. 2).

6) Global environmental benefits (GEFTF) and/or adaptation benefits (LDCF/SCCF)

Section III Strategy (?Contribution to Global Environmental Benefits?) of the UNDP PRODOC is fully aligned with the original Concept Note.

The project will contribute to delivery of global environmental benefits through:

- Reduced impacts on national tourism industry on biodiversity assets ? including PAs, critical habitats such as coral reefs and tropical forest, and globally threatened species present in tourism areas

- Increased financial support for biodiversity conservation from the tourism sector, benefiting PA management and species conservation
- ? Increased support for biodiversity conservation within the tourism industry through increased awareness, capacity development and integration of biodiversity into tourism industry standards
- Improved tourism management and revenue generation benefiting over 132,575 ha of recognized KBAs / PAs in the Prachuap Khiri Khan Landscape.
- Reduction of threats from tourism development to biodiversity through adoption of industry standards and impact monitoring at critical sites in the Prachuap Khiri Khan Landscape.
- Improved biodiversity-based tourism within PAs strengthens revenue generation and management, supporting the conservation of globally-threatened species such as Asian elephant (EN), tiger (EN), gaur (VU), Manchurian/ White-browed Reed Warbler (VU), Southern serow (VU) and Sunda pangolin (CR).
- Increased support for biodiversity conservation among tourism operators, visiting tourists and engaged communities through increased awareness, capacity development and sharing of best practices and knowledge management.

The project will support Thailand's contributions to the Sustainable Development Goals and Aichi Targets. The primary SDG linkages will be to SDG 15 (Life on Land) and SDG 14 (Life Under Water). There are also contributions from the proposed project towards SDG 1 (No Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production). Sustainable tourism has been identified as contributing to all SDGs (e.g. see GSTC alignment of the GSTC destination criteria to SDGs^[59]), so indirectly the project will have the potential for broad SDG contributions. Key contributions to Aichi targets include: Target 1 (awareness of values of biodiversity awareness), Target 4 (sustainable production and consumption), Target 5 (habitat loss and degradation), Target 11 (protected area expansion and management). Sustainable tourism has been identified as contributing to all SDGs by the UN World Tourism Organization and Global Sustainable Tourism Council

7) Innovativeness, sustainability and potential for scaling up

Section IV Results and Partnerships (?Innovativeness, Sustainability and Potential for Scaling Up?) of the UNDP PRODOC is fully aligned with the original Concept Note.

Innovation: The project is based on the concept of biodiversity-based tourism, which although not new, has been identified as a viable concept to pull together the different threads of the government policy baseline on tourism ? arresting unsustainable tourism impacts, generating enhanced tourism revenue, building community-level tourism, promoting the *BioEconomy* ? in an innovative way that

maximizes alignment with government policy directions and will engage a range of partners. The project will seek to build off existing best practices for tourism impact monitoring and adapt these into a fit-for-purpose visitor impact management and monitoring tool (the Visitor Use Management Framework) that can be practically and consistently implemented by protected areas and site managers across Thailand. Opportunities to provide guidance for monitoring social impacts/benefits and incorporating climate change adaptation and mitigation into tourism planning, development and operation will also be explored ? these are emerging issues where more guidance is needed. Where practical, the project will also leverage technology such as mobile applications to support tourism impact monitoring, marketing and the development of a multi-vendor marketplace to connect tourists and community providers of biodiversity-based experiences and products.

Sustainability: The project has been designed to dovetail with government policy directions for tourism development and bring together the mandates of different Ministries in an integrated fashion. This alignment will support the institutional sustainability of the project as its mainstreaming focus will help embed the project approaches and biodiversity-based tourism within future tourism policy and strategy of the Royal Thai Government. It will also be operationalized within Prachuap Khiri Khan landscape, where strengthening of an existing multi-stakeholder platform clearly tied to the implementation of tourism master plans and tourism development strategies will provide ownership for biodiversity-based tourism across provincial authorities and the tourist sector. The provision of operational guidelines, standards and capacity development programmes will strengthen awareness and ownership for biodiversity-based tourism at national, provincial and local level. Environmental sustainability is supported by the overall project approach, which includes environmental screening (SESA) and safeguards to minimize negative impacts (see **UNDP PRODOC Annex 5: SESP**). The focus on biodiversity-based tourism will generate support for protected areas and conservation activities and raise awareness of environmental issues among within government, the tourism sector and communities. The project aims to establish biodiversity-based tourism at the community level as a viable, sustainable livelihood for local communities. Providing this employment and income generation for local communities and connecting them with domestic and foreign tourists ? and tourists with high-quality, standardized visitor experiences ? will support the ongoing development of biodiversity-based tourism and also the financial sustainability of enterprises supported. Financial sustainability will be further supported by integration of biodiversity criteria into grant application processes and identification of pathways for implementation and establishment of local authority budgeting systems that increase efficiency in biodiversity management in the project landscape.

Scaling up: The project will demonstrate biodiversity-based tourism at provincial/site level that can be scaled up to other sites and national level. For example, the project demonstration of biodiversity-based tourism under Component 2 will develop a model for how biodiversity-based tourism can be integrated into tourism and land use planning and development within tourism destinations, offering potential replication across other destinations in Thailand and the ASEAN region. The project?s focus at national level on development operational policies and guidelines facilitating biodiversity-based tourism development ? in combination with demonstration at landscape level ? will support scaling up and replication of project lessons and best practices across Thailand, and lessons learned will be captured

and integrated into final guidelines and standards that can be applied nationally through relevant Ministries and tourist associations. The project is designed to focus on community-based tourism to align with the strong government priority given to this area. Active engagement with tourism associations (e.g. TCBTIF, TEATA, TRTA and Prachuap Khiri Khan Community-Based Tourism Association: See Section VII: Governance and management will provide an opportunity to integrate biodiversity conservation into existing tourism bodies to support replication, as well as sustainability. Scaling up will also be strengthened through linkages with the Thailand Policy Lab. Similarly, the partnership with BIOFIN on development of financing mechanisms will support scaling up and piloting at other sites in Thailand. The project will establish knowledge management platforms and mechanisms that support the transfer of project experiences and knowledge between sites and Ministries, and with other GEF projects focused on mainstreaming biodiversity into tourism and nature-based tourism, including projects under the GWP (in which Thailand participates). Scaling up will also be supported by anticipated close coordination with the GEF-6 NCA project and seek to build off that project's integration of NCA into provincial budgets. For example, there is the opportunity for the project to use methodologies and data established by the NCA project to support site-based assessments of tourism impacts and ecological limits for significant species and sensitive habitats.

The rationale for the project is even stronger now than it was at Concept stage, as a result of the devastating impacts that the COVID-19's impact on Thailand's tourism industry, and the need to establish diversified, resilient, commercially viable, and sustainable biodiversity-based nature-based tourism livelihood opportunities for people living in areas of high biodiversity.

[1] CABI (2004) [Growing tourism damages Phuket's reef](#). CABI.

[2] Agrwal, R., Kariapl, T, and Pienchob, N. (2019) [Positive and negative impacts of tourism on environment: A case study of Pattaya City, Thailand](#). Sripatum Review of Humanities and Social Sciences, 19 (1)

[3] Bunluesilp, N. (2011) [Thailand's famed Pattaya beach in danger of vanishing](#). Reuters. 1 February 2011.

[4] Phumsathan, S. et al. (2015) Impacts of Tourism on a Natural World Heritage Sites: A Case Study of Thab Lan NP. Thailand Research Fund and National Research Council of Thailand.

[5] Royal Thai Embassy (2020) [Don't buy ivory!](#) And

[6] WWF (2018) [WWF Launches 'Travel Ivory Free' Campaign](#)

[7] TRAFFIC (2010) [Thailand campaign on illegal ivory: consumers warned 'Buy Ivory, Buy Trouble'](#)

- [8] Sipatayotin, A. (2019) [Thailand ?top destination? for ivory products: WWF](#), Bangkok Post, 13 December 2019
- [9] Cowan, C. (2021) [For border crossing Thai tigers, the forest on the other side isn't as green](#), Mongabay, 3 February 2021; Cross, D. T. (2020) [Tiger sightings in Thailand boost conservationists' hopes](#), Sustainability times, 4 August; WWF (2021) [Asian elephants and climate change](#)
- [10] UNWTO (2020) [UNWTO Tourism Dashboard: Tourism results. Asia and the Pacific](#).
- [11] UNCTAD (2020) [COVID-19 and tourism: Assessing the economic consequences](#).
- [12] Foderaro, L. W. (2021) [For planet earth, no tourism is a curse and a blessing](#), New York Times, 7 March 2021
- [13] Lappan, S., Malaivijitnond, S., Radhakrishana, S., Riley, E. P., and Ruppert, N. (2020) [The human-primate interface in the new normal: challenge and opportunities for primatologists in the COVID-19 era and beyond](#), American Journal of Primatology 82 (8): e23176
- [14] UNWTO (2011) [Practical guide for the development of biodiversity-based tourism products](#)
- [15] GEF-5 Sustainable Management Models for Local Government Organisations to Enhance Biodiversity Protection and Utilization in Selected Eco-regions of Thailand; GEF-5 Conserving Habitats for Globally Important Flora and Fauna in Production Landscapes
- [16] This has particular importance currently, given the urgency of strengthening biodiversity efforts globally (e.g see [The Economics of Biodiversity: The Dasgupta Review](#) and the [WWF Living Planet report](#))
- [17] UNEP and UNWTO (2005) [Making Tourism More Sustainable, A Guide for Policy Makers](#). Madrid, Spain.
- [18] Nabangchang, O (2014) The Feasibility of Introducing Economic Instruments to Support Management of Koh Tao's Coastal and Marine Resources. A report submitted to the Thailand Research Fund.
- [19] UNDP (2019) The Biodiversity Finance Plan, BIOFIN - Thailand
- [20] GEF (2010) [Environmental certification and the GEF](#)
- [21] Phumsathan, S. et al. (2015) Impacts of Tourism on a Natural World Heritage Sites: A Case Study of Thab Lan NP. Thailand Research Fund and National Research Council of Thailand.
- [22] Suksawang, S. (2018) National Parks Management Strategies to achieve International Standard. Thailand National Defence College (TNDC). Bangkok.
- [23] Thavornprapasawat, P. (2018) Zero dollar tour: a problem for Thai tourism. Hot issue: November 2018. The secretariat of the house of representative. Thai Parliament. Bangkok
- [24] Prasit, K. (2019) Sustainable Tourism Management of Kui Buri National Park, Kui Buri District, Parchuap Khiri Khan Province. Journal of Social Sciences, Srinakharinwirot University. Vol 22: No.1
- [25] Ellis-Petersen, H. (2018) [Thailand bay made famous by The Beach closes indefinitely](#), The Guardian, 3 October 2018
- [26] ONEP. 2015. Master Plan for Integrated Biodiversity Management 2015-2021. MONRE. ONEP. Bangkok 82 pp.

[27] ONEP. 2017. Action Plan for Biodiversity Management 2017-2021. ONEP. Bangkok. 120 pp.

[28] These strategic approaches or impact pathways have, in turn, been framed as 'components' in the project logframe.

[29] These components correspond to the strategic approaches to the project described in Section III of the PRODOC.

[30] A similar sub-committee was established under the NTPC on promotion and development of tourism product and services to develop Green Tourism Promotion Strategies (2017-2021), and to ensure coordination and mobilization of green tourism development in Thailand. Green Tourism was defined as environmental-friendly tourism activities that emphasize on minimizing environmental impact and promote environmental sustainability. With the conclusion of the strategy in 2021, the government may decide to either re-brand the Green Tourism sub-committee, or establish a new committee on biodiversity-based tourism

[31] This Committee brings together multiple Ministries with the mandate to develop tourism policy and plans. It is chaired by Prime Minister consists of 7 Ministers, 5 Permanent Secretaries, NESDB General Secretary, Police Commander, Chamber of Commerce President, Chair of Local Government Administration, Tourism Industry President, appointed Experts (no more than 7).

[32] The committee has functions to (a) Consider and study any (tourism related) bills proposed to the parliament, (b) Monitor and review implementation of government policy as stated to the parliament, and (c) Consider, study, and investigate any matters within the powers or as assigned by the parliament. The current committee has 23 members including Members of the House of Representatives or Senators including qualified persons who are non-Members of the Parliament

[33] Ministry of Natural Resources and Environment (MONRE), Office of the GEF Operational Focal Point (OFP), Office of Natural Resources and Environmental Planning (ONEP), Department of National Parks, Wildlife and Plant Conservation (DNP), Department of Marine and Coastal Resources (DMCR), Department of Environmental Quality Protection (DEQP), Royal Forest Department (RFD), Department of Tourism (DOT), Tourism Authority of Thailand (TAT), Community Development Department (CDD) - Ministry of the Interior (MOI), Environment Division Department of Local Administration (ED-DLA) MOI, Department of Water Resources (DWR), Zoological Park of Thailand (ZPO) and the Botanical Garden Organization (BGO)

[34] In general, it should be noted that a SESA contributes to strengthening the sustainability of policies, plans, and programmes mainly by: ? Identifying social and environmental priorities that should be included in planning and policy processes, ? Assessing gaps in the institutional, policy, and legal frameworks to address these priorities, ? Identifying potential adverse social and environmental impacts associated with policy options, ? Engaging decision makers and stakeholders to ensure a common understanding and broad support for implementation, ? Formulating policy and institutional measures needed to close policy and legal gaps, address institutional weaknesses, and avoid adverse social and environmental impacts.

[35] NXPO (2020) [BCG in action](#).

[36] BEDO (undated) [Natural Capital Accounting: Hotel Businesses](#)

[37] Nabangchang O. (2009). *Valuing Island Ecosystem Services: A Case Study of Koh Tao Island, Surat Thani Province*. A Report submitted to the Thailand Research Fund.

[38] COVID recovery strategies include the Bio-Circular Green (BCG) Economy national strategy (2021-2026); TAT's 5R recovery strategy, the We Travel Together and Moral Support promotions of TAT to encourage domestic travel. See Development Challenges (**Section II**) and Annex 12c: Policy Baseline analysis.

[39] Interagency Visitor Use Management council (2021) [Framework & Guidebooks: Visitor Use Management Framework](#)

[40] Spenceley, A. (2020) Tourism and visitation to protected areas amid COVID-19: Guidance for protected area authorities and managers, Eurata Consortium and EU

[41] This provides guidance on visitor counting, visitor surveys to establish their expenditure, and estimating the economic impact that results. Spenceley, A., Sch?gner J. P., Engels, B., Engelbauer, M., Erkkonen, J., Job, H., Kajala, L., Majewski, L., Metzler, D., Mayer, M., Rylance, R., Scheder, N., Smith-Christensen, C., Beraldo Souza, T., Cullinane Thomas, C., and Woltering, W. (2021) Visitors count! Guidance for protected areas on the economic analysis of visitation, UNESCO, BfN

[42] [Natural Capital Accounting](#) is a process to record use of natural capital, record changes in quantity and quality in physical and monetary units, and consider these with GDP. BEDO developed [Business and Biodiversity Check](#) (B&B Check) as a voluntary standard for private sector. The goal is for Thai business operators understand biodiversity responsible business practices.

[43] The project sites include the Kui Buri National Park (NP), the Khao Sam Roi Yot NP

[44] The project landscape area includes the Pran Buri Estuary

[45] IUCN PAPACO (2021) [Valorisation of PA resources](#)

[46] APEC (2009) [Handbook on community based tourism: How to develop and sustain CBT](#)

[47] E.g. Hausler, N. and Strastdas, W. (2002) Training manual for community based tourism, InWent; Rozga, Z. and Spenceley, A. (2006) Welcome to the community based tourism market access manual, UNWTO/RETOSA; International Trade Centre Modules on Artisanal Products and Artistic and Cultural Products

[48] See NSTDA (2021) [Bio-circular green economy to be declared a national agenda](#)

[49] E.g. see Carter, R. (2021) Tourism master planning: The key to sustainable long-term growth, In Spenceley, A. (ed) Handbook for sustainable tourism practitioners. Edward Elgar.

[50] [Management Effectiveness Tracking Tool](#). Note that for the MTR and TE METT 4 will be applied.

[51] BIOFIN Reports: Reports from the BIOFIN project for Thailand can be found from the [BIOFIN Thailand webpage](#)

[52] Interagency Visitor Use Management council (2021) [Framework & Guidebooks: Visitor Use Management Framework](#).

[53] The Provincial Government Fund is an annual budget from the national government provided to district level such as funds for developing Community Enterprises who have registered with Department of Agriculture Extension. Another funding source is from the Department of Tourism, Community Development Department, and TAO. The CBT writes a proposal to submit with the above office at the district level/ TAO level annually. The district level selects CBTs to support, and integrate the activity in the district plan.

[54] Note that for the MTR and TE METT 4 will be applied.

[55] Spenceley, A. (in press) Nature-based tourism: Building back better post COVID-19, Report to the Luc Hoffmann Institute

[56] Tag Thai (2021) [Travel it yourself. TAGTHAI](#)

[57] Though this should be used sensitively, so as not to draw unwanted attention to sensitive species that are targeted by wildlife crime.

[58] Comprising 113,085 terrestrial protected areas; 2,281 ha marine protected area; and 17,209 ha outside protected areas

[59] GSTC (2020) [Sustainable development goals](#)

1b. Project Map and Coordinates

Please provide geo-referenced information and map where the project interventions will take place.

The geo-referenced project maps are appended to this CEO ER as **Annex F**

Y

This annex includes a list of each of the protected areas and landscapes of high biodiversity in which the project will be active.

1c. Child Project?

If this is a child project under a program, describe how the components contribute to the overall program impact.

2. Stakeholders

Select the stakeholders that have participated in consultations during the project identification phase:

Civil Society Organizations

Indigenous Peoples and Local Communities

Private Sector Entities

If none of the above, please explain why:

Please provide the Stakeholder Engagement Plan or equivalent assessment.

In addition, provide a summary on how stakeholders will be consulted in project execution, the means and timing of engagement, how information will be disseminated, and an explanation of any resource requirements throughout the project/program cycle to ensure proper and meaningful stakeholder engagement

A comprehensive stakeholder analysis was undertaken during the PPG phase, during which the PPG team started working on the project in early 2020 to consult with key stakeholders in the national level, provincial and sites level to ensure they were engaged and information provided on the project (reported in **PRODOC Annexes 8 & 11h**). During March 2020 ? March 2021, the PPG team conducted three main stakeholder meetings including the inception workshop, stakeholder consultation workshop, and validation workshop. Over 30 consultation meetings, more than 15 days site visits, face-to-face interviews, focus groups with women and men mixed and/ or separate group consultations with local communities including vulnerable group and indigenous people have been held between the PPG team members and various stakeholders during the preparation of the project. A total of 57 organizations were consulted, of which 13 were national government agencies, 17 local government agencies in Prachuap Khiri Khan, 5 Community-based tourism groups (CBT), 5 civil society groups, 5 NGOs, and 9 private sector bodies, and 3 universities. In total, some 188 individual stakeholders (98 male and 90 female) were consulted - see **Annex 8** for methods and results.

Based on this analysis, a **Stakeholder Engagement Plan** that ensures inclusivity during project implementation and participation of the full spectrum of role players has been developed (See **UNDP PRODOC Annex 8 Stakeholder Engagement Plan**) with details of the project's action plan for stakeholder involvement and participation. The project approach to stakeholder involvement and participation during project implementation is summarised below.

The project will bring together stakeholders from government, civil society and the private sector to ensure participatory planning, decision-making, monitoring and knowledge-sharing. Engagement processes will build on existing institutional frameworks and processes that have legitimacy and credibility and that take local customary norms into due consideration.

The project's stakeholder engagement approach is premised on the principles outlined in the table below.

Principle	Stakeholder participation will:
Value Adding	be an essential means of adding value to the project
Inclusivity	include all relevant stakeholders
Accessibility and Access	be accessible and promote access to the process
Transparency	be based on transparency and fair access to information; main provisions of the project's plans and results will be published in local mass-media
Fairness	ensure that all stakeholders are treated in a fair and unbiased way
Accountability	be based on a commitment to accountability by all stakeholders
Constructive	seek to manage conflict and promote the public interest
Redressing	seek to redress inequity and injustice
Capacitating	seek to develop the capacity of all stakeholders
Needs Based	be based on the needs of all stakeholders
Flexible	be flexibly designed and implemented
Rational and Coordinated	be rationally planned and coordinated, and not be <i>ad hoc</i>
Excellence	be subject to ongoing reflection and improvement

At a broad level, participation and representation of stakeholders will be conducted through the governance structures put in place by the project as outlined and depicted in the organogram in the Governance and Management Arrangements section, namely the Project Steering Committee and the Provincial Project Working Group in the demonstration landscape (see the table below). BEDO will coordinate closely with other governmental and non-governmental (CBOs, NGOs, private sector) stakeholders via the existing governance structures at national, provincial and district levels and new sub-committee on biodiversity-based tourism will be formed under the existing joint agency technical working group between MONRE and the MOTS (**Output 1.1**). Stakeholders will be consulted, engaged and informed throughout the project implementation phase to: (i) promote understanding of the project's outcomes; (ii) promote stakeholder ownership of the project through engagement in participatory planning, implementation and monitoring of the project interventions; (iii) build public awareness; and (iv) to maximize linkage and synergy with other ongoing projects. Engagement processes will build on existing institutional frameworks and processes at national and landscape level that have legitimacy and credibility and that take Thailand's norms into due consideration.

FPIC (Free, Prior and Informed Consent) Approach

FPIC procedures will be guided by UNDP's Guidance Note on Standard 6 which notes (page 10) that under Standard 6 the screening process should involve the following steps: 1. Initial Screening: The objective of initial screening is to determine and verify whether a potential UNDP project might impact (positively or negatively; directly or indirectly) on indigenous peoples; 2. Full Screening: The task here is to assess and characterize potential risks and impacts on indigenous peoples in order to guide the development of adequate mitigation measures (e.g. ESIA, FPIC process based on IPP/IPPF); 3. Verification: Before and during project implementation, the SESP Checklist should be utilized to help ensure that all risks and impacts on indigenous peoples are being adequately addressed (e.g. as identified in the ESIA) and that for projects with significant risks and impacts an IPP/IPPF has been developed and the potentially affected people have provided their FPIC to the project and/or relevant activities. If this is not the case, UNDP will not support those activities further until the S6 requirements are met. During the initial and full screening, all potential results and activities need to be screened and reviewed for potential direct and indirect, and positive and negative impacts on indigenous peoples, and that screening should be iterative and conducted before and throughout the assessment process and the drafting of environmental and social mitigation and management measures. The initial screening was undertaken during the PPG as part of FPIC consultations. Based on this, the full screening and verification steps of the FPIC process are particularly relevant to activities 2.2.1, 2.3.2, 2.3.7.

A participatory approach is required throughout the project, including project development and implementation. During implementation, the steps outlined in UNDP's Guidance Note on Standard 6 will be followed in terms of screening, social assessment, and preparation of an Indigenous Peoples Plan (IPP) (see Annex 8a for further information). Principles of public disclosure of the draft Indigenous Peoples Plan will be followed, as well as monitoring to identify unexpected adverse impacts and/or to propose mitigation measures.

Stakeholder consultation will follow FPIC protocols and gender-responsive guidelines based on Guidance Note, UNDP SES for Stakeholder Engagement and for Standard 6. Project staff will provide information on the project via a written or verbal format based on the stakeholders' preference. The staff should provide an appropriate timeframe for stakeholders to understand the project for they will make an informed decision to participate in the project. A project information sheet will be distributed.

Project staff will let the stakeholders select their preferable date and time for consultation. In the beginning, the project staff will inform the content of the Information Sheet distributed to them in advance and offer an opportunity to ask questions they may have. Before conducting a consultation or a meeting, the project staff will formally ask a permission to record the meeting in a report format to report back to PMU. The approach to a meeting will also take place at a venue based on the stakeholders' preferences. Consultations will introduce the project, the project's approach to addressing the UNDP Social and Environmental Standards, and the draft Indigenous Peoples Plan (IPP). Participants will be encouraged to provide feedback on the social safeguard instruments, in

particular: how best to conduct free, prior and informed consent consultations, a process that will be collaboratively developed, mutually accepted and documented in the IPP (of the appropriate scope).

In the process, free, prior and informed consent consultations will be undertaken in a language spoken by, and location convenient to, potentially affected indigenous peoples. The views of indigenous peoples are to be taken into account during implementation of the project, while respecting their current practices, beliefs and cultural preferences. The outcome of the consultations will be documented into the periodical reports and submitted to UNDP for review.

During implementation of the project, monitoring shall be carried out to monitor the positive and negative impacts of the project, and obtain feedback from the project-affected people. Based on the outcome of the monitoring, further measures shall be taken to ensure full benefits and mitigation of the negative impacts envisaged. If necessary, additional activities for institutional strengthening and capacity building of indigenous people communities living within the project area shall be carried out. If unexpected impacts are so significant the IPP may need to be updated.

Gender-responsiveness is a core approach to ensure men, women, youth and senior citizens can participate in the project. When possible, stakeholder engagement sessions will be gender disaggregated to create a safe space where women will be able to freely express their opinions. For online consultation and engagement, the project staff will consider differences of men and women's work schedule and their gender division of labour to allow them to fully participate in the project. Participation of men and women will be recorded in sex-disaggregated data to ensure gender is incorporated in the monitoring system.

Roles and responsibilities of key stakeholders in implementation of the project

Stakeholder	Mandate/responsibility	Role in project
National Government		
Ministry of Natural Resources and Environment (MONRE)		

Stakeholder	Mandate/responsibility	Role in project
Biodiversity-Based Economy Development Office (BEDO)	Responsible for promoting conservation of biodiversity in production landscapes, improving local community knowledge of best practice for sustainable production and enhancing biodiversity-based economic development. Owner of the BB Check standard	Implementing partner. Central role in coordination within MONRE, relevant agencies under MOTS, and stakeholders at the national and sub-national levels. Responsible for effective implementation of project activities. All Components
Office of Permanent Secretary	Division of Planning and Strategy. Division of Foreign Affairs (as GEF Operational Focal Point in Thailand)	Ensure alignment of plans and activities with respective strategy within MONRE. Ensure compliance with GEF requirements and coordinated effort with relevant GEF projects
Office of Natural Resources and Environmental Policy and Planning (ONEP)	Responsible for environmental policy and planning in Thailand	Member of the Project Steering Committee Components 1&2
Department of National Parks, Wildlife and Plant Conservation (DNP)	Responsible for all protected area management in Thailand including national parks, wildlife sanctuaries, forest parks, non-hunting areas. DNP is in charge of enforcing the National Parks Act and Wildlife Preservation and Protection Act. In PKK, DNP is responsible for the management of the Khao Sam Roi Yot National Park and Kui Buri National Park, and Pran Buri Forest Park.	Implementation of sustainable tourism standards in National Parks and potential scaling up to other protected areas in Thailand All Components
Department of Marine and Coastal Resources (DMCR)	Responsible for the management of sensitive coastal habitats, including mangrove areas, beaches, marine species and resource utilization.	Implementation of sustainable tourism standards in marine and coastal areas, esp. Sirinart Rajni Ecosystem Learning Center. Components 1 & 2
Royal Forest Department (RFD)	Responsible for monitoring of forests including Pran Buri Forest Park, encouraging community forest management and conservation of forest land. Working with PTT and DMCR on mangrove conservation in the Pran Buri estuary	Member of Project Steering Committee and Provincial Project Working Group. Components 1&2

Stakeholder	Mandate/responsibility	Role in project
Department of Environmental Quality Protection (DEQP)	Owner of the Green Hotel Standard and Homestay Standard Thailand.	Member of Project Steering Committee. Components 1&2
Ministry of Tourism and Sports		
Office of the Permanent Secretary	Responsible for tourism policy and planning and budgeting of the whole country.	Member of the Project Steering Committee. Component 1
Department of Tourism (DOT)	Department under MOTS responsible for standardization of tourism (e.g. Thailand Tourism Standard) and recreation activities (e.g. nature-based activities, campground services, homestays etc.).	Member of the Project Steering Committee. Provide advice and input on project potential to revise, update, broaden and pilot standards at project sites and landscape. Components 1&2
Tourism Authority of Thailand (TAT)	Responsible for overall Thailand's tourism promotion and market development	Member of the Project Steering Committee. Integrate biodiversity mainstreaming, COVID-19 measures, and visitor awareness raising into marketing communication. Also, conduct training with tourism stakeholders in the project landscape. All Components
Designated Areas for Sustainable Tourism Administration (DASTA)	Public organization under the supervision of MOTS that develops and tests sustainable tourism standards. Undertaking capacity building assessments of communities through Community-based Tourism Thailand Guideline.	Member of Project Steering Committee, and Provincial Project Working Group. Integration of biodiversity into existing standards and implementation with CBTs; coordination CBT training Outputs 1.5 & 2.3
Ministry of Interior (MOI)		

Stakeholder	Mandate/responsibility	Role in project
Community Development Department (CDD)	Responsible for community development and increasing attention on community development through tourism in accordance with government priorities. Role in environmental management and waste control and developing green tourism management curriculum and handbook for the tourism industry.	Coordination on community tourism product development and training materials developed on biodiversity-based tourism. Components 1&2
Provincial and Local Government		
Prachuap Khiri Khan Provincial Office	Authorization to integrate sectoral base policies, plans and projects within the Prachuap Khiri Khan landscape.	Oversee tourism development and integration with respective agencies in the province; lead implementation of central-level tourism strategies/plans. The Governor chairs the multi-stakeholders Provincial Tourism Committee. Components 1&2
Prachuap Khiri Khan Provincial Office of Tourism and Sport	Representative of MOTS in Prachuap Khiri Khan. Responsible for integration of tourism into provincial development, as well as integration of sectorial policy, plans and projects into tourism industry within Prachuap Khiri Khan landscape (including the Thailand Riviera Masterplan).	Serves as secretary of the Provincial Tourism Committee. Member of Provincial Project Working Group Component 2
Prachuap Khiri Khan Provincial Office of Natural Resources and Environment	Representative of MONRE in Prachuap Khiri Khan. Responsible for provincial level's environmental strategy and planning.	A member of the Provincial Tourism Committee and also Provincial Project Working Group. Ensure implementation of MONRE's strategy and plans in the provincial level. Component 2
Marine and Coastal Resources Administration Office No. 3 Phetchaburi, DMCR	Responsible for marine and coastal resources in Prachuap Khiri Khan including mangrove area in Pran Buri estuary.	A member of Provincial Project Working Group. Component 2

Stakeholder	Mandate/responsibility	Role in project
District Administrations	Support implementation of local development plans in the districts (Pran Buri, Sam Roi Yot, and Kui Buri district)	Support implementation of activities in the districts. Member of the Provincial Project Working Group. Component 2
Local government administrations (Provincial Administration Organization (PAO) and Tambon Administration Organization (TAO))	Coordinate project activities with local government strategies and activities	Participate in Provincial Project Working Group. Advise on project design, needs and contexts at a site level, with roles in site-level execution and monitoring. Component 2
Private sector & civil society		
PTT Plc.	Operates the Sirinart Rajini Ecosystem Learning Center (the main coordinator in Pran Buri estuary and Pran Buri Conservation Network).	Member of Provincial Project Working Group. Support implementation of project activities in the area through the SRE Learning Center and other related programmes within PTT. All Components
Thai Chamber of Commerce (TCC)	Thai private social enterprises providing sustainable tourism offerings that generate a positive social impact, and designs and curates travel experiences in local communities across Thailand and Southeast Asia. Matches tourists with local communities and responsible tour operators to strengthen community-based tourism and community development	Member of the Provincial Project Working Group. Potential collaborator through its 'Happy Model' sustainable tourism programme. All Components
Protected Area Committees (PAC) of Kui Buri National Park, Khao Sam Roi Yot National park, and Pran Buri	PAC play an important role for advisory board and joint decision-making of the PAs management	Member of the Provincial Project Working Group. Support outreach to communities. Components 2&3

Stakeholder	Mandate/responsibility	Role in project
Tourism Association of Prachuap Khiri Khan (TAP)	Membership association representing private sector tourism enterprises, Tourism Council of Thailand	Member of the Provincial Project Working Group. Support implementation of activities All Components
Prachuap Khiri Khan Community-Based Tourism Association	A new association focused on Membership organization of 37 SMEs and CBT enterprises including homestays in the Prachuap Khiri Khan area	Member of the Provincial Project Working Group. All Components
Public Private Partnership Offering for Wildlife and Ecosystem Resilience (POWER - Kui Buri)	Network of 13 organizations collaborating on HWC. Government, NGOs, and private sector.	Member of Provincial Project Working Group. Components 2&3
WWF Thailand	Has a field office in Ban Ruam Thai, Kui Buri. They focus on elephant and tiger conservation and wildlife research. Work closely with Kui Buri National Park and Ban Ruam Thai community. A member of Kui Buri PAC.	Advisor to the Provincial Project Working Group. Components 2&3
Thai Responsible Tourism Association (TRTA)	An association promoting and developing the concept of Responsible Tourism (RT) for the tourist industry. 16 members including tour operators, accommodation providers, restaurants, tourist guides, local communities, and academics.	Advisor to the local tour operators and mentor, member of Provincial Project Working Group. All Components
Ecotourism and Adventure Tourism Association (TEATA)	There are 53 members from tour operators, resorts, and CBTs. TEATA has focused on network building, collaborating with professionals, and partnership linking across the members and public for sustainable tourism.	Advisor to the local tour operators and mentor. Member of Provincial Project Working Group All Components
Beneficiary CBTs (e.g. Ban Ruam Thai, Ban Pa Mak, Ban Koh Mon - Koh Phai, etc.)	Develop business model and tourism products in PAs. Provide tourism services/ products on site.	Member of Provincial Project Working Group Components 2&3

Stakeholder	Mandate/responsibility	Role in project
Thailand Community Based Tourism Institute Foundation (TCBTIP)	Pioneer of CBT in Thailand.	Member of the Project Steering Committee Component 1

The project's design incorporates several approaches to ensure ongoing and effective stakeholder participation in the project's implementation. The mechanisms to facilitate involvement and active participation of different stakeholders in project implementation are summarised in the table below (see **UNDP PRODOC Annex 8** for a more detailed description).

Stakeholder group	Mean of engagement	Time of the engagement throughout the project cycle
Project Steering Committee (UNDP, BEDO, MONRE, ONEP, DNP, DMCR, RFD, MOTs, DOT, TAT, DASTA, MOI-CDD, Deputy governor of PKK, PTT Plc., TRTA, ATTA, TEATA, TCBTIF)	Project validation, project launch and inception, project Steering Committee meetings, consultation meeting, online meetings, face to face meetings, project technical workshops, formal dialogues, information sharing sessions, conferences, project symposia, electronic communications, site visits.	Throughout the project implementation
Provincial project working group (Prachuap Khiri Khan Governor/ Deputy governor, governor of PKK, PAO, MCRA, TAO, PKK MOTS, Sub-committee on tourism development, Sub-committee on tourism route development, District Administration, TAP, PTT Plc, CBTA, provincial representative of TCC, PAC of Kui Buri NP, PAC of Khao Sam Roi Yot NP, Power of Kui Buri)	Project validation, project launch and inception, provincial project working group meetings, MoU agreements, consultation meeting, online meetings, face to face meetings, project technical workshops, training, formal and informal dialogues, information sharing sessions, conferences, project symposia, electronic communications, site visits.	Throughout the project implementation
Beneficiaries local administration governments/ civil society/ private sector (TAO, District administrations, local government agencies who did not involve in the committees, tour operators, hotels and resorts, private sectors).	Project launch and inception, consultation meeting, MoU agreements, online meetings, face to face meetings, project technical workshops, formal and informal dialogues, training, information sharing sessions, conferences, project symposia, electronic communications, questionnaire surveys, public outreach event	When required at the request of the PMU and/ or the provincial project working group.

Stakeholder group	Mean of engagement	Time of the engagement throughout the project cycle
Beneficiaries CBTs in the project sites (i.e. CBT Ban Ruam Thai, CBT Ban Pa Mak, CBT Koh Mon- Koh Phai, etc.)	Project launch and inception, provincial project working group meetings, consultation meetings, online meetings, training, face to face meetings, project technical workshops, informal dialogues, information sharing sessions, conferences, project symposia, electronic communications, site visits, knowledge exchange trip, questionnaire/ surveys, public outreach event	Throughout project implementation
Beneficiaries local communities and vulnerable groups (communities and vulnerable groups surrounding 3 project sites)	Project launch and inception, provincial project working group meetings, consultation meeting, online meetings, in person meetings, one-on-one meeting, project technical workshops, formal and informal dialogues, information sharing sessions, conferences, project symposia, electronic communications through social media, questionnaire/ surveys, public outreach event, site visit, awareness materials.	Throughout project implementation
Domestic tourists/ international tourist	online communications through social media, e-market channel promotion, public outreach event.	When required at the request of the PMU and/ or the provincial project working group.

It is recognized that the ongoing presence of COVID-19 in the project landscapes, or a resurgence in infections (with re-introduction of travel and/or other restrictions) may impose constraints on the intended stakeholder engagement activities, especially in vulnerable communities. Considering that COVID-19 infection rates have been mitigated rather effectively in Thailand throughout the first two outbreaks and the vaccination plan has now been rolled out, the expected project results have not been adjusted. A prolonged or recurrent COVID-19 pandemic would certainly create challenges for the implementation of the project (i.e. associated with activities involving physical stakeholder workshops, delivering training in the field, convening community meetings, etc.) Since piloting biodiversity-based tourism could pose the high risk of infecting COVID-19 in targeting communities, further assessment requires full ESIA (Environmental and Social Impact Assessment) or SESA (Strategic Environmental and Social Assessment) to be conducted. The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance. Capacity assessment on health and safety with specific focus on the COVID-19 in local communities in the PAs is

required. Measures and protocols on health and safety standards will be developed for the project implementation. The project can institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and new normal remote meeting has already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project. Social and environmental risk assessments will be regularly updated (e.g. in the annual review of the SESP). Moreover, biodiversity-based tourism strategies and activities to be developed in the demonstration landscape will include relevant social and environmental safeguards (See **UNDP PRODOC Annex 14** for a more detailed description).

Select what role civil society will play in the project:

Consulted only;

Member of Advisory Body; Contractor; Yes

Co-financier; Yes

Member of project steering committee or equivalent decision-making body; Yes

Executor or co-executor;

Other (Please explain) Yes

3. Gender Equality and Women's Empowerment

Provide the gender analysis or equivalent socio-economic assesment.

During the PPG phase, a gender analysis was conducted to use as a baseline to assess the gender situation in the demonstration area (**UNDP PRODOC Annex 9a**). The gender analysis was conducted at community-based tourism (CBT) villages in protected areas in Prachuap Khiri Khan province and consultations were also conducted at national level. The findings of the analysis revealed a lack of gender awareness in stakeholders as well as startling gender inequality in the communities. As a starting point for the gender analysis, differences between men and women's reproductive[1] and production roles in tourism related tasks, time use, and wages demonstrate an uneven sharing of benefits.

Based on the findings, women in CBT perform reproductive roles significantly more than men, which lead to less opportunity to increase their income from tourism. Men are likely to earn significantly more than women with less time-consuming tasks. Moreover, tourism-related tasks tend to abide by traditional gender norms where wages are better. Accordingly, the unequal share of reproductive and productive roles informs us about gender relations in the communities which is a basis for exploring access to natural resources, socio-economic benefits and decision-making power. The GEF Gender Implementation Strategy (2018) identifies three gender gaps that are most relevant to GEF projects, which are access to and control of natural resources participation and decision making in environment planning and governance, and access to socio-economic benefits and services. In this regard, the gender analysis has demonstrated unequal gender relationships in the aforementioned areas, as follows:

1. Unequal access to and control of natural resources: On a structural level, women and men tend to abide by government authorities' rules and regulations within the protected areas. Regarding gender relations, women's abilities to access and control natural resources are far less than those of men. Women in the community have less access to more valuable natural resources than men. Failure to provide equal access to resources prevents them from demonstrating women's traditional and ecological knowledge.
2. Unbalanced participation and decision-making in environment planning and governance: In the protected areas, women can make their own decisions on household matters, but not on important issues like finances, investment, and natural resource management. Findings from the gender analysis highlight how women are more likely to express concerns about natural resource conservation while men focus on income-generating activities. At community level, while several women participate in community-based tourism, they still lack the bargaining power and leadership skills to become decision makers. For instance, the findings demonstrate that female-headed householders struggle to negotiate with male relatives to participate in the homestay business. For the national government, the gender and environment connection is still perceived as a foreign concept and they resist considering gender as an important element in achieving sustainable environmental solutions. Thus, it is essential that the GEF-Financed activities create an enabling environment for the empowerment of women both at local and national levels. Raising gender awareness and understanding among government, tour operators and civil society is crucial to enable women's empowerment in the community.
3. Uneven access to socio-economic benefits and services: Limited infrastructure for the community within and in proximity to protected areas results in barriers in accessing education, skills, finance, and technology. With women's reproductive or domestic responsibilities, they often lack the opportunity or access to education, entrepreneurial skills, and career development. Skills and knowledge such as social media, marketing and storytelling would enable them to better access socio-economic benefits from biodiversity tourism. Storytelling skills could potentially become a powerful tool where the communities control their own narratives and transform them into tourism products; ones that reflect their perspective, local wisdom and biodiversity knowledge.

Gender Mainstreaming Strategy

In alignment with the gender analysis, a Gender Mainstreaming Strategy (see **UNDP PRODOC Annex 9b**) was formulated for this project based on the GEF Gender Policy's Guiding Principles for mainstreaming gender and promoting the empowerment of women, addressing gender-related issues in GEF-Financed activities, refraining from exacerbating existing gender inequalities, ensuring gender

different knowledge, needs, roles and interests of women and men are addressed, applying a gender-responsive approach and identifying gender gaps to achieve global environmental benefits. The project will mainstream gender into the GEF Project and Programme Cycle, Monitoring, Learning and Capacity Development, Agency Policies, Procedures and Capabilities and Compliance. Therefore, the project design has ensured that indicators, activities, monitoring and evaluation, and learning are gender responsive. In correlation with this gender-responsive approach, the project budget includes resources to support its integration into the project activities.

Gender Action Plan: The SESP, the gender analysis and gender mainstreaming strategy have provided a foundation for the Gender Action Plan, which provides comprehensive and systematic guidance for project design, implementation and monitoring and evaluation. Project evaluations and reporting (eg the PIR) will monitor the progress of the project on gender equality and women's empowerment and evaluate its performance. Routine sex-disaggregated records of participants in all activities will be an important tool to track women's participation in the project. Lastly, there will be a dedicated Gender Specialist monitoring gender mainstreaming and auditing activities throughout the project cycle. Knowledge management and development of good practices will incorporate a dedicated section on women's role in biodiversity tourism such as differences in male and female local biodiversity wisdom and how they adapt and repackage this into tourism products. Case studies and stories of women leaders in biodiversity tourism will also create an impact to a wider audience.

The **UNDP PRODOC Annex 8: Gender Analysis and Action Plan** provides more detail. **UNDP PRODOC Section IV: Project Results Framework** also includes gender-disaggregated targets and indicators, with a dedicated budget allocated to ensure that they are effectively monitored.

[1] A reproductive role is a role that is associated with the responsibilities of child care and domestic tasks required to ensure the maintenance and reproduction of labor regarding the continuity of the family.

Does the project expect to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment?

Yes

Closing gender gaps in access to and control over natural resources; Yes

Improving women's participation and decision making Yes

Generating socio-economic benefits or services or women Yes

Does the project's results framework or logical framework include gender-sensitive indicators?

Yes

4. Private sector engagement

Elaborate on the private sector's engagement in the project, if any.

The project will engage with private sector including: biodiversity-based tourism enterprises in the project landscape (Output 2.3); tour operators that can include biodiversity-based tourism enterprises in

their itineraries (Output 3.1), and international Online Travel Agents for inclusion of biodiversity-based tourism enterprises on their platforms (Output 3.1).

The private sector will have active participation during the development of the biodiversity-based tourism strategy (Output 1.1), a Strategic Environmental and Social Assessment of tourism and tourism masterplan in the demonstration landscape (Output 2.1), and the development of visitor management plans in the parks (Output 2.2).

The private sector operating in the project landscape will also be engaged to encourage the uptake of certification systems that apply biodiversity, waste management and climate-related criteria (Output 2.3), as reflected in the indicators (**Annex A - Project Results Framework, Outcome 2, indicator 4**).

Private sector representatives will be involved in the governance of the project within the Project Steering Committee and Provincial Project Working Group (see table below, and **UNDP PRODOC Section VII Governance**).

Stakeholder	Role in project
PTT Plc.	Member of Project Steering Committee and Provincial Project Working Group. Support implementation of project activities in the area through the SRE Learning Center and other related programmes within PTT.
Thai Responsible Tourism Association (TRTA)	Advisor to the local tour operators and mentor, member of Project Steering Committee and Provincial Project Working Group. Support for implementation of project activities with biodiversity-based tourism operations including training and promotion.
Ecotourism and Adventure Tourism Association (TEATA)	Advisor to the local tour operators and mentor. Member of Project Steering Committee and Provincial Project Working Group
Thailand Community Based Tourism Institute Foundation (TCBTIF)	Member of the Project Steering Committee
Protected Area Committees (PAC) of Kui Buri National Park, Khao Sam Roi Yot National park, and Pran Buri	Member of the Provincial Project Working Group. Support outreach to communities.
Tourism Association of Prachuap Khiri Khan (TAP)	Member of the Provincial Project Working Group. Support implementation of activities
Prachuap Khiri Khan Community-Based Tourism Association (CBTA)	Member of the Provincial Project Working Group.
Prachuap Khiri Khan Thai Chamber of Commerce (TCC)	Member of the Provincial Project Working Group.
Public Private Partnership Offering for Wildlife and Ecosystem Resilience (POWER of Kui Buri)	Member of Provincial Project Working Group.
Beneficiary CBTs (e.g. Ban Ruam Thai, Ban Pa Mak, Ban Koh Mon - Koh Phai, etc.)	Members of Provincial Project Working Group

PTT Plc's Sirinart Rajini Ecosystem Learning Center in the Pran Buri Estuary will be a venue for capacity building raise awareness and provide public access to information on biodiversity and its significance, HWC and its impact on the ecosystem and biodiversity-based tourism, and options for visitors to reduce and mitigate their impacts (Output 3.2); and also as a venue for technical support to

communities to establish and support biodiversity-based tourism enterprises (Output 2.3) (Note - UNDP has conducted a due diligence assessment on PTT Plc for this project). PTT Plc will also be a Member of Provincial Project Working Group (see **UNDP PRODOC Section VII Governance**). Letters of support committing their full collaboration with the project have also been provided by private sector groups given the current situation - namely the Tourism Association of Prachuab Khiri Khan, Community-based Tourism of Prachuab Khiri Khan Association, and the Thai Responsible Tourism Association. Owing to unforeseen circumstances (a recent change in management), PTT plc will be engaged during project inception in order to confirm its role during implementation as well as the related cofinancing inputs.

All prospective private sector partners will be expected to satisfy the requirements of *UNDP's Policy on Due Diligence and Partnerships with the Private Sector* (2013), complemented by application of the *Private Sector Risk Assessment Tool* (2016) and the *Risk Assessment Tool Guidelines*. Private Sector partners will also be expected to uphold the principles and standards of UNDP's *Social and Environmental Standards Policy* and comply with all safeguards risk management plans that apply to the project.

5. Risks to Achieving Project Objectives

Elaborate on indicated risks, including climate change, potential social and environmental risks that might prevent the project objectives from being achieved, and, if possible, the proposed measures that address these risks at the time of project implementation.(table format acceptable):

The SESP was finalised during project preparation, as required by UNDP's Social and Environmental Standards (SES). The SESP identified 13 risks for this project that could have potential negative impacts in the absence of safeguards, all of which are rated as **Moderate** (see UNDP PRODOC Annex 5). The overall SESP risk categorization for the project is **Moderate**. Further screening will be required for currently unspecified conservation-compatible, biodiversity-based tourism activities undertaken by the project. The screening process to be followed is explained against the relevant project activities described above. In summary, these additional screening processes for environmental and social safeguards include SESA (1.1.2, 1.1.4, 1.3, 2.1.3), SESP screening at the site level (2.1.6, 2.3.3), Indigenous People's Plan (2.3.2), and FPIC processes (2.2.1, 2.3.2, 2.3.7).

Applying the *GEF-STAP Guidelines for Climate Risk Screening*, the project's climate risk rating is **Moderate** (see **UNDP PRODOC Annex 13: Climate risk screening**). The Office of Natural Resources and Environmental Policy and Planning (ONEP)'s master plan on climate change adaptation 2015-2050^[1] suggests that the average precipitation trend will increased with greater intensity over time, which may increase the risk of flooding. Future tropical cyclones are likely to become more intense in the future, causing heavy rain, storm surge and erosion in coastal wetland areas. Temperature trend in Thailand is predicted to increase by 1-2 °C. The number of hot days (>33°C) is predicted to increase to 2-3 weeks per year, while the number of cool days (<15°C) will decline 2-3 weeks per year which result in a longer dry season, and shorter winter season over the next 30 years. Increasing temperature trend may affect to hill evergreen forest ecosystem of southern Thailand, and mangrove forest strip in Krabi may shift by 18 meters over the next 25 years.^[2] Research on impacts of climate change on forest species and forest ecosystem change in national parks during the year 2030-2079 suggest that parks in Southern Thailand will

be the highest affected, with estimates of a reduction of 7-8 forest species in Khao Sam Roi Yot National Park.[3]

As outlined in **UNDP PRODOC Annex 13**, the project will deploy risk management activities that support ONEP's climate change master plan,[4] by supporting two strategies related natural resources and tourism sectors: 1) Natural resource management ? focusing on the restoration and conservation of natural resources and ecosystems as well as providing a regulatory framework for sustainable utilization of natural resources; and 2) Tourism ? focusing on ecotourism and sustainable tourism to conserve natural resources and resilience to climate change in areas with a tourism industry. Example policies under the master plan that are supported by the project include: 1) Protect and conserve wetlands by nominating important wetlands as Ramsar sites, and develop appropriate management plans with stakeholder participation; 2) Policy that support the role of local communities in the conservation of forests and ecosystems via mechanisms such as the Payment for Ecosystem Services (PES) scheme.

The project is aligned with the *GEF White Paper on a GEF COVID-19 response strategy*, which highlights opportunities to effect change including establishing better models of tourism that support nature conservation, are less reliant on long-distance travel; and exploring innovative financial mechanisms to buffer economic impacts of the pandemic. Ways that the project will address these include by: 1) establishing biodiversity-based tourism products and experiences as a form of tourism that is based on, and contributes to, biodiversity conservation and local livelihoods; 2) by promoting these products and experiences to domestic markets through Online Travel Agents (OTA), social media, and local tour operators; and 3) through biodiversity-financing strategies that promote a combination of systemic and local sustainable financing, policy changes, and other incentive mechanisms within a specific thematic area of intervention titled *Government Budget Finance Solution: Enhancing effectiveness and biodiversity impact of local budgets in Thailand*, being implemented by BIOFIN for Thailand.

As of 2 May 2021, there have been 68,984 confirmed cases of COVID-19 in Thailand with 245 deaths.[5] Project Risks identified relating to COVID-19 were analysed during the PPG phase (see **UNDP PRODOC Annex 14: COVID-19 Risk analysis and action framework**). The project has been assessed as Moderate risk in relation to COVID-19 impacts. In the event that piloting biodiversity-based tourism is considered to pose a High risk of COVID-19 infection in targeted communities (i.e. if the situation changes), further assessment would require a full ESIA (Environmental and Social Impact Assessment) or SESA (Strategic Environmental and Social Assessment) to be conducted. In terms of risk management measures: 1) the active participation of local stakeholders and tour operators is an important part of the project implementation, and COVID-19 could affect their ability and willingness to take part as there may continue to be periodic clusters and localized outbreaks. There are also risks that national and local governments will be preoccupied with the COVID-19 pandemic mitigation and recovery efforts and assign a reduced level of importance to the project; 2) Contact with tourists, stakeholders and other external parties may result in COVID-19 health impacts to local communities during project implementation and

tour visits by domestic and foreign tourists. Social distancing practices are likely to remain in place for some time into the future, which may hinder full participation and interaction in tourism activities; 3) National and local government partners have issued substantial co-financing commitments for the project, and proactive stakeholder engagement will be facilitated through the Project Steering Committee and the multi-level, multi-stakeholder landscape forums. 4) The COVID-19 pandemic's impact on international exchange rates and economies could significantly affect the GEF budget on the ground as well as cofinancing inputs from government agencies and corporations; 5) Private sector and especially local tour operators are important partners on the project, including participation in biodiversity-based tourism activities and engaging with local communities in sustainable tourism. Economic downturns and small-medium business closures could result in reduced co-financing inputs as their priorities change to recover economically. Nevertheless, the project provides an opportunity for the business sector partners to build new business models based on biodiversity-based tourism activities.

For risk management measures related to COVID-19 see **UNDP PRODOC Annex 14** for details. The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance. Capacity assessment on health and safety with specific focus on the COVID-19 in local communities in the PAs is required to ensure health of both community members and tourists and other visitors during project implementation. Measures and protocols on health and safety standards will be developed for the project implementation. Such protocols may include a health and safety checklist for community outreach, field visits, small and big groups trainings and consultations. Personal Protective Equipment (PPE) and hand-held temperature checkers will be adequately distributed to communities in the PAs where project activities are taking place. The project can institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and *new normal* remote meetings have already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project. Social and environmental risk assessments will be regularly updated (e.g., in the annual review of the SESP, see **UNDP PRODOC Annex 5**). Moreover, biodiversity-based tourism strategies and activities to be developed in the demonstration landscape will include relevant social and environmental safeguards.

<u>Risk description</u>	Risk assessment (I = impact; L = Likelihood)	Risk mitigation measures

SESP Risks		
<p><u>Risk 1</u>: New tourism products could lead to changes in current levels of tourism (e.g. reduction/cessation of unsustainable tourism; increase in biodiversity-based tourism) which could lead to conflict within communities if there are differing opinions on tourism establishment, continuation, governance and/or benefit-sharing mechanisms, and/or conflict between communities and tourism operators (existing or future), and/or between local governments and tourism operators or communities depending on particular views and interests in tourism development.</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>National activities: Required standards for community consultation, governance and benefit-sharing will be included within development of national policies and standards for tourism. In order to achieve this, a SESA approach will be applied to the development of the biodiversity-based tourism strategy in Component 1 such that it will explicitly incorporate the identification and consideration of potential social and environmental risks linked to implementation of the different tourism policies, strategies and plans in line with UNDP SES.</p> <p>Demonstration activities: A Strategic Environmental and Social Assessment (SESA) approach will be integrated and apply in the landscape tourism planning approach and processes in Component 2 to avoid and prevent potential social and environmental impacts linked to development and implementation of tourism plans for the project landscape. Consultation with project partners in Prachuap Khiri Khan will be maintained to ensure the social inclusiveness of the project throughout implementation. Provincial coordination mechanisms will be established to provide a platform for stakeholders at the demonstration sites to participate in the project.</p> <p>A Grievance Redress Mechanism will be established to create a context-appropriate channel for national and community stakeholders to voice their concerns or feedback. Particularly, for community stakeholders at demonstration sites, the Grievance Redress Mechanism will include measures to ensure that unprivileged groups can access the mechanism.</p>

<p><u>Risk 2:</u> The project might not engage all parts of local communities in demonstration sites. This will include ethnic minority groups present at sites that might not be aware or be able to give consent (e.g. FPIC).</p>	<p>MODERATE</p> <p>(I = 3, L = 2)</p>	<p>Mitigation measures:</p> <p>During PPG, stakeholder consultations with community members in the PAs were conducted that confirmed that Karen ethnic people are present at Ban Pa Mak village. The expectations and concerns of the consulted communities are documented in Annex 8. As the project emphasizes mainstreaming biodiversity into community-based tourism, alternative livelihood improvement for the villagers will include support for financial literacy, agricultural product improvement and online tourism marketing skills.</p> <p>A comprehensive FPIC process will be mainstreamed in the assessment and detailed planning of demonstration site activities further to the FPIC process conducted during the PPG and informed by the guidance provided in the Stakeholder Engagement Plan (Annex 8). An Indigenous Peoples Plan will be developed at the start of implementation with an FPIC process to provide the necessary safeguarding measures for the above mentioned ethnic minority community.</p>
<p><u>Risk 3:</u> Biodiversity-based tourism development might not fully incorporate or reflect the views of women and girls and ensure equitable opportunities for their involvement and benefit.</p>	<p>MODERATE</p> <p>(I = 3, L = 2)</p>	<p>Mitigation measures:</p> <p>The Gender Action Plan (Annex 9) provides for proactive gender mainstreaming and empowerment of women in the project design.</p> <p>Gender monitoring tools will be used to ensure both national activities and demonstration activities benefit women and men equally throughout the project.</p> <p>Gender-disaggregated targets are included in the results framework and data collection is required to maintain project standards on gender equality.</p>

<p><u>Risk 4:</u> Impacts of changed amount/type of tourism and/or biodiversity-based tourism in demonstration sites on sensitive habitats or ecosystems (e.g. soil/vegetation erosion, waste, sewage, IAS spread) or threatened or harvested species. This includes potential cumulative impacts through the project operating in a province that is subject to increasing tourism development.</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>Output 1.1 will define and elaborate the concept for <u>conservation-compatible</u> biodiversity-based tourism, providing clarity on what types of activities will be eligible and what are not, by following a SESA process. In addition, the project will conduct a SESA to guide existing tourism and support new biodiversity-based tourism development in the project landscape under Output 2.1.</p> <p>Under Output 2.3, proposed biodiversity-based activities and products will be confirmed and validated with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary) in line with feasibility considerations and through application of the UNDP SESP at site level.</p> <p>National strategy/standards for biodiversity-based tourism, supported by a provincial level SESA in line with UNDP SES will ensure that placement of biodiversity-based tourism activities avoids sensitive habitats, avoids and mitigates negative environmental impacts of tourism operation, and identifies and manages the social impacts of changes in tourism activities (including potential restrictions). Project-developed standards for biodiversity-based tourism development and operations will reflect best practices on all stages of biodiversity-based tourism development to avoid, mitigate and manage the range of potential environmental impacts. The project will integrate UNDP SESA requirements into Component 2, Output 2.1, to guide provincial level tourism planning and development. The tourism masterplan and the SESA can include advice on suitable sustainable tourism product options to develop.</p> <p>In accordance with the SESP, the identification and development of biodiversity-based tourism activities in the demonstration landscape will take place in accordance with national guidelines/standards/strategy developed under the project. All demonstration biodiversity-based tourism activities supported by the project will adhere to the adopted standards in line with the UNDP SES.</p>
--	--	---

<p><u>Risk 5:</u> Biodiversity-based tourism development could result in damage to sacred sites and cultural sites, including through inappropriate tourist behavior (e.g. desecration of cultural site), and/or could harm/change intangible cultural heritage (e.g. traditional knowledge) through its commercialization and use in biodiversity-based tourism</p>	<p>MODERATE</p> <p>(I = 3, L = 2)</p>	<p>Mitigation measures:</p> <p>SESA Consultations during the initial phase of project implementation will ensure that project activities to develop national guidelines/standards appropriately cover all potential cultural heritage impacts and reflect best practice approaches. This will also be captured in the planning work under Component 2.</p> <p>National strategy for biodiversity-based tourism will reflect the use of SESA for placement of biodiversity-based tourism activities to avoid culturally significant sites.</p> <p>Project-developed standards for biodiversity-based tourism development and operations will reflect best practices at all stages of biodiversity-based tourism development to avoid, mitigate and manage impacts on cultural heritage.</p> <p>Identification and development of biodiversity-based tourism activities at project sites to take place in accordance with the national strategy. Adherence to adopted biodiversity-based tourism standards for all demonstration biodiversity-based tourism activities supported by the project.</p> <p>To oversee external influences on local communities, guidance will be developed and disseminated for visitors on culturally-sensitive tourism behaviour, as well as activities to strengthen local culture and governance of biodiversity-based tourism activities.</p>
<p><u>Risk 6:</u> Local communities, governments and tour operators may not have the capacity to manage and oversee tourism development and operations to adhere to established standards and benchmarks for sustainable tourism planning, development and operations.</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>A capacity development program has been integrated into project design for communities, local tour operators, local governments (Outputs 1.5; 2.1, 2.3). The capacity development program includes support for the application of sustainable tourism guidelines and standards, and oversight of related compliance and enforcement mechanisms.</p> <p>For the ethnic minority community (i.e. Ban Pa Mak village) the development of an Indigenous Peoples Plan is required early during implementation that will include capacity development for a community management system that will include activities such as training on waste recycling and community and building community ownership and resilience.</p>

<p><u>Risk 7</u>: Development and operation of more adventurous biodiversity-based tourism activities could pose safety risks to communities, local tourism operators and tourists at project demonstration sites.</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>The SESA for biodiversity-based tourism development in the project demonstration landscape in Component 2 will include consideration of related health and safety standards in tourism practices.</p> <p>Capacity assessment of tour operators and community-based tourism operations will help identify knowledge and skills gaps regarding biodiversity-based tourism under Output 2.3.</p> <p>Minimum standards for safety of relevant activities at the project demonstration sites will be addressed through Output 2.3 regarding the development/management of operations at project sites in line with the identified UNDP SES health and safety standards. This includes safety for operators and also for tourists. The project activities to address this issue will incorporate health and safety training in capacity development for local tourism operators.</p>
--	--	---

<p><u>Risk 8</u>: Project outcomes will be vulnerable to potential impacts of climate change</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>The project will conduct a SESA for tourism planning in the PKK landscape in Output 2.1, which will include assessment of the climate change risks for the landscape. The SESA will provide recommendations on climate risk management, which will then be integrated into the tourism development master plan for the landscape. Therefore, the risk associated with the long-term sustainability of the project is considered to have a 'Moderate' significance.</p> <p>A climate change risk screening has been conducted during the PPG (Annex 13) that identified High exposure to climate and geophysical risks such as flooding (river and coastal), cyclone and drought in Khao Sam Roi Yot NP, risk of drought in Ku Buri NP, and risks of coastal flooding and cyclone in Pran Buri river and Estuary.</p> <p>However these risks will be modulated to a large degree through the project's soft component activities and development context. Overall, the operational risk was rated Low and the risk to long term sustainability of project outcomes was rated Moderate.</p> <p>The project will support ONEP's climate change master plan[6] strategies on natural resource management and tourism, including protecting important wetlands and supporting community participation in PES schemes.</p> <p>Based on the climate change risks assessment conducted during the PPG, appropriate adaptation measures will be devised and integrated into proposed activities, in consultation with communities and tour operators, including, but not limited to, building climate resilient access roads to the tourism sites, providing redundant water storage to harness rainwater during rainy season, preparing climate appropriate vehicles/gears for tourists, as well as standards, guidelines and criteria for tourism planning, development, operation and monitoring.</p> <p>The project has developed a comprehensive stakeholder engagement plan and gender action plan to ensure that vulnerable groups, including women and indigenous peoples, benefit equitably from all project activities aimed at promoting biodiversity-based tourism. Specifically, the project will work with community-based tourism enterprises and the national parks to mitigate this risk by increasing income through alternative sources (e.g. wildlife tourism). The project will build capacity of women to develop products related to sustainable tourism and biodiversity conservation. The project will support communities, including climate vulnerable groups, by improving long-term economic well-being. Local communities in the project landscape will directly benefit from new income generating of biodiversity-based tourism enterprises.</p>
--	--	--

<p><u>Risk 9:</u> Contact with tourists, stakeholders, project workers, and other external parties may result in COVID-19 health impacts during project implementation and tour visits by domestic and foreign tourists</p>	<p>MODERATE</p> <p>(I = 3, L = 4)</p>	<p>Mitigation measures:</p> <p>Please refer to Annex 14 for the COVID-19 analysis and action framework for this project.</p> <p>The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance.</p> <p>Capacity assessment on health and safety with specific focus on the COVID-19 in local communities in the PAs is required under Output 2.3 to ensure health of both community members and tourists, workers and other visitors during project implementation.</p> <p>Measures and protocols on health and safety standards will be developed for the project implementation following UNDP CO procedures for risk management. Such protocols may include health and safety checklist for community outreach, field visits, small and big groups trainings and consultations. Personal Protective Equipment (PPE) and hand-held temperature checkers will be adequately distributed to communities in the PAs.</p> <p>The project will institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and new normal remote meetings have already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings on risks and recognition of symptoms, etc. These management measures are not expected to adversely impact the service delivery of the project.</p> <p>Social and environmental risk assessments will be regularly updated, e.g., in the annual review of the SESP. Moreover, biodiversity-based tourism strategies and activities to be developed in the demonstration landscape will include relevant social and environmental safeguards.</p>
---	--	--

<p><u>Risk 10.</u> The project may support employment or livelihoods that may fail to comply with national and international labor standards of ILO convention due to the nature of tourism which requires effort and time spent working outside normal business hours</p>	<p>MODERATE</p> <p>(I = 3, L = 3)</p>	<p>Mitigation measures:</p> <p>For community-based tourism activities, further assessment of this risk will be conducted and it will be integrated into the Strategy via the SESA in Component 2. The planning of community-based tourism activities in Output 2.3 will also take account of this risk regarding the project workers at the demonstration sites.</p> <p>For hotels receiving direct support from the project, this risk will be addressed through Output 1.4 on Certification. Types of incentive will be provided to participate in the project including increased understanding on the benefits of green hotel certification. The KAP survey will include the private sector as well.</p>
--	--	--

<p><u>Risk 11.</u> The biodiversity-based tourism activities may lead to risks that negatively affect conservation activities, wild animals and their habitats in the demonstration area and nationally</p>	<p>MODERATE</p> <p>(I =3, L = 3)</p>	<p>Mitigation measures:</p> <p>The project will monitor the management effectiveness of the two demonstration PAs (Kui Buri NP and Khao Sam Roi Yot NP) using the GEF-7 METT (Annex 11a), and seek to improve their management effectiveness with regard to tourism management and stakeholder engagement (see Results Framework ? GEF Core Indicators 2&3) through capacity development support. In addition, impacts on key biodiversity values will be monitored through Outcome 2 indicator 3. The project will develop visitor management plans for these sites, and the SESA for the project landscape in Prachuap Khiri Khan will provide a framework for environmentally sound biodiversity-based tourism development including these sites. A SESA will be applied to the tourism planning activities in the project landscape.</p> <p>At the national level, social issues will be captured through the SESA approach for the development process of the biodiversity-based tourism policy in Component 1, to identify and consider potential environmental risks linked to implementation of the different policies, strategies and plans.</p> <p>In the case of the fishing cats at Khao Sam Roi Yot, as part of the KAP survey that the project will conduct, attitude and awareness assessment will be included to evaluate community's attitudes toward the fishing cat. The result of the finding will help inform the educational outreach activities and stakeholder engagement regarding this issue.</p> <p>Based on the findings from the KAP survey, the project will utilize it to create a knowledge package to educate local communities about wildlife conservation and potentially lead to reduced human-fishing cat conflict.</p> <p>A pilot community which has already embraced the existence of the fishing cat and has a positive attitude toward the animal will provide a focal point for other communities in the demonstration site. Therefore, the fishing cat could become a highlight of biodiversity-based tourism in the area.</p> <p>PAs follow the code of conduct of the "Green National Park standard" which includes environmental management, facilities construction and management, and tourism destinations to protect biodiversity loss.</p> <p>PAs work closely with licensed tour operators, local CBT groups for safari tours, and boat drivers to organize tourism and utilize natural resources in the PAs. In Kui Buri, they have a zoning for tourism for safety reasons and not to disturb wildlife's behaviour.</p> <p>PAs should discuss with boat operators in Sam Roi Yot wetland about noise pollution from boat engines and its code of conduct. This will reduce threats to waterbirds.</p> <p>The requirement for an Environmental Impact Assessment for tourism facilities depends on the size of construction. National Park Management Committees (PACs) screen activities and facilities in PAs. For areas outside the PAs, permission is sought from the Sub-district Administrative Organization</p>
---	---	--

<p><u>Risk 12:</u> National Park staff and border guards at demonstration sites with responsibilities for law enforcement may pose a potential risk to health and safety of communities and/or individuals (e.g. due to a lack of adequate training or accountability)</p>	<p>MODERATE (I=3, L=2)</p>	<p>Capacity assessment of the two demonstration PAs was conducted during the PPG METT baseline assessments (Annex 11a) and together with DNP at national level and Prachuap Khiri Khan Provincial Offices for Natural Resources and Environment at local level in the UNDP Capacity Development Scorecard baseline assessment (Annex 11g). The project will provide capacity development for PA Committees and park staff in Output 2.2 to implement biodiversity-based tourism through training on project standards and best practices (Outputs 1.3 and 1.4) that includes relevant human rights elements of visitor management and law enforcement.</p> <p>The project Knowledge, Monitoring & Evaluation Officer will support sensitization training on SES requirements and ensure adequate consideration of SES within the related project activities especially in Output 2.3 on community-based tourism demonstrations.</p>
<p><u>Risk 13:</u> The demonstration of biodiversity-based tourism at sites in the project landscape could lead to some degree of economic displacement</p>	<p>MODERATE (I=4, L=2)</p>	<p>The project will conduct a SESA to guide existing tourism and support new biodiversity-based tourism development in the project landscape under Output 2.1, which should fully take into consideration Standard 5 SES risks including economic displacement.</p> <p>Under Output 2.3, proposed biodiversity-based activities and products will be confirmed and validated with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary) in line with feasibility considerations and through application of the UNDP SESP at site level. If any of the proposed biodiversity-based tourism activities are determined to result in some economic displacement (based on the site-level screening required per the ProDoc), the project will first and foremost seek to avoid this activity, and, if it cannot be fully avoided, the project will seek to minimize the economic displacement and will mitigate the effects by targeting the benefits from CBT appropriately. This will be done in adherence with SES Standard 5, including the preparation of a Livelihood Action Plan (or equivalent) where required.</p> <p>For the targeted ethnic minority community (i.e. Ban Pa Mak village) in the project landscape, the development of an Indigenous Peoples Plan is required early during implementation, which will consider the potential risk of economic displacement and provide appropriate management measures. This requirement is reflected in the relevant project Component and output.</p>
<p><u>Non-SESP Risks</u></p>		

<u>Risk 14:</u> Slow or limited policy mainstreaming and adoption of biodiversity-based tourism within tourism development strategy.	MODERATE (I=3 L=2)	The project will need to actively engage with key Ministries, especially the Ministry of Tourism and Sport, and their respective agencies during project development and implementation to maintain their rigor/support for biodiversity-based tourism. Appropriate mechanisms for ensuring coordination and partnership between Ministries as described in the project activities must be effectively implemented.
<u>Risk 15:</u> Limited interest of government stakeholders in different Ministries/levels to work together on new tourism development.	MODERATE (I=3 L=2)	Continue to engage relevant stakeholders, at both the national and sub-national levels, proactively after the project start through the inception workshop, project board and provincial working group setup, and maintain active communication throughout the project. Leverage the interest of the Minister of Natural Resources and Environment to help further support/promote the project across the ministry after the project start.
<u>Risk 16:</u> Limited engagement of local communities and tour operators in capacity development programmes for biodiversity-based tourism.	MODERATE (I=3 L=3)	The project will seek to establish appropriate incentives to secure community engagement and interest and will work with established community social enterprises to facilitate strong community engagement. Further support from TAT and/or local governments will also help incentivize them to venture into this new business.
<u>Risk 17:</u> Economic factors influence the tourism market in Thailand in a way that prohibits achievement of the project objective.	MODERATE (I=3 L=3)	A strong communication plan will be needed to communicate with/ mobilize continued engagement from targeted stakeholders, especially at the beginning of the project. This may require scheduling strategic meetings between BEDO's leadership with the ministers to secure/maintain political support for the project.
<u>Risk 18:</u> Slow disbursement of project budget and fiduciary issue thereby putting the project on a high risk by GEF's rating.	LOW I=4 L=1	Close consultation with the Comptroller-General Office regarding the opening of the project bank account will be necessary to ensure that all requirements are strictly followed to avoid delays. Conduct the spot check annually and internal control audit every other year to monitor full compliance of the IP.
<u>Risk 19:</u> Untransparent and ineffective procurement and contract administration	LOW I=4 L=1	Conduct the spot check annually and internal control audit every other year to monitor full compliance of the IP
<u>Risk 20:</u> Unclear organizational structure and staffing	LOW I=4 L=1	Conduct the Internal Control Audit every two years to monitor any change on this issue from the HACT micro assessment report

<p><u>Risk 21:</u> Delays in the start of project in the first six months</p>	<p>MODERATE</p> <p>(I=3 L=3)</p>	<p>Advance preparation of the package for cabinet approval before CEO endorsement and close follow-up with the Cabinet's secretariat office after the package was submitted.</p> <p>Close consultation with the Comptroller-General Office re necessary procedures for opening a project bank account prior to CEO endorsement and prepare necessary documentations beforehand.</p> <p>Prepare a contingency plan for engaging with the communities in case of further travel restrictions.</p> <p>Socialize the project plans with target actors of the project as soon as the project has been endorsed by GEF to build their interest.</p> <p>Establish a formal working relationship with the provincial governor's office and start setting up the project's field presence as soon as the project document has been signed.</p>
<p><u>Risk 22:</u> New environmental, social and governance (ESG) related issues arise due to the failure of the private sector partner (PTT) to meet UNDP's Social and Environmental Standards during project implementation</p> <p>(Note: Private sector partnership risks, mitigation measures, and fuller detail of PTT are included in the UNDP's private sector due diligence package for PTT)</p>	<p>MODERATE</p> <p>(I=3 P=3)</p>	<p>A Strategic Environmental and Social Assessment (SESA) for the pilot province (PKK) must be conducted for which the results will inform planning and implementation of PTT's continued activities in the pilot province and elsewhere across Thailand.</p> <p>Enhance capacities to avoid/manage risks through continued engagement with PTT through UNDP's ongoing programme, such as the business and human rights, BIOFIN, and UN Global Compact's activities/requirements.</p> <p>Implement a transparent, free-to-access project-level grievance redress mechanism available to all.</p> <p>Proactively develop and update the communications strategy to promptly respond to issues as they arise.</p>
<p><u>Risk 23:</u> Violation of national law or disputes arise with local government agencies or project-affected communities during the course of activities led by the private sector partner (PTT)</p>	<p>LOW</p> <p>I=3 L=1</p>	<p>Establish project level grievance redress mechanism.</p> <p>Include PTT as a member of the Provincial Project multi-stakeholder Working Group.</p> <p>Continue engagement with PTT to enhance its delivery/compliance of its ESG policy through UNDP's ongoing/new programmes/initiatives.</p> <p>Ensure that governments also actively manage and help UNDP manage reputational and project-related risks as they arise.</p> <p>Proactively develop and update the communications strategy to promptly respond to issues as they arise.</p>

<p>Risk 24: Risk that powerful large/foreign firms will continue to expand biodiversity unfriendly tourism in Thailand</p>	<p>LOW</p> <p>I=2 L=1</p>	<p>Promote biodiversity-based tourism within communities neighbouring protected areas in the demonstration landscape.</p> <p>Development of a biodiversity-based tourism strategy, to be applied by national agencies and in the demonstration landscape.</p> <p>Development of a Strategic Environmental Assessment of tourism in the demonstration landscape, and a tourism masterplan.</p> <p>Encourage formal tourism sector enterprises working in the demonstration landscape to apply sustainability standards and certifications, which require positive socio-economic benefits and benefits to biodiversity.</p> <p>Support biodiversity-based tourism enterprises to become integrated in tour operator itineraries and be present on Online Travel Agent booking platforms.</p>
---	---	---

Grievance redress and stakeholder response: As required in the SESP (see **UNDP PRODOC Annex 5**), stakeholders who may be adversely affected by the project need to be able to communicate their concerns about the project's social and environmental performance. UNDP will ensure that an effective project-level grievance mechanism is available. The Project Steering Committee will take responsibility for ensuring grievances are addressed, through a project-level grievance mechanism, which has been included in the TOR of the PSC. As part of the stakeholder engagement process, project-affected people should be informed of processes for submitting concerns, including through the project level grievance mechanism and UNDP's Accountability Mechanism, which has two key components: 1) A Compliance Review to respond to claims that UNDP is not in compliance with applicable environmental and social policies; and 2) A Stakeholder Response Mechanism (SRM) that ensures individuals, peoples, and communities affected by projects have access to appropriate grievance resolution procedures for hearing and addressing project-related complaints and disputes. Below is the diagram demonstrate Grievance Redress Mechanism (GRM) process. The GRM will be established to create a context appropriate channel for national and community stakeholders to voice their concerns or feedback. According to, "Guidance Note UNDP Social and Environmental Standards (SES) Stakeholder Engagement Supplemental Guidance: Grievance Redress Mechanisms.

The project's *Risk Register* (see **UNDP PRODOC Annex 6**) will be used to monitor risks throughout the life of the project.

[1] Office of Natural Resources and Environmental Policy and Planning. 2015. Climate change master plan 2559-2593 B.E. (2015-2050). [cited 2021Apr25]. Available at https://climate.onep.go.th/wp-content/uploads/2019/07/CCMP_english.pdf

[2] Office of Natural Resources and Environmental Policy and Planning. 2015. Climate change master plan 2559-2593 B.E. (2015-2050). [cited 2021Apr25]. Available at https://climate.onep.go.th/wp-content/uploads/2019/07/CCMP_english.pdf

[3] Faculty of Environmental Studies. 2016. Overall impacts of climate change on forest species and forest ecosystem change in national parks during the year 2030-2079. Mahidol University. Thailand's Second Assessment Report on Climate Change 2016. page 172-173.

[4] Office of Natural Resources and Environmental Policy and Planning. 2015. Climate change master plan 2559-2593 B.E. (2015-2050). [cited 2021Apr25]. Available at https://climate.onep.go.th/wp-content/uploads/2019/07/CCMP_english.pdf

[5] World Health Organization (2021) Thailand, Available at: <https://covid19.who.int/region/searo/country/th> Accessed 2 May 2021

[6] Office of Natural Resources and Environmental Policy and Planning. 2015. Climate change master plan 2559-2593 B.E. (2015-2050). [cited 2021Apr25]. Available at https://climate.onep.go.th/wp-content/uploads/2019/07/CCMP_english.pdf

6. Institutional Arrangement and Coordination

Describe the institutional arrangement for project implementation. Elaborate on the planned coordination with other relevant GEF-financed projects and other initiatives.

Section VII Governance of the UNDP PRODOC details the governance and implementation arrangements for the project. These may be summarised as follows:

UNDP is accountable to the GEF for the implementation of this project. This includes oversight of project execution to ensure that the project is being carried out in accordance with agreed standards and provisions. UNDP is responsible for delivering GEF project cycle management services comprising project approval and start-up, project supervision and oversight, and project completion and evaluation. UNDP is responsible for the Project Assurance role of the Project Steering Committee. UNDP country office staff from the Programme team, and from M&E (Programme Specialist/Team Leader, Programme Associate and RBM Analyst) will provide oversight under the supervision of the CO Senior Management (Resident Representative and Deputy Resident Representative). Oversight will also be provided from the regional level where programmatic oversight will be conducted and guidance on adherence to GEF policies will be provided by the Regional Technical Advisor, supported (as appropriate) by Global Head of Ecosystems, BPPS, at UNDP headquarters.

The project will be implemented following UNDP's national implementation modality, according to *UNDP Country Programme Document (CPD)* for Thailand (2022-2027).

The Implementing Partner for this project is BEDO. The Implementing Partner is the entity to which the UNDP Administrator has entrusted the implementation of UNDP assistance specified in this signed project document along with the assumption of full responsibility and accountability for the effective use of UNDP resources and the delivery of outputs, as set forth in this document.

The Implementing Partner is responsible for executing this project. Specific tasks include:

- ? Project planning, coordination, management, monitoring, evaluation and reporting. This includes providing all required information and data necessary for timely, comprehensive and evidence-based project reporting, including results and financial data, as necessary. The Implementing Partner will strive to ensure project-level M&E is undertaken by national institutes and is aligned with national systems so that the data used and generated by the project supports national systems.
- ? Risk management as outlined in this Project Document;
- ? Procurement of goods and services, including human resources;
- ? Financial management, including overseeing financial expenditures against project budgets;
- ? Approving and signing the multiyear workplan;
- ? Approving and signing the combined delivery report at the end of the year; and,
- ? Signing the financial report or the funding authorization and certificate of expenditures.

The day-to-day administration and management of the project will be carried out by a full-time Project Manager/ Senior Biodiversity-based Tourism Specialist (PM), with the support of an Administration and Financial Officer (Assistant project manager) (AFO). The PM and AFO will be allocated office space in the premises of the BEDO in Bangkok. Field-based technical project support and oversight will be provided by a Field Coordinators (FC). The PMU will also be supported by a full-time Knowledge, Monitoring & Engagement Specialist (KMES) (see **UNDP PRODOC Annex 7**). Collectively the PM, AFO, FC and KMES will comprise the core of the Project Management Unit (PMU).

The PM has the authority to administer the project on a day-to-day basis on behalf of BEDO and UNDP, within the parameters determined by the Project Steering Committee. The PM's prime responsibility is to ensure that the project produces the results specified in the project document, to the required standard of quality and within the specified constraints of time and cost. The PM will liaise and work closely with all partner institutions to link the project with complementary national programs and initiatives. The PM is accountable to the BEDO and UNDP for the quality, timeliness and effectiveness of the activities carried out, as well as for the use of funds.

The PMU will be technically supported by contracted national experts, NGO's, international consultants and companies, and other experts. The recruitment of specialist support services and procurement of any equipment and materials for the project will be done by the PM with the support of the AFO, working in consultation with BEDO, and in accordance with relevant recruitment and procurement rules and procedures, and the Recommendations on GEF Fiduciary Standards (2012).

The Project Steering Committee is responsible for taking corrective action as needed to ensure the project achieves the desired results. In order to ensure UNDP's ultimate accountability, Project Board decisions should be made in accordance with standards that shall ensure management for development results, best value money, fairness, integrity, transparency and effective international competition. In case consensus cannot be reached within the Project Steering Committee, the UNDP Resident Representative (or their designate) will mediate to find consensus and, if this cannot be found, will take the final decision to ensure project implementation is not unduly delayed. Specific responsibilities of the Project Steering Committee include:

- a. Provide overall guidance and direction to the project, ensuring it remains within any specified constraints;
- b. Address project issues as raised by the project manager;
- c. Provide guidance on new project risks, and agree on possible mitigation and management actions to address specific risks;
- d. Agree on project manager's tolerances as required, within the parameters set by UNDP-GEF, and provide direction and advice for exceptional situations when the project manager's tolerances are exceeded;
- e. Advise on major and minor amendments to the project within the parameters set by UNDP-GEF;
- f. Ensure coordination between various donor and government-funded projects and programmes;
- g. Ensure coordination with various government agencies and their participation in project activities;
- h. Track and monitor co-financing for this project;
- i. Review the project progress, assess performance, and appraise the Annual Work Plan for the following year;
- j. Appraise the annual project implementation report, including the quality assessment rating report;
- k. Ensure commitment of human resources to support project implementation, arbitrating any issues within the project;
- l. Review combined delivery reports prior to certification by the implementing partner;
- m. Provide direction and recommendations to ensure that the agreed deliverables are produced satisfactorily according to plans;
- n. Address project-level grievances;

- o. Approve the project Inception Report, Mid-term Review and Terminal Evaluation reports and corresponding management responses;
- p. Review the final project report package during an end-of-project review meeting to discuss lesson learned and opportunities for scaling up.

At a *strategic policy level*, the project will establish a new sub-committee on biodiversity-based tourism, under the existing joint agency technical working group between MONRE and MOTS to improve coordination and partnership between the ministries (Output 1.1).[1] The mandate of this sub-committee will include to establish a biodiversity-based tourism strategy that supports sustainable tourism and CBT in areas of high biodiversity. The sub-committee will ensure coordination of national and provincial departments to mobilize biodiversity-based tourism in the project landscape, including through the Thailand Policy Lab. The new sub-committee will be empowered with new knowledge generated through policy analysis and technical assessments, in addition to a new biodiversity-based tourism strategy. Sub-committee meetings will be used to review and endorse project deliverables and offer project recommendations for consideration by the Ministers of MONRE and MOTS. In turn, the ministers may submit those recommendations for review and approval to the National Tourism Policy Committee (NTPC)[2] and Senate Standing Committee on Tourism[3] as appropriate for further scaling up nationally.

In terms of regional and global coordination and alignment, the project will participate actively in lesson-sharing and coordination activities facilitated through the World Bank-led Global Wildlife Programme.

[1] A similar sub-committee was established under the NTPC on promotion and development of tourism product and services to develop Green Tourism Promotion Strategies (2017-2021), and to ensure coordination and mobilization of green tourism development in Thailand. Green Tourism was defined as environmental-friendly tourism activities that emphasize on minimizing environmental impact and promote environmental sustainability. With the conclusion of the strategy in 2021, the government may decide to either re-brand the Green Tourism sub-committee, or establish a new committee on biodiversity-based tourism

[2] This Committee brings together multiple Ministries with the mandate to develop tourism policy and plans. It is chaired by Prime Minister consists of 7 Ministers, 5 Permanent Secretaries, NESDB General Secretary, Police Commander, Chamber of Commerce President, Chair of Local Government Administration, Tourism Industry President, appointed Experts (no more than 7).

[3] The committee has functions to (a) Consider and study any (tourism related) bills proposed to the parliament, (b) Monitor and review implementation of government policy as stated to the parliament, and (c) Consider, study, and investigate any matters within the powers or as assigned by the parliament. The current committee has 23 members including Members of the House of Representatives or Senators including qualified persons who are non-Members of the Parliament

7. Consistency with National Priorities

Describe the consistency of the project with national strategies and plans or reports and assessments under relevant conventions from below:

NAPAs, NAPs, ASGM NAPs, MIAs, NBSAPs, NCs, TNAs, NCSAs, NIPs, PRSPs, NPFE, BURs, INDCs, etc.

The project rationale and approach is fully consistent with broader government planning and policy at national and provincial level (see **UNDP PRODOC Annex 11c**). The overall intent of the project is strategically aligned with national policy ranging from the bio-economy philosophy of Thailand's national development reform, through to the Thailand Tourism Strategy. Investment by partners in baseline activities and initiatives are described in the **UNDP PRODOC** Error! Reference source not found..

The proposed project is aligned with Thailand's *Master Plan for Integrated Biodiversity Management 2015-2021*^[1] and also the *Action Plan for Biodiversity Management (2017-2021)*^[2]. Specifically, this plan includes an initiative to promote development of sustainable tourism by community participation taking into account capacity of ecosystem services and biodiversity conservation (Initiative 2.2.3). It is also consistent with the GEF National Portfolio Formulation Exercise (NPFE). It is aligned with the new national strategy (2021-2026), which stresses sustainability and resilience in natural resources and biodiversity by (1) balancing conservation and use, (2) emphasizing 'high value, low impact', and (3) developing community and local economy with natural resources emphasizing biodiversity and cultural diversity to add value to the supply chain.

Thailand's sixth National Report on the implementation of the Convention on Biological Biodiversity (2019) stated that relevant sectors in Thailand are still without adequate integration and adoption of Bio-Circular Green (BCG) Economy tools, mechanisms and guidelines on management of sustainable use of biodiversity. The report pointed out that Thailand needs to conduct reviews on existing rules and regulations in order to establish effective mechanisms and guidelines to monitor and control impacts of tourism activities on biodiversity and ecosystems. The report recommended that measures to reduce the impacts of tourism activities on ecosystems that have been affected from climate change (e.g. coastal areas and wetlands) should be developed. In addition, Thailand should pursue the inclusion of biodiversity safeguards in various standards and criteria.

A Memorandum of Understanding (MOU) between TAT and the United Nations Development Program (UNDP) was signed on World Environment Day, 5 June 2020. The move is supposed to pave the way for the Thai tourism industry to align with the Sustainable Development Goals (SDGs) in the post-COVID-19 crisis context and make sustainable, inclusive and community-based tourism the 'new normal'.

The Thailand Policy Lab (TP Lab) is a collaboration between UNDP and the Royal Thai Government through the NESDC. The lab's missions are: 1) to introduce innovative approach to policy making and public service delivery in Thailand; 2) to connect and build capacities of various key stakeholders (i.e. government, private sector, academic and citizen) to accelerate innovation for policies and public services in Thailand; and 3) exchange knowledge and experience as well as collaborate with Asia Pacific communities to achieve the SDGs. The project is consistent with the TP Lab and its vision to position Thailand as a champion in policy innovation in the Asia Pacific region, by: 1) providing a platform for exchanging knowledge and experience, co-creating and experimenting new approaches to policy making process, and sourcing local solutions to address existing development challenges; and 2) providing technical assistance and knowledge products that are built on our expertise and experience from applying new approaches in policy formulation and implementation with the Thai Government.

The project is consistent with post-COVID policies including the TAT's 5R recovery goals to: 1) stimulate domestic travel to restart tourism businesses and get employees back to work to earn a living; and 2) rebalance the system for sustainable tourism and attract upper-income tourists.

Consistencies with relevant policies include:

- National Biodiversity Strategy and Action Plan (NBSAP) under UNCBD
- National Capacity Self-Assessment (NCSA) under UNCBD, UNFCCC, UNCCD

[1] ONEP. 2015. Master Plan for Integrated Biodiversity Management 2015-2021. MONRE. ONEP. Bangkok 82 pp.

[2] ONEP. 2017. Action Plan for Biodiversity Management 2017-2021. ONEP. Bangkok. 120 pp.

8. Knowledge Management

Elaborate the "Knowledge Management Approach" for the project, including a budget, key deliverables and a timeline, and explain how it will contribute to the project's overall impact.

During implementation, the project will develop and implement a diverse set of knowledge-sharing mechanisms that facilitate the constructive participation of local, national, and regional stakeholders on biodiversity-based tourism. Under Output 3.3, project best practices and lessons learned will be identified, documented and disseminated across the ASEAN region and with other relevant GEF-financed projects supporting sustainable tourism, including the GWP. Knowledge exchange will incorporate women's role in biodiversity tourism such as differences of male and female local biodiversity wisdom and how they adapt and repackage into tourism products. Case studies and stories of women leaders in biodiversity tourism will also create impact to wider audience. Indicative activities include:

- The Knowledge Management officer will develop a Knowledge Management Plan. Building on the KAP (UNDP PRODOC Annex 11f), this will identify the types of appropriate knowledge products to be created from the project (e.g. reports, press releases, policy papers) that are suitable for their intended audiences. The KM plan will facilitate wide dissemination of lessons from the project and best practices gained through collaboration with the GWP, and support the effective application of lessons in biodiversity-based tourism.
- Establish a project website and social media presence on biodiversity-based tourism, hosted by BEDO, that will be sustained for the duration of the project, and will continue to be used by BEDO subsequently.
- Identify and review lessons learnt from the demonstration landscape and conduct landscape and national level workshops on biodiversity-based tourism development, biodiversity conservation, and solid waste disposal (including single use plastic) to share project lessons with stakeholders.
- Disseminate lessons via awareness materials from the demonstration landscape, including through the Thailand Policy Lab and existing channels of MONRE, MOTS and BEDO, the IUCN's Panorama database, the UN's One Planet Platform, other GEF Financed initiatives such as the Global Wildlife Program (GWP), and across the ASEAN region through the Pacific Asia Travel Association.
- Conduct an annual coordination and innovation forum on biodiversity-based tourism from year 2, led by BEDO.
- Host a regional online conference on best practices in biodiversity-based tourism in Thailand and Asia, to share experiences and knowledge about systems supported by the project, led by BEDO in partnership with TAT and DNP.
- Participate in Global Wildlife Program (GWP) virtual and face-to-face knowledge events (including funding additional participation from government and demonstration landscapes as relevant) and offer to host a thematic/regional GWP knowledge exchange event on a topic relevant to Thailand.
- Sharing knowledge generated by the project between project sites and with GWP countries on biodiversity-based tourism for BEDO, DNP, protected areas, the PTPC, the Provincial Project Working Group entrepreneurs and community members.

The **UNDP PRODOC Annex 2: Multi Year Work Plan** provides an overview of the timelines for the project's knowledge management activities.

The budget (and indicative timeline) for knowledge management activities is summarized below:

		Budget (US\$)
Knowledge product production and dissemination, including printing, design, translation and copy-editing, and completion report under Output 3.3	Years 2,3,4	16,000
Annual stakeholder workshops/technical advisory meetings under Output 3.3 and 3.4	Years 1-4	60,000
Regional online conference on best practices in biodiversity based tourism in Thailand and Asia, including with the GWP under Output 3.3 (2 events)	Year 3 and 4	8,000
Creation and maintenance of project website, web stories and maintenance of social media platform under Output 3.3	Years 1-4	23,000
Community Engagement Expert to complete KAP survey and KM plan during project start and at TE under Output 3.4	Years 1 and 4	44,800
Knowledge, Monitoring and Engagement Specialist technical inputs to KM activities under Output 3.3	Years 1-4	15,000

9. Monitoring and Evaluation

Describe the budgeted M and E plan

The **UNDP PRODOC Section VI Monitoring and Evaluation Plan** provides a more detailed description of the project's approach to M&E. The **UNDP PRODOC Annex 3 Monitoring Plan** provides further details the roles, responsibilities, frequency of monitoring project results. **UNDP PRODOC Annex 2 Multi Year Work Plan** also provides an overview of the timelines for M&E activities.

The project will compile submit M&E data at baseline, mid-term, and completion. The main M&E instruments that will be used by the project are: (i) the METT Tracking Tool; (ii) the Project Results Framework (PRF); and (iii) independent qualitative reviews.

The project will implement the following suite of M&E activities:

- host a project inception workshop and generate a comprehensive Inception Report;
- collect and collate monitoring data to report on project performance indicators in the Project Results Framework (PRF), including updating of the METTs;
- prepare the annual PIR and update the Atlas Risks Register;
- monitor and report on the implementation of the project's Gender Action Plan and conformance to the project's Environmental and Social Safeguards;
- prepare and submit quarterly and annual progress reports;
- host regular Project Steering Committee meetings;
- undertake project mid-term and terminal evaluation reviews.

The project results, corresponding indicators and mid-term and end-of-project targets in the project results framework will be monitored annually and evaluated periodically during project implementation.

The budget (and indicative timeline) for M&E activities is summarized below:

GEF M&E requirements	Indicative costs (US \$)	Time frame
Inception Workshop (National and Landscape Level)	\$ 16,000	Within 60 days of CEO endorsement of this project.

Inception Report	None	Within 90 days of CEO endorsement of this project.
Completion Report	\$ 3,000	Prior to TE
M&E of GEF core indicators and project results framework (incl. METT)	\$ 5,500	Annually at \$1375 / year
GEF Project Implementation Report (PIR)	None	Annually typically between June-August
Monitoring of:		
<i>Gender</i>	\$ 8,400	Ongoing
<i>Safeguards</i>	\$ 5,600	
<i>Knowledge, Monitoring and Engagement</i>	\$ 25,600	
Supervision missions	None	Annually
Independent Mid-term Review (MTR)	\$ 31,250	Jan-24
Independent Terminal Evaluation (TE)	\$ 36,500	Jan-26
Total indicative cost	\$ 131,850	

10. Benefits

Describe the socioeconomic benefits to be delivered by the project at the national and local levels, as appropriate. How do these benefits translate in supporting the achievement of global environment benefits (GEF Trust Fund) or adaptation benefits (LDCE/SCCF)?

Overall, the project will provide direct benefits to at least 5,230 people, of which 2,470 are women. This number consists of a) At least 700 (390 women) living in the demonstration landscape; 3,150 (1,760 women) private sector personnel (both formal and community based); and 1,380 (320 women) government officials at national, provincial and district levels. These figures are provided for GEF Core Indicator 11 (see also the Results Framework, **Annex A**).

The project will target delivery of the following socio-economic benefits to the rural communities living in the demonstration landscape:

Under Output 2.3, activities will be supported that benefit local people, support local economic development, and help local people to benefit from diversified environmentally responsible livelihoods. The engagement process will ensure that project activities will have FPIC beforehand. These activities and products will be supported by one or more local NGOs and training providers contracted by the project. Indicative activities under this output that will benefit people include:

- ? Establish MoUs with, and/or allocate project resources to, one or more local NGOs to provide technical support to biodiversity-based tourism enterprises in the project landscape.
- ? Establish FPIC with communities and community-based enterprises targeted for support under the project, through participatory and objective processes in line with UNDP and GEF social and environmental safeguards standards.

? Confirm and validate proposed biodiversity-based activities and products with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary).

? In collaboration with qualified local training providers, develop a comprehensive knowledge, skills and training package on biodiversity-based tourism (may include business management, financial literacy and product design) for community members in project sites. Include curriculum and support training for local guides storytelling around important local conservation issues and the importance of gender equity in tourism.

? The project will finance equipment and/or information technology required to improve the quality of the biodiversity-based tourism enterprises.

? Provide technical support to communities to establish and support biodiversity-based tourism enterprises through the Sirinart Rajini Ecosystem Learning Centre. Support will include: a) Technical support for feasibility studies, start-up business planning, and ongoing mentoring with the private sector and to write proposals for small grants. b) Share guidance, criteria and protocols for the establishment and operation of sustainable biodiversity-based tourism initiatives and standards developed under Component 1.

? Support biodiversity-based tourism enterprises (both community-based and formal tourism sector) to apply sustainable tourism standards that include biodiversity criteria and to apply for the Thailand Tourism Award (or Kinaree) to incentivize and showcase sustainable tourism practices

Table 1: Indicative types of sustainable biodiversity-based tourism activities and projects to support

Location	Activities	Products
Kui Buri (Ban Ruam Thai and Ban Pa Mak)	Wildlife and birdwatching tours. Cultural tours, and visits to coffee and fruit plantations.	Coffee beans, handicraft (bamboo hammock).
Khao Sam Roi Yot	Boat safaris to lotus fields, kayaking in wetlands, firefly watching at night, birdwatching, fishing cat conservation, limestone caves. Tours into the national park. Educational tours of Fishing cat conservation and the Fishing Cat learning Centre	Homestay, camp site, stone carvings, dry fish. Thai desert made from reeds.
Pran Buri Estuary	Environmental awareness experiences in mangroves and in coffee and fruit plantations. Kayaking, mangrove trail hiking at Pran Buri Forest Park and Sirinart Ecosystem learning center. Boat tours into the wetlands. Visits to fishermen villages.	Local products from mangroves (e.g. natural dye cotton, pens from mangrove pods), local seafood products (e.g. swimming crab), camping site

Under Output 3.1, the project will establish and strengthen marketing channels to businesses and tourists for biodiversity-based tourism in viable originating international and domestic markets, including business linkages with tour operator packages and online systems. Indicative activities under this output that will benefit people will include:

- Support biodiversity-based tourism products to register with OTAs that have the functionality to profile sustainable actors (e.g. Expedia, Booking.com, Agoda).
- Integrate biodiversity-based tourism products and activities into local tour operator itineraries, by organizing familiarization trips for tour operators (i.e. members of the Tourism Association of Prachuap Khiri Khan, TRTA and TEATA) and major hotels in the project landscape (e.g. in Hua Hin, Pran Buri, Sam Roi Yot and Kui Buri), and by establishing Business to Business (B2B) agreements that integrate mentoring support.

- Provide technical guidance, mentorship to develop and monetize virtual tours for biodiversity-based tourism products, allowing them to supply COVID-19 safe experiences while diversifying their revenue streams. Embed biodiversity conservation and climate change awareness messages within the virtual tours.
- Establish an online virtual tour platform, to collect revenues from virtual experiences and allocate to biodiversity-based tourism products in the product landscape.
- Support the TCC to integrate biodiversity-based tourism products and experiences into Tag Thai, providing criteria for biodiversity-based tourism, and develop content to promote products supported under Component 2.
- Collaborate with TAT to include biodiversity-based tourism enterprise prominence on the cellphone app ?Amazing Thailand,? to improve market access of products supported under Component 2.

In addition to the above-mentioned direct beneficiaries, the project will provide wider benefits through supporting the development of the more environmentally sustainable form of tourism that biodiversity-based tourism represents. This should reduce the negative impacts of tourism on natural habitats, species and ecosystem services while providing sustainable benefits to local and national economies. Tourism is often regarded as a critical source of financing to support protected area management, and this project aims to build capacity for the two protected areas in the project landscape to capitalize on this potential, which will be reflected in improvements in related METT scorecard questions.

11. Environmental and Social Safeguard (ESS) Risks

Provide information on the identified environmental and social risks and potential impacts associated with the project/program based on your organization's ESS systems and procedures

Overall Project/Program Risk Classification*

PIF	CEO Endorsement/Approval	MTR	TE
Medium/Moderate			

Measures to address identified risks and impacts

Elaborate on the types and risk classifications/ratings of any identified environmental and social risks and impacts (considering the GEF ESS Minimum Standards) and any measures undertaken as well as planned management measures to address these risks during implementation.

Project Information

Project Information	
1. Project Title	Mainstreaming biodiversity-based tourism in Thailand to support sustainable tourism development
2. Project Number	6441
3. Location (Global/Region/Country)	Thailand
4. Project stage (Design or Implementation)	Design (endorsement-stage)
5. Date	June 2021

Part A. Integrating Programming Principles to Strengthen Social and Environmental Sustainability

QUESTION 1: How Does the Project Integrate the Programming Principles in order to Strengthen Social and Environmental Sustainability?
<i>Briefly describe in the space below how the project mainstreams the human-rights based approach</i>
<p>The project will uphold human rights principles, by ensuring inclusiveness and equitable distribution of development opportunities and benefits, including to women, ethnic and marginalized groups. A potential development of biodiversity-based tourism ventures and public-private partnerships at protected areas/non-PA tourism sites will be built around greater participation and inclusion of local communities and aim to generate meaningful economic and employment benefits for them. The project's efforts to mainstream biodiversity-based tourism and sustainable tourism standards across the government's tourism growth agenda will help mitigate environmental and social impacts from excessive tourism growth and conserve environmental resources on which tourism is based for the long-term benefit of local communities. Project design and implementation will be built around meaningful engagement, participation and inclusion of stakeholders, at national level and at project demonstration sites. The project will promote accountability and transparency and develop a grievance redress process to address any conflicts in resource use and benefit sharing. The project interventions will ultimately sustain the livelihoods of local communities, resulting in poverty alleviation, improvement of living conditions of beneficiaries and sustainable development of natural resources through non-consumptive use. In this way it will improve the economic and social rights of the local communities and support retention of cultural values and practices.</p>
<i>Briefly describe in the space below how the Project is likely to improve gender equality and women's empowerment</i>

The findings from the gender analysis conducted during the PPG phase have informed gendered differences in the division of labour, access and control of resources, decision making power, and needs assessments at project sites in Prachuab Khiri Khan province. The gender analysis was conducted in accordance with UNDP's guideline on FPIC which ensured that relevant parties voluntarily participated in the analysis. The findings highlighted gender inequality at the project sites derived from striking gender imbalance in productive and reproductive work as well as the lack of women's representation in natural resource management and community-based tourism. The project activities intend to address existing gender inequality by increasing women's participation in biodiversity tourism through gender trainings and support for women's groups and associations related to biodiversity tourism. Furthermore, gender-disaggregated targets and gender-responsive indicators will be key elements to improve women's empowerment in this project.

Briefly describe in the space below how the project mainstreams sustainability and resilience

The project aims to ensure that impacts from unsustainable tourism in Thailand are minimized, and that future tourism takes place in a manner that is environmentally sustainable and avoids, manages and mitigates potential environmental impacts. This will be achieved through the establishment of tourism management plans, national policy development and mainstreaming, and biodiversity-based tourism demonstrations that are community-led and provide benefits to the community.

Briefly describe in the space below how the project strengthens accountability to stakeholders

A comprehensive stakeholder analysis was undertaken during the PPG phase, during which the PPG team started working on the project in early 2020 to consult with key stakeholders in the national level, provincial and sites level to ensure they were engaged and information provided on the project (reported in **Annexes 8 & 11h**). During March 2020 ? March 2021, the PPG team conducted three main stakeholder meetings including the inception workshop, stakeholder consultation workshop, and validation workshop. Over 30 consultation meetings, more than 15 days site visits, face-to-face interviews, focus groups with women and men mixed and/ or separate group consultations with local communities including vulnerable group and indigenous people have been held between the PPG team members and various stakeholders during the preparation of the project. A total of 57 organizations were consulted, of which 13 were national government agencies, 17 local government agencies in Prachuap Khiri Khan, 5 Community-based tourism groups (CBT), 5 civil society groups, 5 NGOs, and 9 private sector bodies, and 3 universities. In total, some 188 individual stakeholders (98 male and 90 female) were consulted. Based on this analysis, a **Stakeholder Engagement Plan** that ensures inclusivity during project implementation and participation of the full spectrum of role players has been developed (See **Annex 8 Stakeholder Engagement Plan**) with details of the project's action plan for stakeholder involvement and participation.

At a broad level, the participation and representation of stakeholders will be conducted through the governance structures put in place by the project as outlined and depicted in the organogram in the Governance and Management Arrangements section of the ProDoc, namely the Project Steering Committee and the Provincial Project Working Group in the demonstration landscape. BEDO will coordinate closely with other governmental and non-governmental (CBOs, NGOs, private sector) stakeholders via the existing governance structures at national, provincial and district levels and new sub-committee on biodiversity-based tourism will be formed under the existing joint agency technical working group between MONRE and the MOTS (**Output 1.1**). Stakeholders will be consulted, engaged and informed throughout the project implementation phase to: (i) promote understanding of the project's outcomes; (ii) promote stakeholder ownership of the project through engagement in participatory planning, implementation and monitoring of the project interventions; (iii) build public awareness; and (iv) to maximize linkage and synergy with other ongoing projects.

The project will bring together stakeholders from government, civil society and the private sector to ensure participatory planning, decision-making, monitoring and knowledge-sharing. Engagement processes will build on existing institutional frameworks and processes at national and landscape level that have legitimacy and credibility and that take Thailand's norms into due consideration.

Part B. Identifying and Managing Social and Environmental Risks

<p>QUESTION 2: What are the Potential Social and Environmental Risks?</p> <p><i>Note: Complete SESP Attachment 1 before responding to Question 2.</i></p>	<p>QUESTION 3: What is the level of significance of the potential social and environmental risks?</p> <p><i>Note: Respond to Questions 4 and 5 below before proceeding to Question 5</i></p>			<p>QUESTION 6: Describe the assessment and management measures for each risk rated Moderate, Substantial or High</p>
<p><i>Risk Description</i> <i>(broken down by event, cause, impact)</i></p>	<p><i>Impact and Likelihood</i> <i>(1-5)</i></p>	<p><i>Significance</i> <i>(Low, Moderate, Substantial, High)</i></p>	<p><i>Comments (optional)</i></p>	<p><i>Description of assessment and management measures for risks rated as Moderate, Substantial or High</i></p>

<p><i>Risk 1: New tourism products could lead to changes in current levels of tourism (e.g. reduction/cessation of unsustainable tourism; increase in biodiversity-based tourism) which could lead to conflict within communities if there are differing opinions on tourism establishment, continuation, governance and/or benefit-sharing mechanisms, and/or conflict between communities and tourism operators (existing or future), and/or between local governments and tourism operators or communities depending on particular views and interests in tourism development.</i></p> <p>(Principle 1: P.7)</p>	<p>I = 3</p> <p>L = 3</p>	<p>MODERATE</p>	<p>Community members could have differing views on the development of biodiversity-based tourism, and changes to the current levels of existing tourism that might be having negative environmental/social impacts. Project-related policy changes could lead to new tourism and cessation/reduction of existing operators.</p> <p>This could lead to conflict within communities if there are differing views and/or conflict between government and tourism operators that are asked to change their current practices. There could also be conflicts across stakeholders including government agencies, current and future tour operators and local communities on proposed governance and benefit-sharing arrangements for tourism revenue. Private sector interests in tourism development and operation might not align with those of community, e.g. split of mass package tourism vs small-scale cultural homestays.</p> <p>Community consultation and national consultation during PPG phase confirmed that these assumptions should continue to be addressed throughout the</p>	<p>A stakeholder analysis was completed during PPG, which is incorporated in the Stakeholder Engagement Plan (Annex 8) that provides the necessary guidance for interactions with relevant stakeholders during project implementation. FPIC has been incorporated in the framework for stakeholder analysis at community, provincial and national levels (see Annex 8, p22).</p> <p>Given a different context may emerge as a result of aftermath of the COVID-19 pandemic, further assessment is required during the project inception process.</p> <p><i>National activities:</i> Required standards for community consultation, governance and benefit-sharing will be included within development of national policies and standards for tourism. In order to achieve this, a SESA approach will be applied to the development of the biodiversity-based tourism strategy in Component 1 such that it will explicitly incorporate the identification and consideration of potential social and environmental risks linked to implementation of the different tourism policies, strategies and plans in line with UNDP SES.</p> <p><i>Demonstration activities:</i> A Strategic Environmental and Social Assessment (SESA) approach will be integrated and apply in the landscape tourism planning approach and processes in Component 2 to avoid and prevent potential social and environmental impacts linked to development and implementation of tourism plans for the project landscape. Consultation with project partners in Prachuap Khiri Khan will be</p>
---	---------------------------	------------------------	---	--

<p><i>Risk 2: The project might not engage all parts of local communities in demonstration sites. This will include ethnic minority groups present at sites that might not be aware or be able to give consent (e.g. FPIC).</i></p> <p>(Principle 1: P.3, P.6, P.13, P.14; Standard 6: 6.1, 6.4)</p>	<p>I = 3</p> <p>L = 2</p>	<p>MODERATE</p>	<p>The project will put in place standards and policies to bring tourism within ecological limits and base further tourism around community-based nature-based tourism, with demonstrations at multiple pilot sites. There has not yet been widespread engagement or consent obtained from local communities on Biodiversity-based tourism development as activities (and potential biodiversity-based products) have not yet been fully defined.</p> <p>Demonstration sites are already subject to tourism with tourism impacts emerging from unsustainable use.</p> <p>Findings from PPG phase indicates that ethnic minorities are present at the demonstration sites.</p> <p>During the PPG phase consultations, written and verbal FPIC process was provided to the ethnic minorities within the project landscape and the communities were provided with the opportunity to discuss their interests and the potential impacts of the project on their rights and interests, lands, territories, resources, and traditional livelihoods. The PPG team provided them with project information and facilitated the FPIC</p>	<p>During PPG, stakeholder consultations with community members in the PAs were conducted that confirmed that Karen ethnic people are present at Ban Pa Mak village. The expectations and concerns of the consulted communities are documented in Annex 8. As the project emphasizes mainstreaming biodiversity into community-based tourism, alternative livelihood improvement for the villagers will include support for financial literacy, agricultural product improvement and online tourism marketing skills.</p> <p>A comprehensive FPIC process will be mainstreamed in the assessment and detailed planning of demonstration site activities further to the FPIC process conducted during the PPG and informed by the guidance provided in the Stakeholder Engagement Plan (Annex 8). An Indigenous Peoples Plan will be developed at the start of implementation with an FPIC process to provide the necessary safeguarding measures for the above mentioned ethnic minority community.</p>
--	---------------------------	------------------------	--	---

<p><u>Risk 3:</u> <i>Biodiversity-based tourism development might not fully incorporate or reflect views of women and girls and ensure equitable opportunities for their involvement and benefit.</i></p> <p>(Principle 2: P.8, P.9, P.10; Standard 7: 7.5)</p>	<p>I = 3 L = 2</p>	<p>MODERATE</p>	<p>The gender analysis conducted during PPG phase demonstrated that gender inequality exists in the communities in Sam Roi Yot and Kui Buri National Parks. Regarding gendered division of labor, women tend to perform a significant amount of reproductive work resulting in less time for income generation activities. Gender disaggregated information on tourism related work indicated that women seem to gain less financial compensation while putting more time and efforts than their fellow men. Women in the PAs also have less access to financial resources and natural resources largely due to gender norms dictated by male dominated power dynamics. Based on findings from the gender analysis, women tend to comprise a majority of the tourism labor force but are significantly under-represented in leadership and management positions. Community decision-making was dominated by male leaders. Moreover, national stakeholders expressed concerns over the application of gender equality in a local context which may become an obstacle to gender inclusiveness during project</p>	<p>Following the gender analysis conducted during PPG phase in the PAs, further gender assessment on gender awareness of other stakeholders such as national and local government agencies, private sectors and NGOs involved in the project will be conducted during the initial phase of the project. Outcomes of a stakeholder workshop held in November 2020 suggested limited understanding of gender issues in biodiversity tourism. Increased awareness and knowledge on gender equality is needed to deliver gender-sensitive implementation.</p> <p>The gender mainstreaming strategy and gender action plan developed during the PPG phase (Annex 9) will inform the detailed planning of activities to ensure that gender is incorporated. Gender monitoring tools are needed to ensure that both national activities and demonstration activities benefit women and men equally throughout the project. Gender-disaggregated targets are included in the results framework and data collection is required to maintain project standards on gender equality.</p>
--	-------------------------	------------------------	---	---

<p><i>Risk 4: Impacts of changed amount/type of tourism and/or biodiversity-based tourism in demonstration sites on sensitive habitats or ecosystems (e.g. soil/vegetation erosion, waste, sewage, IAS spread) or threatened or harvested species. This includes potential cumulative impacts through the project operating in a province that is subject to increasing tourism development.</i></p> <p>(Standard 1: 1.1, 1.2, 1.3, 1.4, 1.6, 1.8, 1.10; Standard 3: 3.2, 3.6; Standard 2: 2.4; Standard 8: 8.1, 8.2, 8.6)</p>	<p>I = 3</p> <p>L = 3</p>	<p>MODERATE</p>	<p>As the project sites are generally subject to tourism already with existing impacts from unsustainable tourism showing, the project is likely to reduce the environmental impacts of tourism rather than create new impacts. Nevertheless, there is the chance that the project could support new biodiversity-based products that have impacts on sensitive habitats/species if not carefully planned and executed, or that poorly-managed application of standards fails to stem tourism environmental impacts or inadvertently increases them.</p> <p>While biodiversity tourism will likely create positive impacts on natural resource management, it could lead to consumption of raw materials and energy, and therefore increased GHG emissions. This could be minimized by appropriate low carbon / low impact methods of transportation such as paddle boats, boats with electric-motors, cycling or trekking.</p> <p>During PPG, the concept of biodiversity tourism had not been fully developed. Thus, stakeholders</p>	<p>Output 1.1 will define and elaborate the concept for <u>conservation-compatible</u> biodiversity-based tourism, providing clarity on what types of activities will be eligible and what are not, by following a SESA process. In addition, the project will conduct a SESA to guide existing tourism and support new biodiversity-based tourism development in the project landscape under Output 2.1.</p> <p>Assessment of existing tourism development and speculated development will also be completed during the initial phase of project implementation to oversee tourism development in the context of Post-COVID-19 pandemic. Further assessment of the concept and practical aspect of biodiversity tourism is required to direct other activities, strategy and standards of biodiversity tourism. Confirmation that project activities will be sequenced so that demonstration activities follow development of national standards and adhere to them. Under Output 2.3, proposed biodiversity-based activities and products will be confirmed and validated with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary) in line with feasibility considerations and through application of the UNDP SESP at site level.</p> <p>National strategy/standards for biodiversity-based tourism, supported by a provincial level SESA in line with UNDP SES will ensure that placement of biodiversity-based tourism activities avoids sensitive</p>
--	---------------------------	------------------------	---	---

<p><i><u>Risk 5:</u> Biodiversity-based tourism development could result in damage to sacred sites and cultural sites, including through inappropriate tourist behavior (e.g. desecration of cultural site), and/or could harm/change intangible cultural heritage (e.g. traditional knowledge) through its commercialization and use in biodiversity-based tourism</i></p> <p>(Standard 4: 4.3, 4.5; Standard 6: 6.1, 6.2, 6.4, 6.5, 6.8, 6.9)</p>	<p>I = 3 L = 2</p>	<p>MODERATE</p>	<p>Most project sites are already subject to some levels of tourism, although there is the chance that the project could develop new products or experiences that have inadvertent negative impacts on cultural sites or heritage via adventure-like tourism and new travel routes. Khao Sam Roi Yot and Phraya Nakhon Cave hold a special significance in Thailand. It is believed that King Mongkut hosted guests in this area to observe a total solar eclipse. According to the Thai folklore, Khao Sam Roi Yot mountains also hold a cultural significance. As there is mass tourism in Thailand there is the chance that the project could inadvertently encourage tourists that are culturally insensitive/likely to offend local ethnic minority communities, although this is generally not the type of tourist targeted by biodiversity-based tourism. Impacts would be localized in scale unless the national strategy does not take cultural heritage into consideration.</p> <p>Moreover, the project may bring external influences into the communities such as exposure to social media, technology and these</p>	<p>During the initial phase of implementation, SESA consultations will ensure that project activities to develop national guidelines/standards appropriately cover all potential cultural heritage impacts and reflect best practice approaches that fully meet the UNDP SES on cultural heritage. This will also be captured in planning work under Component 2.</p> <p>Identification of cultural sites/heritage in the demonstration landscape and assessment of potential impacts on cultural sites/heritage is needed and additional safeguard measures in line with UNDP SES should be put in place during the initial stage of implementation.</p> <p>National strategy for biodiversity-based tourism to reflect use of SESA or placement of biodiversity-based tourism activities to avoid culturally significant sites. Project-developed standards for biodiversity-based tourism development and operations will reflect best practices during all stages of biodiversity-based tourism development to avoid, mitigate and manage impacts on cultural heritage.</p> <p>Identification and development of biodiversity-based tourism activities at project sites to take place in accordance with the national strategy. Adherence to adopted biodiversity-based tourism standards for all demonstration biodiversity-based tourism activities supported by the project.</p> <p>To oversee external influence on local communities, guidance will be provided to visitors on culturally-sensitive tourism behaviour, supported by activities to strengthen local</p>
---	------------------------	------------------------	--	---

<p><i>Risk 6: Local communities, governments and tour operators may not have the capacity to manage and oversee tourism development and operations to adhere to established standards and benchmarks for sustainable tourism planning, development and operations.</i></p> <p>(Principle 1: P.2)</p>	<p>I = 3</p> <p>L = 3</p>	<p>MODERATE</p>	<p>The project will establish new safeguard standards to bring current tourism in Thailand to within sustainable limits. In parallel it will promote biodiversity-based tourism development as a form of revenue for protected area management and local communities and as a new model of tourism. However, there is the chance that local communities, tour operators and institutions do not have the capacity to adhere to these guidelines and standards or monitor and enforce compliance with them.</p> <p>This risk exacerbates the probability of other identified risks such as environmental impacts of biodiversity-based tourism (Risk 4) and impacts to cultural sites/heritage (Risk 5).</p> <p>For the ethnic minority community (at Ban Pa Mak village), they lack basic infrastructure such as electricity, running water, internet and cellphone connection. Moreover, they encounter a large flow of adventure tourists during the cold season resulting in waste management problems.</p>	<p>Capacity development program has been integrated into project design for communities, local tour operators, local governments (Outputs 1.5, 2.1, 2.3). Capacity development program will cover adherence to sustainable tourism guidelines and standards, and to oversee compliance and enforcement. Compliance monitoring and enforcement mechanisms for biodiversity-based tourism standards have been built into the project design, having been identified under Components 1 and 2 at PIF stage.</p> <p>For the ethnic minority community (i.e. Ban Pa Mak village), the development of an Indigenous Peoples Plan is required early during implementation that will include capacity development for a community management system that will include activities such as training on waste recycling and community and building community ownership and resilience.</p>
--	---------------------------	------------------------	--	---

<p><i>Risk 7: Development and operation of more adventurous biodiversity-based tourism activities could pose safety risks to communities local tourism operators and tourists at project demonstration sites.</i></p> <p>(Standard 3: 3.1, 3.3; Standard 2: 2.2)</p>	<p>I = 3</p> <p>L = 3</p>	<p>MODERATE</p>	<p>The project is not explicitly targeting adventure-based tourism activities, so the likelihood is assessed as '3'. However, some sites include coastal and marine areas and thus could lead to more active tourism pursuits that carry risks. In Kuiburi NP wildlife-watching activities are more likely ? these could carry risks to tourists if appropriate safety standards are not adhered to. There is some poaching that takes place within Kuiburi NP although this is likely to happen at different times to tourism activities with low likelihood of interaction.</p> <p>During PPG phase, consultations with community members revealed that they do not possess adequate knowledge on health and safety aspects of tourism. Even though biodiversity-based tourism may not be considered the same as adventure tourism, certain activities such as jungle trekking, boat tours and safari tours may require physical strength /good health of tourists.</p>	<p>The SESA for biodiversity-based tourism development in the project demonstration landscape in Component 2 will include consideration of related health and safety standards in tourism practices.</p> <p>#Conduct capacity assessments for tour operators and community-based tourism members regarding health and safety issues, and identify knowledge and skills gap related to biodiversity tourism under Output 2.3.</p> <p>Minimum standards for safety of relevant activities at the project demonstration sites will be addressed through Output 2.3 regarding the development/management of operations at project sites in line with the identified UNDP SES health and safety standards. This includes safety for operators and also for tourists. The project activities to address this issue will incorporate health and safety training in capacity development for local tourism operators.</p>
--	---------------------------	------------------------	---	---

<p><i>Risk 8: Project outcomes will be vulnerable to potential impacts of climate change</i></p> <p>(Standard 2: 2.1, 2.2)</p>	<p>I = 3 L = 3</p>	<p>MODERATE</p>	<p>Climate change impacts could include shifting rainfall and seasonality of rainfall, temperatures, and lead to more extreme weather events including coastal storm surges and flooding. These could lead to changes in natural habitats and impact on the quality of biodiversity-based tourism experiences. Inappropriate development (e.g. mangrove clearance for hotel/road construction) could exacerbate this risk by removing nature's defences. Assessment during PPG phase demonstrated that local communities within the landscape experienced water scarcity during drought. This problem may exacerbate if tourists or relevant project partners and staff visit the community more during the project implementation.</p> <p>Women were identified as particularly vulnerable to impacts from climate and geophysical hazards.</p> <p>For further details of exposure and modulation of climate and geophysical hazard risks by the project's soft components and development context, please refer to Annex 13 for the Climate and</p>	<p>The project will conduct a SESA for tourism planning in the PKK landscape in Output 2.1, which will include assessment of the climate change risks for the landscape. The SESA will provide recommendations on climate risk management, which will then be integrated into the tourism development master plan for the landscape. Therefore, the risk associated with the long-term sustainability of the project is considered to have a 'Moderate' significance.</p> <p>Based on the climate change risks assessment conducted during the PPG (Annex 13), appropriate adaptation measures will be devised and integrated into proposed activities, in consultation with communities and tour operators, including, but not limited to, building climate resilient access roads to the tourism sites, providing redundant water storage to harness rainwater during rainy season, preparing climate appropriate vehicles/gears for tourists, as well as standards, guidelines and criteria for tourism planning, development, operation and monitoring.</p> <p>The project has developed a comprehensive stakeholder engagement plan and a gender action plan to ensure that vulnerable groups, including women and indigenous peoples, benefit equitably from all project activities aimed at promoting biodiversity-based tourism. Specifically, the project will work with community-based tourism enterprises and the national parks to mitigate this risk by increasing income through alternative sources (e.g. wildlife tourism). The project will build capacity of women to develop products related to sustainable tourism and</p>
--	------------------------	------------------------	---	---

<p><i>Risk 9: Contact with tourists, stakeholders, project workers and other external parties may result in COVID-19 health impacts during project implementation and tour visits by domestic and foreign tourists</i></p> <p>(Standard 3: 3.4, 3.7)</p>	<p>I = 3</p> <p>L = 4</p>	<p>MODERATE</p>	<p>While the COVID-19 pandemic brings some positive effects to natural resources and biodiversity (e.g. through reduced human visitation pressures), its negative impact hit the tourism sector in Thailand the hardest. Stakeholder consultations during the PPG revealed that lack of resilience of communities involved in tourism in the PAs caused them shock and inability to cope with an abrupt lack of income from farming and tourism alike. The need for alternative ways of conducting community-based tourism which embrace health and safety aspects such as social distancing was addressed during consultations.</p> <p>Please refer to Annex 14 - COVID-19 analysis and action framework for details of potential risks and management measures for the project related to the COVID-19 pandemic.</p>	<p>The project will strictly observe all national and provincial government COVID-19 regulations and guidance as well as UNDP CO guidance. Thai government will provide vaccination for Thai citizens beginning in June 2021 and expects to cover the whole population by the end of 2021.</p> <p>A capacity assessment on health and safety with specific focus on COVID-19 in local communities in the PAs is required under Output 2.3 to ensure the health of both community members and tourists, workers and other visitors during project implementation.</p> <p>Measures and protocols on health and safety standards will be applied for project implementation following UNDP CO procedures for risk management. Such protocols may include health and safety checklists for community outreach, field visits, small and big group trainings and consultations. PPE and hand-held temperature checkers will be adequately distributed to communities in the PAs.</p> <p>The project will institute adaptive management as needed to reduce the risks of community outbreak since physical distancing and new normal remote meetings have already become a norm. For example, meetings will be held remotely using virtual platforms, health hazard assessments will be required for gatherings of multiple people, and mitigation measures will be implemented, e.g., ensuring physical distancing, providing personal protective equipment, avoiding non-essential travel, delivering trainings</p>
--	---------------------------	------------------------	---	--

<p><i>Risk 10 The project may support employment or livelihoods that may fail to comply with national and international labor standards of ILO convention due to the nature of tourism which requires effort and time spent working outside normal business hours.</i></p> <p>(Standard 7: 7.1)</p>	<p>I = 3</p> <p>L = 3</p>	<p>MODERATE</p>	<p>Consultations during the PPG informed us that a majority of community members in the PAs relies on tourism work as a secondary source of income. Therefore, during visits by tourists or project implementors, it is likely that they will have to juggle both farming and tourism work which may lead to exceeding the number of working hours beyond 8 hours per day, according to ILO standards.</p> <p>During the PPG phase, an analysis of working hours of male and female community members at different times of the year was collected via a seasonal calendar and daily clock activities. The findings revealed that disproportionate working hours for community-based tourism will be incorporated into the biodiversity-based tourism strategy.</p> <p>For hotels, there is a possibility that hotels near the landscape may not be interested in certifications and green standards which could lead to the ability of the project to monitor working hours in such hotels.</p>	<p>For community-based tourism activities, further assessment of this risk will be conducted and it will be integrated into the Strategy via the SESA in Component 2. The planning of community-based tourism activities in Output 2.3 will also take account of this risk regarding the project workers at the demonstration sites.</p> <p>For hotels receiving direct support from the project, this risk will be addressed through Output 1.4 on Certification. Types of incentive will be provided to participate in the project including increased understanding on the benefits of green hotel certification. The KAP survey will include the private sector as well.</p>
---	---------------------------	------------------------	--	--

<p><i>Risk 11 The biodiversity-based tourism activities may lead to risks that negatively affect conservation activities wild animals and their habitats in the demonstration area and nationally</i></p> <p>(Standard 1: 1.1, 1.2, 1.4, 1.10)</p>	<p>I =3</p> <p>L=3</p>	<p>MODERATE</p>	<p>An increase in biodiversity-based tourism activities at the project demonstration sites has the potential to increase disturbance of wild animals and their habitats at sensitive natural sites that are protected areas (Kui Buri NP and Khao Sam Roi Yot NP). While both sites have management plans, these are weak on tourism management aspects. More generally, this could also be a potential impact of biodiversity-based tourism nationally.</p> <p>During the PPG phase, findings revealed the existence of fishing cat habitat in the community area where community members do fish and shrimp farming at Khao Sam Roi Yot - representing a food source for the fishing cat. The fishing cat is a protected species under the Wildlife Conservation and Protection Act, B.E. 2535 (1992) and is highly significant species in the landscape as they are at the top of the food chain. Assessment during PPG found that there were 25 cases of conflict between human and fishing cat identified as the animal eat the fish in the villagers' farms.</p> <p>Fishing cat watch is part of the project activities that aims</p>	<p>The project will monitor the management effectiveness of the two demonstration PAs (Kui Buri NP and Khao Sam Roi Yot NP) using the GEF-7 METT (Annex 11a), and seek to improve their management effectiveness with regard to tourism management and stakeholder engagement (see Results Framework ? GEF Core Indicators 2&3) through capacity development support. In addition, impacts on key biodiversity values will be monitored through Outcome 2 indicator 3. The project will develop visitor management plans for these sites, and the SESA for the project landscape in Prachuap Khiri Khan will provide a framework for environmentally sound biodiversity-based tourism development including these sites. A SESA will be applied to the tourism planning activities in the project landscape.</p> <p>At the national level, social issues will be captured through the SESA approach for the development process of the biodiversity-based tourism policy in Component 1, to identify and consider potential environmental risks linked to implementation of the different policies, strategies and plans.</p> <p>In the case of the fishing cats at Khao Sam Roi Yot, as part of the KAP survey that the project will conduct, an attitude and awareness assessment will be included to evaluate the community's attitudes toward the fishing cat. The results of the assessment will help inform the educational outreach activities and stakeholder engagement regarding this issue.</p> <p>Based on the findings from the KAP survey, the project</p>
--	------------------------	------------------------	---	--

<p><i>Risk 12 National Park staff and border guards at demonstration sites with responsibilities for law enforcement may pose a potential risk to health and safety of communities and/or individuals (e.g. due to a lack of adequate training or accountability)</i></p> <p>(Standard 3: 3.8)</p>	<p>I =3</p> <p>L=2</p>	<p>MODERATE</p>	<p>The project demonstration landscape incorporates Khao Sam Roi Yot and Kui Buri National Parks. As part of the project intervention in Component 2, the project will seek to improve the management effectiveness of these two PAs with specific reference to biodiversity-based tourism development. The project does not seek to strengthen park regulations or law enforcement performance. Existing NP staff are employed and trained by DNP, and have existing relationships with communities living in and around the PAs, which does involve responding to land use and human wildlife conflicts. It should be noted that Kui Buri NP lies on the Myanmar border and therefore has some associated border guard / military presence. The project has no plans to engage with such uniformed bodies, and the demonstration sites in Kui Buri are located away from the immediate border zone.</p>	<p>Capacity assessment of the two demonstration PAs was conducted during the PPG METT baseline assessments (Annex 11a) and together with DNP at national level and Prachuap Khiri Khan Provincial Offices for Natural Resources and Environment at local level in the UNDP Capacity Development Scorecard baseline assessment (Annex 11g). The project will provide capacity development for PA Committees and park staff in Output 2.2 to implement biodiversity-based tourism through training on project standards and best practices (Outputs 1.3 and 1.4) that includes relevant human rights elements of visitor management and law enforcement.</p> <p>The project Knowledge, Monitoring & Evaluation Officer will support sensitization training on SES requirements and ensure adequate consideration of SES within the related project activities especially in Output 2.3 on community-based tourism demonstrations.</p>
--	------------------------	------------------------	---	---

<p><i>Risk 13 The demonstration of biodiversity-based tourism at sites in the project landscape could lead to some degree of economic displacement</i></p> <p>(Standard 5: 5.2; Standard 6: 6.6)</p>	<p>I=4 L=2</p>	<p>MODERATE</p>	<p>There is a risk that project-supported biodiversity-based tourism activities at the project demonstration sites could lead to the economic displacement of local residents through the spatial zoning of tourism activities that could displace other land users (eg farmers, fishermen that may disturb the wildlife on view).</p>	<p>The project will conduct a SESA to guide existing tourism and support new biodiversity-based tourism development in the project landscape under Output 2.1, which should fully take into consideration Standard 5 SES risks including economic displacement.</p> <p>Under Output 2.3, proposed biodiversity-based activities and products will be confirmed and validated with the Provincial Project Working Group and local communities in the three project sites (i.e. Kui Buri National Park, Khao Sam Roi Yot National Park and Pran Buri Estuary) in line with feasibility considerations and through application of the UNDP SESP at site level. If any of the proposed biodiversity-based tourism activities are determined to result in some economic displacement (based on the site-level screening required per the ProDoc), the project will first and foremost seek to avoid this activity, and, if it cannot be fully avoided, the project will seek to minimize the economic displacement and will mitigate the effects by targeting the benefits from CBT appropriately. This will be done in adherence with SES Standard 5, including the preparation of a Livelihood Action Plan (or equivalent) where required.</p> <p>For the targeted ethnic minority community (i.e. Ban Pa Mak village) in the project landscape, the development of an Indigenous Peoples Plan is required early during implementation, which will consider the potential risk of economic displacement and provide appropriate management measures. This requirement is reflected in the relevant project</p>
--	--------------------	------------------------	--	---

	QUESTION 4: What is the overall Project risk categorization?		
	Select one (see SESP for guidance)		Comments
	<i>Low Risk</i>	?	

		<p>Moderate Risk</p> <p>☐ The project is expected to have positive impacts on biodiversity and livelihoods through promoting biodiversity-based tourism to increase biodiversity financing and reduce threats to biodiversity and PAs; and rolling out new standards and systems for sustainable tourism in Thailand. However, there are a number of potential moderate-rated risks (localized impacts, low likelihood) as listed under Question 2. Through this combination of risks, all safeguard principles and standards have been assessed as triggered during PPG phase.</p> <p>Due to the specific nature of the project in developing national policy to prevent and manage many of these potential risks and impacts, the management response to these social and environmental risks has been integrated into the project design and the ProDoc. Stand-alone management plans: namely a gender analysis and gender mainstreaming plan, and comprehensive Stakeholder Engagement Plan were completed during the PPG phase to address any risks and precautions that may emerge from further stages of project implementation. Two</p>
--	--	--

		<i>Substantial Risk</i>	?	
		<i>High Risk</i>	?	

	QUESTION 5: Based on the identified risks and risk categorization, what requirements of the SES are triggered? (check all that apply)				
	Question only required for Moderate, Substantial and High Risk projects.				
	<i><u>Is assessment required? (check if ?yes?)</u></i>	<input checked="" type="checkbox"/>		<i>Status? (completed, planned)</i>	
	<i>if yes, indicate overall type and status</i>		<input checked="" type="checkbox"/>	Targeted assessment(s)	Completed during PPG: Gender analysis, Stakeholder analysis
			?	ESIA (Environmental and Social Impact Assessment)	
			<input checked="" type="checkbox"/>	SESA (Strategic Environmental and Social Assessment)	Planned for implementation
<i>Are management plans required? (check if ?yes)</i>	<input checked="" type="checkbox"/>				

	<i>If yes, indicate overall type</i>		<input checked="" type="checkbox"/>	Targeted management plans -	Completed during PPG: Gender Action Plan, Stakeholder Engagement Plan Planned for implementation: Indigenous Peoples Plan; others as needed per site-level screening
			?	ESMP (Environmental and Social Management Plan)	
			?	ESMF (Environmental and Social Management Framework)	To be confirmed if an ESMF is needed as a SESA output
	<i>Based on identified <u>risks</u>, which Principles/Project-level Standards triggered?</i>		Comments (not required)		
	<i>Overarching Principle: Leave No One Behind</i>	---			
	<i>Human Rights</i>	<input checked="" type="checkbox"/>			
	<i>Gender Equality and Women's Empowerment</i>	<input checked="" type="checkbox"/>			
	<i>Accountability</i>	<input checked="" type="checkbox"/>			

	1. Biodiversity Conservation and Sustainable Natural Resource Management	<input checked="" type="checkbox"/>	
	2. Climate Change and Disaster Risks	<input checked="" type="checkbox"/>	
	3. Community Health, Safety and Security	<input checked="" type="checkbox"/>	
	4. Cultural Heritage	<input checked="" type="checkbox"/>	
	5. Displacement and Resettlement	<input checked="" type="checkbox"/>	
	6. Indigenous Peoples	<input checked="" type="checkbox"/>	
	7. Labour and Working Conditions	<input checked="" type="checkbox"/>	
	8. Pollution Prevention and Resource Efficiency	<input checked="" type="checkbox"/>	



Supporting Documents

Upload available ESS supporting documents.

Title	Module	Submitted
6441_Annex 19 Approach for IPP Development_26May2021-2	CEO Endorsement ESS	
6441 Annex 5 SESP 26May2021	CEO Endorsement ESS	

ANNEX A: PROJECT RESULTS FRAMEWORK (either copy and paste here the framework from the Agency document, or provide reference to the page in the project document where the framework could be found).

This project will contribute to the following Sustainable Development Goal (s): Primary SDGs: SDG 15 (Life on Land) and SDG 14 (Life Under Water). Other SDGs: SDG 1 (No Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities) and SDG 12 (Responsible Consumption and Production). Sustainable tourism has been identified as contributing to all SDGs by the UN World Tourism Organization and Global Sustainable Tourism Council				
This project will contribute to the following country outcome (UNDAF/CPD, RPD, GPD): <i>By 2021, systems and processes are more effective and equitable to progressively advance inclusive, sustainable and people centred development for all people in Thailand</i>				
	Objective and Outcome Indicators	Baseline (2020)	Mid-term Target	End of Project Target
Project Objective: To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism	<u>Mandatory GEF Core Indicator 1:</u> # of direct beneficiaries disaggregated by gender as co-benefit of GEF investment <i>(GEF-7 Core indicator 11)</i> (a) Total (b) People living in the demonstration landscape (c) Private sector personnel: Formal and community-based (d) Government officials: National, Provincial, and District	(a) 0 people (b) 0 people (c) 0 people (d) 0 people	(a) 2,500 people (1,200 female) (b) 350 people (195 female) (c) 1,500 people (855 female) (d) 650 people (150 female)	(a) 5,230 people (2,470 female) (b) 700 people (390 female) (c) 3,150 people (1,760 female) (d) 1,380 people (320 female)

	<p><u>Mandatory GEF Core Indicator 2:</u></p> <p>Terrestrial protected areas under improved management effectiveness (Hectares) (see Annex 11a)</p> <p><i>(GEF-7 Core indicator 1.2)</i></p> <p>(a) Total hectares</p> <p>(b) METT score total</p> <p><i>Specific METT item related to be able to improve sustainable PAs management are: PA Design and planning (item 5, 7a); Training/education awareness (item 10, 14, 20); Conservation habitat & management (item 21a, 21b.); Local communities & commercial tourism operator involvement (item 24, 24a., 24b.); economic benefit (item 25, 27, 28)</i></p>	<p>(a) 113,085 hectares</p> <p>Kui Buri National Park: <i>99,518 hectares</i></p> <p>(b) 64</p> <p>Khao Sam Roi Yot National 13,566 hectares</p> <p>(b) 67</p>	<p>(a) 113,085 hectares</p> <p></p> <p>Kui Buri National Park: <i>99,518 hectares</i></p> <p>(b) 68</p> <p>Khao Sam Roi Yot National 13,566 hectares</p> <p>(b) 71</p>	<p>(a) 113,085 hectares</p> <p></p> <p>Kui Buri National Park: <i>99,518 hectares</i></p> <p>(b) 73</p> <p>Khao Sam Roi Yot National: <i>13,566 hectares</i></p> <p>(b) 76</p>
--	--	--	---	---

	<p><u>Mandatory GEF Core Indicator 3:</u></p> <p>Marine protected areas under improved management effectiveness (Hectares) (see Annex 11a)</p> <p><i>(GEF-7 Core indicator 2.2)</i></p>	2,281 hectares	2,281 hectares	2,281 hectares
		Khao Sam Roi Yot National (METT Score = 67)	Khao Sam Roi Yot National (METT Score = 71)	Khao Sam Roi Yot National (METT Score = 76)
	<p><u>Mandatory GEF Core Indicator 4:</u></p> <p>Area of landscapes under improved practices (excluding protected areas) (Hectares)</p> <p><i>(GEF-7 Core indicator 4.1)</i></p>	0 hectares	7,000 hectares	17,208 hectares
		Pran Buri Estuary (including Pak Nam Pran, Sam Roi Yot coastal and wetland areas)	Pran Buri Estuary (including Pak Nam Pran, Sam Roi Yot coastal and wetland areas)	Pran Buri Estuary (including Pak Nam Pran, Sam Roi Yot coastal and wetland areas)
PROJECT COMPONENT 1	ENABLING NATIONAL FRAMEWORK FOR MAINSTREAMING BIODIVERSITY INTO TOURISM			
<p>Project Outcome 1</p> <p>Strengthened and harmonized policies and standards to mainstream biodiversity conservation into tourism</p>	<p><i><u>Outcome 1, Indicator 1:</u></i></p> <p>Biodiversity-based tourism strategy adopted and integrated into work plans of agencies within the National Tourism Policy Committee</p>	0	5	10
			<p>Biodiversity-based tourism strategy adopted: 1</p> <p>Integrated by 4 agencies: BEDO, DNP, TAT and DoT</p>	<p>Biodiversity-based tourism strategy adopted: 1</p> <p>Integrated by 9 agencies: BEDO, DNP, TAT, DoT, DMCR, RFD, DASTA, CDD-MoI</p>

	<u>Outcome 1,</u> <u>Indicator 2:</u>			
		(a) 2	(a) 5	(a) 10
	National conservation, social and economic impact monitoring methodologies used at project sites	(b) 2	(b) 2	(b) 2
		(c) 0	(c) 1	(c) 3
		(d) 0	(d) 1	(d) 3
		(e) 0	(e) 1	(e) 1
		(f) 0	(f) 0	(f) 1
	(a) Total			
	(b) METT (Conservation)			
	(c) Visitor Use Management Framework (VUMF) (Social)			
	(d) Visitors Count! (Economic)			
	(e) Natural Capital Accounting (Economic)			
	(f) Payment for Ecosystem Services (Economic)			

	<p><u>Outcome 1,</u> <u>Indicator 3:</u></p> <p># of tourism standards integrating biodiversity conservation</p> <p><i>Business and Biodiversity Check (BB Check)</i></p> <p><i>Green Hotel standard</i></p> <p><i>Green National Park</i></p> <p><i>Homestay Standard Thailand</i></p> <p><i>Thailand Tourism Activity Standard</i></p> <p><i>Sustainable Tourism Management Standard</i></p> <p><i>Criteria for Thailand's Community-Based Tourism Development</i></p>	1	3	7
--	--	---	---	---

	<p><u>Outcome 1,</u> <u>Indicator 4:</u></p> <p>Improved institutional capacity for mainstreaming biodiversity conservation into tourism planning, management and monitoring, measured by UNDP capacity development scorecard (see Annex 11g).</p>	42	55	77
Outputs to achieve Outcome 1	<p>1.1 National biodiversity-based tourism strategy developed, adopted and integrated into government processes and reporting of MONRE and MOTS and improved agency coordination mechanisms</p> <p>1.2 Operational policies on biodiversity financing solutions for tourist destinations developed and adopted.</p> <p>1.3. Practical, standardized methodologies for tourism's ecological, social and economic impact assessment and monitoring developed for biodiversity-based tourism in PAs and high-biodiversity sites across Thailand.</p> <p>1.4 Biodiversity conservation integrated into existing national tourism standards and certifications, strengthening sustainability of tourism</p> <p>1.5 Capacity development program for mainstreaming biodiversity conservation within tourism planning, development and operations institutionalized within key national and provincial government agencies.</p>			
PROJECT COMPONENT 2	INTEGRATED PROVINCIAL MODEL FOR MAINSTREAMING BIODIVERSITY INTO TOURISM			

Outcome 2 More sustainable, biodiversity-friendly management and operation of tourism across the ecologically important Prachuap Khiri Khan landscape	<u>Outcome 2,</u> <u>Indicator 1:</u> Strategic environmental and social assessment (SESA), tourism masterplan, and gender-responsive biodiversity-based tourism action plan finalized.	(a) 0 (b) 0 (c) 0 (d) 0	(a) 1 finalized (b) 1 finalized (c) 0 (d) 0	(a) 3 finalized (b) 1 finalized (c) 1 finalized (d) 1 finalized
	(a) Total (b) SESA for Prachuap Khiri Khan project landscape (c) Tourism masterplan for Prachuap Khiri Khan project landscape (d) Biodiversity-based tourism action plan Prachuap Khiri Khan project landscape			
	<u>Outcome 2,</u> <u>Indicator 2:</u> Visitor management plans finalized for project sites: Kui Buri NP; Khao Sam Roi Yot KNP; Pran Buri Estuary	0	1 finalized	3 finalised

	<u>Outcome 2,</u> <u>indicator 3</u>			
	Improvements in biodiversity, waste management and human wildlife conflict in the project landscape	(a) 33 (b) 157 (b1) 63 (b2) 60	(a) 35 (b) All stable ? as baseline or improved (b1) All stable ? as baseline or improved (b2) All stable ? as baseline or improved	(a) 37 (b) All stable ? as baseline or improved (b1) All stable ? as baseline or improved (b2) All stable ? as baseline or improved
	(a) # Fishing cats	(c) 115		(c) 50
	(b) # waterbird species in Khao Sam Roi Yot wetland	(d) 25		(d) 5
	(b1) # Individual bird count of Manchurian Reed Warbler (<i>Acrocephalus tangorum</i>)		(c) 100 (d) 15	
	(b2) # Individual bird count of Malay Plover (<i>Charadrius peronii</i>)			
	(c) # reports HWC with fishing cat			
	(d) # reports HWC with elephant			

	<p><u>Outcome 2,</u> <u>Indicator 4:</u></p> <p># of certified tourism ventures that are supporting biodiversity criteria in the project sites.</p> <p>(a) Total</p> <p>(b) Homestay/ CBT</p> <p>(c) # Hotel/resorts</p> <p>(d) # tour operators</p>	<p>(a) 0</p> <p>(b) 0</p> <p>(c) 0</p> <p>(d) 0</p>	<p>(a) 20</p> <p>(b) 10</p> <p>(c) 5</p> <p>(d) 5</p>	<p>(a) 47</p> <p>(b) 22</p> <p>(c) 15</p> <p>(d) 10</p>
Outputs to achieve Outcome 2	<p>2.1 Provincial, multi-sector sustainable tourism platforms strengthened and implementation of provincial tourism plans and strategies informed by strategic environmental and social assessment and biodiversity-based tourism strategy action plan.</p> <p>2.2 Visitor management plans and revenue generation models that improve METT[1] scores are implemented at project sites.</p> <p>2.3 Sustainable biodiversity-based tourism products and experiences developed and strengthened with local communities to raise engagement in biodiversity conservation and generate livelihood benefits, including for women and youth.</p>			
PROJECT COMPONENT 3	KNOWLEDGE MANAGEMENT, AWARENESS, GENDER MAINSTREAMING AND M&E			
<p>Outcome 3</p> <p>Upscaling and replication of sustainable, biodiversity-based tourism across Thailand is supported by raised awareness, improved market</p>	<p><u>Outcome 3,</u> <u>Indicator 1:</u></p> <p>Knowledge Attitudes and Practices (KAP) of tourism industry, communities and tourists for the importance of biodiversity to tourism improved, as measured by the KAP survey score (see Annex 11f).</p>	<p>Baseline to be determined in Y1 through KAP</p>	<p>Targets to be established in Y1</p>	<p>Targets to be established in Y1</p>

access and knowledge management	<u>Outcome 3,</u> <u>Indicator 2:</u> # of biodiversity-based tourism products on Online Travel Agent platforms and in tour operator itineraries	0	5	10
	<u>Outcome 3,</u> <u>Indicator 3:</u> # best practices and lessons learned developed, disseminated and used including on gender mainstreaming and socio-cultural benefits of tourism (a) Total (b) Best practices and lessons learned developed and disseminated (c) Knowledge system established and operational	(a) 0 (b) 0 (c) 0	(a) 4 (b) 3 (c) 1	(a) 9 (b) 8 (c) 1
Outputs to achieve Outcome 3	3.1 Improved access to e-marketplaces for biodiversity-based tourism providers. 3.2 Targeted outreach and education campaign on mainstreaming biodiversity into tourism delivered to tourism industry, CSOs, and domestic and international tourists. 3.3 Knowledge exchange system established for the sharing of experiences between communities and PAs, and for replication and upscaling of best practices across Thailand. 3.4 M&E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.			

[1] [Management Effectiveness Tracking Tool](#). Note that for the MTR and TE METT 4 will be applied.

ANNEX B: RESPONSES TO PROJECT REVIEWS (from GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF).

PFD review comments	Response	Relevant sections of project documentation
Comments from GEF Secretariat at PIF/Work Program Inclusion, JS 11/5/2019		

<p>Please during PPG:</p> <ul style="list-style-type: none"> - consolidate co-funding, in particular from the private sector and the tourism fund created by the May 2019 National Tourism Policy Act; 	<p>Co-financing commitments from private sector partners, especially in the tourism sector, are not feasible during the PPG due mainly to the severe economic impact from Covid-19 to the tourism industry since 2020. However, three tourism-related groups, namely the Tourism Association of Prachuab Khiri Khan, Community-based Tourism of Prachuab Khiri Khan Association, and the Thai Responsible Tourism Association, have committed their full collaboration with the project (in writing). It is expected the Covid-19 situation would ease after Thailand has achieved the 'herd immunity' of its population by the end of 2021 through its vaccination programme, after which these commitments should be revisited during the course of project implementation to see whether they could be turned into quantifiable co-financing. Nonetheless, participating government partners (national and sub-national) have committed their co-financing totaling more than \$19 million (see Table C).</p> <p>The new National Parks Act (2019) gives provision to share benefits from tourism fees with local authorities through a new Thailand Tourism Development Fund, but these funds are yet to be used to implement projects that benefit local people. Due to the drop in tourism caused by COVID-19 the fund has not received much revenue yet, and has not yet allocated funds to communities. Although handbooks on application procedures have been developed, technical guidance and tools are needed to make sure these opportunities are capitalized on to support enhanced biodiversity conservation.</p> <p>More analysis is required to establish the potential to leverage conservation finance from the tourism sector, and the viability of applying a biodiversity levy to protected area tourism fees to finance conservation and tourism mitigation. Without the project's intervention, there is a risk that funds allocated from the Thailand Tourism Promotion fund will not prioritize initiatives that support biodiversity conservation.</p> <p>Under the project, feasibility studies will be conducted for a biodiversity levy on protected area fees and on conservation finance from the tourism sector that will inform decision makers regarding a new mechanism to raise funds for biodiversity conservation (Output 1.2). These will broaden the range of financial incentives and solutions that enhance local financing for biodiversity conservation. Recommendations from these studies will be applied in the project landscape under Component 2 (Output 2.2). Major corporations in the private sector also allocate significant corporate social responsibility budgets that could be directed toward local conservation management, using a natural capital approach.</p>	<p>CER Table C on Co-financing sources</p> <p>UNDP PRODOC Section II: <u>Development challenge</u></p> <p>- UNDP PRODOC Section III: <u>Strategy, Table 6</u></p> <p>- UNDP PRODOC Section IV: <u>Results and Partnerships, Output 1.2 and 2.2</u></p> <p>- UNDP PRODOC Section VIII: <u>Financial Planning and Management</u></p> <p>- UNDP PRODOC Section IX: <u>Total Budget and Work Plan</u></p>
---	--	---

<p>- investigate the possibility to deliver climate co-benefits.</p>	<p>The Rio Markers in <u>Annex 17</u> have now been revised to (1), indicating that climate change adaptation and mitigation are 'significant' (not principal) objectives of the project.</p> <p>The project will contribute towards climate change mitigation through the revision of existing tourism standards and certifications to incorporate climate change adaptation and mitigation elements, and will provide training on the standards for decision makers and protected area officials (Output 1.4).</p> <p>Uncertain precipitation and drought situations each year affects the quality of agriculture products, yields, and prices. The project intervention will work with community-based tourism enterprises and the national parks to mitigate this risk by increasing income from wildlife tourism, as well as capacity building of gender to develop products related to sustainable tourism and biodiversity conservation (Output 2.3). The project will also support biodiversity-based tourism enterprises to apply the adjusted standards including climate change criteria within the demonstration landscape (Output 2.3).</p> <p>The biodiversity-based tourism project will support communities including vulnerable groups to adapt to climate change and improve the economic well-being, and financial mechanisms of these communities in the long-term as well as conserve biodiversity and associated habitats. Local communities around the project landscape will benefit from income generation of biodiversity-based tourism and ecosystem services from associated conservation. This will reduce threats of environmental degradation and human wildlife conflict in the pilot sites (Component 2).</p>	<p>CER Part II (1) (2), Output 1.4, 2.1, 3.1, 3.2, Innovation; Risk 9</p> <p>UNDP PRODOC Section II: Development challenge, Table 5, <u>outlining integration of climate change elements in existing standards.</u></p> <p>UNDP PRODOC Section IV: Results and Partnerships, <u>Output 1.4 and 2.3, and Risks section, including Table 13.</u></p> <p>UNDP PRODOC Annex 5 SESP</p> <p>UNDP PRODOC Annex 6 Risk Register</p> <p>UNDP PRODOC Annex 13 Climate Risk Screening</p> <p>UNDP PRODOC Annex 16 GEF Taxonomy Worksheet</p> <p>UNDP PRODOC Annex 18 Rio markers</p>
--	--	---

<p>- pay special attention to core indicator 4.1 as part of the PPG work related to core indicator target consolidation. We are conscious of the difficulty of measuring impact of biodiversity mainstreaming in the tourism sector on a hectare basis. While impact will not be on the full 97,040 ha of the target non-PA landscape, please consider, as project interventions are more precisely defined within that landscape, developing ways to measure the project's mainstreaming impact beyond the core 1,000 ha of the Pranburi Estuary and revising the target upward accordingly.</p>	<p>The target for Core Indicator 4.1 has now been expanded to 17,208 hectares, covering Pran Buri Estuary (including Pak Nam Pran, Sam Roi Yot coastal and wetland areas). This reflects the area of landscape under improved management for biodiversity and ecotourism with management plans and standard environmental and social safeguards in place to benefit biodiversity.</p> <p>Indicators of biodiversity improvement from the project in the Results Framework include Improvements in biodiversity, waste management and human wildlife conflict in the project landscape (Outcome 2, Indicator 3), namely # Fishing cats, # waterbird species in Khao Sam Roi Yot wetland (including # Individual bird count of Manchurian Reed Warbler (<i>Acrocephalus tangorum</i>) and # Individual bird count of Malay Plover (<i>Charadrius peronii</i>))</p>	<p>CEO ER Table section E: Project core indicators</p> <p>UNDP PRODOC Section IV Results Framework, GEF Core Indicator 4; Outcome 2, Indicator 3</p> <p>UNDP PRODOC Annex 11d IUCN Red list species</p> <p>UNDP PRODOC Annex 15 GEF Core Indicators</p>
Comments from GEF Council Members		-
Comments submitted by Germany		

<p>Germany would like to suggest that the project considers activities that more broadly target existing unsustainable tourism practices and over-tourism with a view to changing them towards more biodiversity-friendly tourism practices. The project proposal focuses on the development of new biodiversity-friendly tourism options and of secondary tourism destinations. While this component is vital in addressing biodiversity related impacts of tourism, it is even more important to change currently unsustainable practices in tourism.</p>	<p>Technical and operational guidance to operationalize biodiversity-based tourism will be developed, including explicit incorporation of biodiversity in existing tourism standards and certifications (Output 1.4).</p> <p>A capacity development program will provide training for people within national ministries, provincial government agencies and protected areas on biodiversity-based tourism, sustainable tourism, and the methods, tools and standards strengthened under Component 1 (Output 1.5). This will mean that the standards and tools are adopted and applied during the project and in the long-term. This will lead to increased support for biodiversity conservation within the tourism industry through increased awareness, capacity development and integration of biodiversity into tourism industry standards.</p> <p>Demonstration of biodiversity-based tourism standards, planning, partnerships and product development in Prachuap Khiri Khan landscape will help establish a sustainable secondary tourism destination as a model for adoption across Thailand. Provincial authorities, local tour operators and communities will be capacitated to participate in biodiversity-based tourism and provide sustainable, high-quality products to tourists based on local biodiversity (Output 2.3). These efforts will lead to a reduction of threats from tourism development to biodiversity including solid waste pollution and ecological damage through adoption of industry standards and impact monitoring at critical sites, avoided impacts on significant mangrove habitats, and pragmatic visitor management plans to avoid overtourism and COVID-19 transmission.</p> <p>A spatially-explicit SESA will be undertaken to identify key ecological assets and potential threats and impacts of tourism development and biodiversity-based tourism (Output 2.1). Furthermore, a tourism masterplan will be produced for the destination landscape that integrates biodiversity-based tourism, addresses problems of overtourism, pollution and enhancing local socioeconomic benefits, while addressing COVID-19 responses (Output 2.1).</p>	<p>CEO ER Part II (1): Barrier 1, Barrier 4, Ouput 2.1, 2.2, 2.3</p> <p>UNDP PRODOC Section II: <u>Development challenge</u>, and <u>Table 5</u> outlines tourism standards used in Thailand and their coverage of biodiversity, waste management and climate change issues. This summarises more detailed analysis in UNDP PRODOC <u>Annex 11i</u>.</p> <p>UNDP PRODOC Section III: <u>Strategy</u>, <u>Table 6</u>, which explains the incremental reasoning of addressing unsustainable tourism and overtourism.</p> <p>UNDP PRODOC Section IV: <u>Project Results Framework</u>, and <u>in particular</u>, Outputs 1.4, 1.5, 2.1 and 2.3 which respectively describe the application of biodiversity-based tourism standards, capacity development on biodiversity-based tourism, development of the tourism SESA and</p>
---	---	---

Comments submitted by the USA		
----------------------------------	--	--

<p>We are supportive of this project, though wish to raise the concern that experts view Thailand's tourism sector as a major source of plastic waste in the country. Although disaggregated statistics on waste generated by tourists are unavailable, Thailand's rank as the world's sixth-worst plastic waste polluter coupled with its sizeable tourist inflows portend harm to the marketability of Phuket's beach destinations, and, in turn, the country's overall economic health. Thailand's government and the private sector are at nascent stages of adopting proper management of plastic and other waste, and we would advocate for the consideration of improved solid waste management approaches to be tied to efforts to enhance tourism, to reduce the risk of unintended environmental consequences.</p>	<p>Technical and operational guidance to operationalize biodiversity-based tourism will be developed, including application of existing tourism standards and certifications that address solid waste (including plastic waste) (Output 1.4).</p> <p>Demonstration of tourism standards, planning, partnerships and product development in Prachuap Khiri Khan landscape will help establish a sustainable secondary tourism destination as a model for adoption across Thailand. Provincial authorities, local tour operators and communities will be capacitated to participate in biodiversity-based tourism and provide sustainable, high-quality products to tourists based on local biodiversity (Output 2.3). These efforts will lead to a reduction of threats from tourism development to biodiversity including solid waste pollution and ecological damage through adoption of industry standards and impact monitoring at critical sites, avoided impacts on significant mangrove habitats, and pragmatic visitor management plans to avoid overtourism and COVID-19 transmission.</p> <p>A spatially-explicit SESA will be undertaken to identify key ecological assets and potential threats and impacts of tourism development and biodiversity-based tourism, including relating to waste management (Output 2.1). Furthermore, a tourism masterplan will be produced for the destination landscape that integrates biodiversity-based tourism, addresses problems of overtourism, pollution and enhancing local socioeconomic benefits, while addressing COVID-19 responses (Output 2.1).</p>	<p>CEO ER Part II (1), Barrier 4, Output 1.4, 2.3, 3.2, 3.3, Risk 5, Risk 7</p> <p>UNDP PRODOC <u>Section II: Development challenge</u>, and <u>Table 5</u> outlines tourism standards used in Thailand and their coverage of waste management issues. This summarises more detailed analysis in UNDP PRODOC <u>Annex 11i</u>.</p> <p>UNDP PRODOC <u>Section III: Strategy</u>, <u>Table 6</u>, which explains the incremental reasoning of addressing environmental challenge including waste management.</p> <p>UNDP PRODOC <u>Section IV: Project Results Framework</u>, and <u>in particular</u>, Outputs 1.4, 2.1 and 2.3, which respectfully describe the application of tourism standards incorporating waste criteria, development of the tourism SESA and masterplan in the demonstration landscape which will</p>
--	--	---

Comments from STAP		-
--------------------	--	---

<p><u>Overall Assessment</u></p> <p>- ?However, it is unclear whether at site level the project is aimed at improving biodiversity outcomes or averting likely declines - further clarity on the baseline and alternative scenario is required to clarify this. The concept of "biodiversity-based tourism" requires definition.?</p> <p>-</p>	<p>The project will work to both improve biodiversity outcomes and also avert likely declines.</p> <p>?Biodiversity-based tourism? is the preferred term and concept by the Government of Thailand. It is a term showcased in the UN World Tourism Organization?s (UNWTO) ?Practical Guide for the Development of Biodiversity-based Tourism Products,[1] The term biodiversity-based tourism is endorsed by the Project Implementing Partner, BEDO, and in previous GEF-5 projects in Thailand,[2] and will be used to raise awareness on the issue of biodiversity conservation with tourism operations.[3] Biodiversity-based tourism is applied where rich biological diversity is the central asset for tourism. It emphasises the use of local expertise and creating benefits for the local community while maintaining local biodiversity. Biodiversity-based tourism is a form of sustainable tourism,[4] similar to ecotourism with a stronger emphasis on biodiversity and communities, and is applicable to all tourism products, facilities and services. Currently Thailand does not have a widely understood definition on what biodiversity-based tourism should constitute.</p> <p>Under Output 1.1, the project will establish a sub-committee on biodiversity-based tourism and agree the mandate of the sub-committee, including to establish and implement a biodiversity-based tourism strategy that supports community-based tourism and sustainable tourism in areas of high biodiversity. Under this output, the project will also develop a biodiversity-based tourism strategy, to mainstream biodiversity into the tourism sector at large, and advance sustainable tourism practices into tourism policy and the sector as a whole.</p> <p>In the demonstration landscape under Output 2.3, the project will support the development of biodiversity-based tourism products and experiences that showcase flagship species of flora and fauna at each pilot site, are biodiversity-friendly, community-based and reflect local cultures. This will include (i) identification and development of tourism products that are sustainably based on the use of biodiversity, conservation-compatible, community-based, reflect local cultures and support the role of women and youth; (ii) strengthening of local social enterprises to develop and manage biodiversity-based tourism; and (iii) value chain strengthening, promotion and marketing of biodiversity-based tourism. The project will apply standards and impact monitoring systems that integrate biodiversity criteria to tourism enterprises in the project landscape, in conjunction with tourism associations and biodiversity-based tourism enterprises.</p>	<p>CEO ER Part II (1): Barrier 1, Barrier 4</p> <p>UNDP PRODOC Section II: <u>Development Challenge, Barrier 1, and Table 3</u> provides definitions of biodiversity-based tourism and other comparable terms (e.g. sustainable tourism, community-based tourism, nature-based tourism, ecotourism, wildlife tourism)</p> <p>UNDP PRODOC Section III: <u>Strategy, Table 6, which</u> explains the incremental reasoning and global environmental benefits of the project including reduced impacts on biodiversity assets. The table describes the incremental reasoning of the biodiversity-based tourism strategy,</p> <p>- UNDP PRODOC Section IV: <u>Results and partnerships,</u> Output 1.1 and 2.3 which describe activities to develop the biodiversity-based tourism</p>
--	--	--

<p>?An explicit and comprehensive TOC is absent, and including this would clarify how the proposed set of activities will address drivers, their root causes, and overcome identified barriers to change in order to reach the desired impact, and would enable articulation of key assumptions at each stage.</p>	<p>A Theory of Change (TOC) has been developed for the project. The TOC outlines the problem the project is trying to address, and the causal logic that has informed the project design to ensure that the objective is achieved. The TOC summarizes the activities through which the project will achieve its intended outcomes, and longer-term impacts and global environmental benefits. The TOC can be summarised as follows: in order to address the serious threats to biodiversity in Thailand arising from unsustainable tourism practices, the project will mainstream biodiversity and environmental protection into the tourism sector, and enable local communities to benefit from biodiversity-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. The project embeds activities to address challenges of pollution, climate change, and overtourism which will collectively help to prevent and mitigate threats to biodiversity from tourism development. In turn, the benefits will offset impacts of HWC and lead to reduced poaching.</p>	<p>UNDP PRODOC <u>Section III Strategy: Figure 4</u> provides an illustration of the TOC, and is followed by <u>Table 8</u> which describe the assumptions.</p> <p>-</p> <p>-</p>
<p><u>Project objective</u></p> <p>-</p> <p>The objective is "To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism that avoids tourism impacts on biodiversity and supports biodiversity conservation and local livelihoods improvement." This is very wordy, convoluted - the last half could have been omitted.?</p>	<p>The objective has been revised and simplified as suggested, and now reads: "To mainstream biodiversity conservation into tourism development and operations at national and local levels through policy integration and development of an integrated model for biodiversity-based tourism."</p>	<p>CEO ER Part II (3) table of adjustments</p> <p>UNDP PRODOC <u>Section III. Strategy</u> describes the revised project objective.</p>

<p>?[...] Component 3 is an interesting approach, but who will identify whether a tourism business is biodiversity-friendly, and on what information base? This could easily be abused unless there are very clear verifiable standards for what constitutes biodiversity-friendly?.</p>	<p>?Biodiversity-based tourism? is the preferred term and concept by the Government of Thailand. It is a term showcased in the UN World Tourism Organization's (UNWTO) ?Practical Guide for the Development of Biodiversity-based Tourism Products.[5] The term Biodiversity-based tourism is applied where rich biological diversity is the central asset for tourism. It emphasises the use of local expertise and creating benefits for the local community while maintaining local biodiversity. Biodiversity-based tourism is a form of sustainable tourism,[6] similar to ecotourism with a stronger emphasis on biodiversity and communities, and is applicable to all tourism products, facilities and services.</p> <p>Under Output 1.1, the project will establish a sub-committee on biodiversity-based tourism and agree the mandate of the sub-committee, including to establish and implement a biodiversity-based tourism strategy that supports community-based tourism and sustainable tourism in areas of high biodiversity. Under this output project will also develop a biodiversity-based tourism strategy, to mainstream biodiversity into the tourism sector at large, and advancing sustainable tourism practices into tourism policy and the sector as a whole.</p> <p>Technical and operational guidance to operationalize biodiversity-based tourism will be developed, including application of existing tourism standards and certifications that address solid waste (including plastic waste) (Output 1.4).</p> <p>Demonstration of tourism standards, planning, partnerships and product development in Prachuap Khiri Khan landscape will help establish a sustainable secondary tourism destination as a model for adoption across Thailand. Provincial authorities, local tour operators and communities will be capacitated to participate in biodiversity-based tourism and provide sustainable, high-quality products to tourists based on local biodiversity (Output 2.3).</p>	<p>CEO ER Part II (1) Barrier 3, Barrier 4, Outcome 1, Outputs 1.3, 1.4, 1.5, 2.3,</p> <p>UNDP PRODOC <u>Section II: Development Challenge</u>, Barrier 1, and <u>Table 3</u> provides definitions of biodiversity-based tourism and other comparable terms (e.g. sustainable tourism, community-based tourism, nature-based tourism, ecotourism, wildlife tourism). <u>Table 5</u> outlines tourism standards used in Thailand and their coverage of waste management issues. This summarises more detailed analysis in UNDP PRODOC <u>Annex 11i</u>.</p> <p>UNDP PRODOC <u>Section III: Strategy</u>, <u>Table 6</u>, describes the incremental reasoning of the biodiversity-based tourism strategy.</p> <p>- UNDP PRODOC <u>Section IV: Results and partnerships</u>, and particularly <u>Output 1.1, 1.4</u></p>
--	--	---

<p><u>Outcomes</u></p> <p>- ?Note, however, that improved management doesn't equate to improved biodiversity status - the proposal makes clear that expansion of tourism in this area is foreseen, and it is unclear whether the status of biodiversity is expected to improve, or just that the management of the impacts of tourism will improve, making the habitat loss and other impacts of this tourist expansion less damaging than they otherwise would be.?</p>	<p>As the expansion of tourism is foreseen, the improved management is only one aspect of the complete solution to ensure that biodiversity conservation is an integral part of the tourism development planning and operation. Improved management that partly entails capacity building and awareness raising will make sure that the responsible personnel are adept in biodiversity conservation. This includes ? being able to assess changes in biodiversity indicators in the project landscape (e.g. presence of fishing cat and waterbird species); developing mitigation measures during planning; and exploring and advancing opportunities to improve biodiversity status including biodiversity financing options.</p>	<p>CEO ER Annex A</p> <p>UNDP PRODOC <u>Section V Project Results Framework</u> indicators for Outcome 2, Indicator 3 on fishing cat and waterbird indicators, coupled with the UNDP PRODOC <u>Annex 4</u> on monitoring changes.</p>
--	---	---

<p>?In component 2, part of the aim seems to be to increase benefits from tourism to local communities, but they (or their representative orgs) don't seem to be included in the tourism platform to be established?.</p>	<p>The rationale is that the community organizations and community-based tourism providers will be members of the Tourism Association (TA) and will be represented in the platform through the TA. However, tourism related businesses organizations tend to have overrepresentation in TAs, thus, local communities' interests could be underrepresented in the TA agenda. Therefore, it is a better approach for the local communities or their organizations to have direct representation in the platform, which this project will enable.</p> <p>Tourism associations participating in the project include the Thai Responsible Tourism Association (TRTA), Ecotourism and Adventure Tourism Association (TEATA), Thailand Community Based Tourism Institute Foundation (TCBTIF), Protected Area Committees (PAC) of Kui Buri National Park, Khao Sam Roi Yot National park, and Pran Buri, Tourism Association of Prachuap Khiri Khan (TAP), Prachuap Khiri Khan Community-Based Tourism Association (CBTA)</p>	<p>CEO ER Ouput 1.5, Table: Roles and responsibilities of key stakeholders in implementation of the project</p> <p>UNDP PRODOC <u>Section VII Governance and management arrangements</u> describes the role of tourism associations in the project (Table 16), and their participation in the existing Provincial Tourism Policy Committee, the project's Provincial Project Working Group, and their inclusion as Beneficiary representatives (Figure 5).</p> <p>Their role as stakeholders is further elaborated in UNDP PRODOC <u>Annex 8 Stakeholder engagement plan</u></p>
---	---	--

<p><u>Barriers</u></p> <p>- ?Here the entrenched economic self-interest of those who benefit from unsustainable tourism developments, and likely push- back against limitations on this, is surely an important barrier??</p>	<p>We fully acknowledge that during a development or an expansion of any economic sector, special interests that are motivated only by profit will try to undermine the social and the environmental values and their importance. Therefore, the proposed national strategy for mainstreaming biodiversity into tourism sector, and subsequent jurisdictional policies and plans, will ensure that the ?Triple Bottom Line? (with special focus on biodiversity conservation) approach will be taken during the development planning and operations of tourism in Thailand.</p> <p>The current National Tourism Development Plan (2017-2021) recognizes ecotourism as one of the important tourism products that must be promoted. In addition, there is increasing recognition within Thailand that tourism controls and restrictions (including site closures) need to be put in place at heavily visited sites where tourism has damaged and/or degraded ecological assets. To align to Thai policy directions and reflect socio-ecological systems, the methodologies will also cover impacts of tourism on local communities, both adverse negative and positive. This will provide an overall monitoring system for assessing both ecological and social benefits and impacts of tourism.</p> <p>This need for such monitoring tools comes from DNP, who has in principle committed to upscale adopted methodologies in national parks across Thailand. The methodologies are proposed for demonstration under Component 2 in Prachuap Khiri Khan landscape. These may also be demonstrated at a high-biodiversity site(s).</p> <p>For economic assessments of visitation in protected areas, the new UNESCO Visitors Count! methodology,^[7] will be local validated, translated into Thai, and adapted to establish the contribution that visitor spending makes to the local and national economy in Thailand (Output 1.3). The tool provides guidance on visitor counting, visitor surveys to establish their expenditure, and estimating the economic impact that results. Training will be provided on the tools to DNP, DMCR, and DASTA trainers (Output 1.5) to ensure knowledge transfer and application. Visitors Count! Will then be applied in the project landscape to evaluate the economic impact of tourism on the project landscape, and to demonstrate the current and future benefits to the local and national economy from biodiversity-based tourism (Output 2.1).</p> <p>The Tourism Masterplan (Output 2.1), biodiversity-based tourism strategy (Output 1.1), and technical support to biodiversity-based tourism enterprises in the project landscape (Output 2.3) will all support local benefits from tourism. Under Output 2.3, The project will support the development of biodiversity-based tourism products and experiences that showcase flagship species of flora and fauna at each pilot site, are biodiversity-friendly, community-based and reflect local cultures. This will include (i) identification and development of tourism products that are sustainably based on the use of biodiversity, conservation-</p>	<p>CEO ER Letters of support from Tourism Association of Prachuab Khiri Khan, Community-based Tourism of Prachuab Khiri Khan Association, and the Thai Responsible Tourism Association</p> <p>UNDP PRODOC <u>Section II: Development Challenge</u>, Barrier 4, addresses the limited awareness across local communities on managing overtourism and developing biodiversity based tourism.</p> <p>UNDP PRODOC <u>Section IV: Results and partnerships</u>, and particularly Output 1.3, 1.5, 2.1, and 2.3, which respectfully describe application of Visitors Count! to assess economic impacts of tourism, training on use of the tools for government department representatives, and application in the project landscape, and application of biodiversity-friendly practices to enterprises in</p>
---	---	---

<p><u>Baseline Scenario / Projects</u></p> <p>?In the baseline section this is not clearly spelt out, not in the sense of providing a clear indication of what would happen without the project, in a way that justifies the quantified benefits and their incremental costs. What exactly would not have happened without this project, that will happen with it? For example, in component 2 described later, the provincial work in Prachuap Kiri Khan, it is not clear whether it is envisaged that the foreseen tourism development is going ahead and the aim of the project is to make the impacts less negative than they otherwise would be, or whether the intervention will actually improve the biodiversity situation on the ground??</p> <p>-</p>	<p>The project proposes an alternative scenario for tourism in areas of high biodiversity in Thailand, which is established at the community level and contributes to the conservation and monitoring of globally significant biodiversity. Under the alternative scenario, sustainable and inclusive tourism destinations are established where biodiversity is conserved, financed, and provide net benefits to local people. Please refer to Table 6 incremental reasoning - which explains how the GEF Alternative builds on the baseline to deliver Global Environmental Benefits.</p> <p>Under Component 1, the GEF investment will establish biodiversity-based tourism as a new model for tourism in Thailand to help arrest unsustainable tourism and facilitate financial benefits from tourism for local communities. A strategy for biodiversity-based tourism will be established and multi-sector engagement and capacity development will help mainstream biodiversity-based tourism across government. A new sub-committee on biodiversity- based tourism will facilitate this mainstreaming and improve coordination. Decision making will be better informed though policy analysis on areas for strengthening policy to support biodiversity-based tourism, and application of Natural Capital Assessment and/or Payment for Ecosystem services approaches (Output 1.1).</p> <p>Feasibility studies for a biodiversity levy on protected area fees and on conservation finance from the tourism sector will inform decision makers on new mechanism to raise funds for biodiversity conservation (Output 1.2). These will broaden the range of financial incentives and solutions that enhance local financing for biodiversity conservation.</p> <p>The project will validate and adapt internationally recognised visitor management and assessment tools for protected areas to Thai conditions (Output 1.3) which will be then implemented in the project landscape under Component 2. These will allow DNP to operationalize visitor management practices that reduce overtourism, minimize negative impacts on biodiversity, and improve the quality of experience for tourists.</p> <p>Technical and operational guidance to operationalize biodiversity-based tourism will be developed, including explicit incorporation of biodiversity in existing tourism standards and certifications (Output 1.4). These will be applied in the project landscape in Component 2, and upscaled nationally subsequently.</p> <p>A capacity development program will provide training for people within national ministries, provincial government agencies and protected areas on biodiversity-based tourism, sustainable tourism, and the methods, tools and standards strengthened under Component 1 (Output 1.5). This that the tools are adopted and applied during the project and in the long-term.</p> <p>Under Component 2, A Strategic Environmental and Social Assessment (SESA), for biodiversity conservation</p>	<p>CEO ER Part II (5) incremental/ additional cost reasoning</p> <p>UNDP PRODOC Section <u>II Development Challenges</u> describes the current situation in Thailand.</p> <p>UNDP PRODOC Section <u>III Strategy</u> sets out the baseline, and alternative scenario in <u>Table 6 and Table 11</u></p>
---	---	---

Lessons Learned

?No, this is weak. Many other relevant ongoing or past initiatives are mentioned, and explicit articulation of the lessons from them for this project would have been very valuable.?

Economic impacts of protected area visitation: The economic impact and financial sustainability of PAs is a concept that is poorly understood. UNESCO and BfN have produced the Visitors Count! guideline for visitor counting, visitor surveys and economic assessment for application in protected areas,[9] based on the Tourism Economic Model for Protected Areas (TEMPA) and Money Generation Model (MGM2) and international experience from countries including Brazil, Germany, Finland, South Africa and the USA.[10] Under the project, Visitors Count! will be translated for the Thai context (Output 1.3), training will be provided to DNP, DMCR and DATSA trainers (Output 1.5) and applied in the demonstration landscape (Output 2.1).

Tourism master plans: Without adequate controls tourism can too easily have serious negative impacts, whether on the natural environment, local culture or community life. With this growth has spread the realization that good forward planning and active and adaptive management are essential if tourism is to be harnessed to optimize the benefits and minimize the negative impacts. A medium- to long-term planning framework, in the form of a tourism development master plan, has become to be widely accepted as a key tool for stimulating and managing demand in ways that are economically, socially and environmentally sustainable.[11] The project will therefore establish a tourism master plan for the destination landscape applying international best practices (Output 2.1).

Addressing overtourism and overcrowding in protected areas: As described in the UNDP PRODOC II Development Challenges, overtourism and overcrowding is a challenge to protected area tourism in Thailand, in relation to the negative environmental and societal impacts it generates. Carrying capacity has been applied in Thailand in the past, but it is widely recognised that that application of this approach is not best practice[12] Therefore the project will apply the Visitor Use Management Framework, which is the latest innovation.[13]

The project will validate and adapt internationally The VUMF protected areas to Thai conditions (Output 1.3) which will be then implemented in the project landscape under Component 2. These will allow DNP to develop visitor management plans and operationalize sustainable visitor management practices that reduce overtourism, minimize negative impacts on biodiversity, and improve the quality of experience for tourists (Output 2.2).

Previous experience has also demonstrated that a lack of coordination between government departments responsible for promoting destinations (like TAT) and those managing visitors on site (like DNP) can lead to over-crowding in specific sites, rather than dispersing them. The project will address this by improving coordination between TAT and DNP will also reduce the risk of overtourism in the NPs (Output 2.2).

International standards and certification: Standards are important and often essential in many organizations, especially for producers of products and services

UNDP PRODOC Section II Development Challenges describes lessons learned from previous experiences, including on overtourism and in Barrier 4.

UNDP PRODOC Section III Strategy sets out the baseline, and alternative scenario in Table 6 including on sharing lessons and best practices. It further states how the project builds on a strong baseline of prior GEF investment in Thailand, supported by UNDP PRODOC Annex 11c.

- UNDP PRODOC Section III Strategy, including Outputs 1.3, 1.5, 2.1, 2.2, 2.3, 3.1, and 3.3

- UNDP PRODOC Section V Results Framework, Outcome 1 Indicator 2 and 3; Outcome 2 Indicators 1, 2 and 4

- UNDP PRODOC Annex 11j

<p><u>Theory of Change / Desired Outcomes</u></p> <p>?While there is a paragraph on TOC, there is no real theory of change,...</p> <p>...But this would be far clearer and more convincing with a graphic representation that showed how the components collectively and incrementally addressed the problems and moved the system toward the desired end state.?</p>	<p>A Theory of Change (TOC) has been developed for the project. The TOC outlines the problem the project is trying to address, and the causal logic that has informed the project design to ensure that the objective is achieved. The TOC summarizes the activities through which the project will achieve its intended outcomes, and longer-term impacts and global environmental benefits. The TOC can be summarised as follows: in order to address the serious threats to biodiversity in Thailand arising from unsustainable tourism practices, the project will mainstream biodiversity and environmental protection into the tourism sector, and enable local communities to benefit from biodiversity-based tourism products and services so that they benefit from biodiversity-based livelihoods, value biodiversity, and contribute to its conservation and monitoring. The project embeds activities to address challenges of pollution, climate change, and overtourism which will collectively help to prevent and mitigate threats to biodiversity from tourism development. In turn, the benefits will offset impacts of HWC and lead to reduced poaching.</p>	<p>CEO ER Part II (3)</p> <p>UNDP PRODOC Section <u>III Strategy</u>: <u>Figure 4</u> provides an illustration of the TOC, and is followed by <u>Table 8</u> which describe the assumptions.</p> <p>-</p> <p>-</p>
---	---	--

<p>?is the idea that communities will benefit from PA tourism? How? Is the idea of the final element to create wholly new tourism products, or divert some of the current tourism into biodiversity-friendly, community-based activities??</p> <p>-</p>	<p>The project will both (a) support the creation of new, commercially viable, biodiversity-based tourism enterprises run by members of communities in the demonstration landscape, and also (b) help to improve the sustainability and integration of biodiversity conservation efforts into existing tourism products.</p> <p>Tourism's benefits in Prachuap Khiri Khan are currently inequitably and unevenly distributed. Neither international nor Thai tourism companies operating in protected areas provide equitable benefits to local people and economies. Without the project, inequalities will continue or may be exacerbated. Some CBT enterprises operate in the province, but are limited by a lack of local capacity and understanding of tourist expectations, and absence of agreed standards and criteria for biodiversity-based tourism activities. Without intervention, CBT enterprises will continue to struggle commercially, and will not maximise their potential to generate meaningful incomes for local people, including women and youth.</p> <p>The project will support the development of biodiversity-based tourism products and experiences that showcase flagship species of flora and fauna at each pilot site, are biodiversity-friendly, community-based and reflect local cultures. This will include (i) identification and development of tourism products that are sustainably based on the use of biodiversity, conservation-compatible, community-based, reflect local cultures and support the role of women and youth; (ii) strengthening of local social enterprises to develop and manage biodiversity-based tourism; and (iii) value chain strengthening, promotion and marketing of biodiversity-based tourism. The project will apply standards and impact monitoring systems that integrate biodiversity criteria to tourism enterprises in the project landscape, in conjunction with tourism associations and biodiversity-based tourism enterprises (Output 2.3).</p> <p>Activities and products will be supported that benefit local people, support local economic development, and help local people to benefit from diversified environmentally responsible livelihoods. The engagement process will ensure that project activities will have FPIC beforehand. These activities and products will be supported by one or more local NGOs and training providers contracted by the project.</p>	<p>CEO ER Output 2.3</p> <p>UNDP PRODOC <u>Annex 11b</u> describes the project sites, and current challenges of communities and biodiversity-based tourism enterprises they operate.</p> <p>UNDP PRODOC <u>Section IV: Results and partnerships</u>, Output 2.3, which describes activities to apply biodiversity-friendly practices to enterprises run by community members in the demonstration landscape.</p>
---	--	--

<p><u>Underlying Assumptions</u></p> <p>?what is different about the concept presented here? just that it is a sustainable form of biodiversity-based tourism? (And how, if at all, is this different from the more common term nature- based tourism?)?</p>	<p>?Biodiversity-based tourism? is the preferred term and concept by the Government of Thailand. It is a term showcased in the UN World Tourism Organization?s (UNWTO) ?Practical Guide for the Development of Biodiversity-based Tourism Products,[18] The term biodiversity-based tourism is endorsed by the Project Implementing Partner, BEDO, and in previous GEF-5 projects in Thailand,[19] and will be used to raise awareness on the issue of biodiversity conservation with tourism operations.[20] Biodiversity-based tourism is applied where rich biological diversity is the central asset for tourism. It emphasises the use of local expertise and creating benefits for the local community while maintaining local biodiversity. Biodiversity-based tourism is a form of sustainable tourism,[21] similar to ecotourism with a stronger emphasis on biodiversity and communities, and is applicable to all tourism products, facilities and services.</p>	<p>UNDP PRODOC <u>Section II: Development Challenge</u>, <u>Barrier 1</u>, and <u>Table 3</u> provides definitions of biodiversity-based tourism and other comparable terms (e.g. sustainable tourism, community-based tourism, nature-based tourism, ecotourism, wildlife tourism)</p> <p>-</p>
--	---	--

<p><u>Risks</u></p> <p>?The risks that powerful large/foreign firms will continue to expand biodiversity unfriendly tourism in Thailand is not highlighted as a risk - but surely this is a very familiar pattern??</p>	<p>The risk is included in the UNDP's Risk Register.</p> <p>Tourism's benefits are inequitably and unevenly distributed. Neither international nor Thai tourism companies operating in protected areas provide equitable benefits to local people and economies. To illustrate, a study of the Thab Lan National Park World Heritage Site found that income leakage was as high as 80%, and 68% of operators were international.[22] Furthermore an assessment of standards in Thailand's national parks identified key weaknesses in tourism management, including that tour operators emphasized profit rather than resource conservation, and there was a lack of community participation in tourism planning and management.[23] In Thailand there is also another indicator of foreign dominance in tourism called 'zero dollar tourism,' meaning zero benefit to Thai economy. This type of tourism occurs where all of the supply chain is operated by foreign companies (both legal and illegal) who try to sell packages as cheaply as possible.</p> <p>As the project takes place in national parks that have national regulations addressing development, it is unlikely that large or foreign firms will have much impact on the communities and the project. The communities are in hard-to-reach areas which are unlikely to accommodate large groups of tourists. To gain access to the communities, they will need the villagers to guide the routes for them. Based on consultation with the communities, the targeted tourists are those with an environmentally friendly mindset, therefore, we do not consider this to be a risk in the SESP.</p>	<p>CEO ER Risks section</p> <p>UNDP PRODOC Section <u>II Development Challenge</u>, Barrier 4</p> <p>UNDP PRODOC Section <u>IV Results and Partnerships Table 13</u> summarises the risks to project implementation, supported by the SESP in UNDP PRODOC <u>Annex 5</u>.</p> <p>UNDP PRODOC <u>Annex 6 Atlas Risk Register</u> includes this risk.</p> <p>UNDP PRODOC <u>Annex 11b</u> describes the community context in the demonstration landscape and results of consultation. <u>Annex 11h</u> illustrates the community consultees during the project preparation phase.</p>
---	---	---

<p>?Is there full confidence that revised government policies will be fully implemented and enforced??</p> <p>-</p>	<p>The project will put in place adequate measures to ensure that revised policies proposed through the project are adopted and enforced by the government. This will be done through a consultative process engaging key government agencies and stakeholders right from the PPG stage and during project implementation.</p> <p>BEDO will coordinate closely with other governmental and non-governmental (CBOs, NGOs, private sector) stakeholders via the existing governance structures at national, provincial and district levels. A new sub-committee on biodiversity-based tourism will be formed under the existing joint agency technical working group between MONRE and MOTS to improve coordination and partnership between the ministries. The mandate of this sub-committee will include to establish a biodiversity-based tourism strategy that supports sustainable tourism and CBT in areas of high biodiversity. The sub-committee will ensure coordination of national and provincial departments to mobilize biodiversity-based tourism in the project landscape, including through the Thailand Policy Lab. The new sub-committee will be empowered with new knowledge generated through policy analysis and technical assessments, in addition to a new biodiversity-based tourism strategy. Sub-committee meetings will be used to review and endorse project deliverables and offer project recommendations for consideration by the Ministers of MONRE and MOTS. In turn, the ministers may submit those recommendations for review and approval to the National Tourism Policy Committee (NTPC) and Senate Standing Committee on Tourism as appropriate for further scaling-up nationally (Output 1.1).</p> <p>This is also reflected in the Theory of Change assumptions in the UNDP PRODOC Table 8: see A1: ?There is political and institutional support for mainstreaming biodiversity conservation into tourism development, for improving coordination, and for reducing threats to biodiversity from the impacts of unsustainable tourism. This could have a sentence added to the Notes and References column to say that this political and institutional support would carry through to implementing and enforcing new policies.?</p>	<p>CEO ER Section C cofinancing, including from the recipient country government.</p> <p>UNDP PRODOC Section III Strategy, Theory of Change in Figure 4 and Table 8</p> <p>UNDP PRODOC Section IV: Results and partnerships, Output 1.1, which describes the establishment of the sub-committee on biodiversity-based tourism.</p> <p>UNDP PRODOC Section V: Project Results Framework, which includes indicator for Outcome 1, Indicator 1: Biodiversity-based tourism strategy adopted and integrated into work plans of agencies within the National Tourism Policy Committee</p>
---	---	--

<p><u>Coordination</u> ?This could be considerably strengthened. What has worked elsewhere to strengthen nature- based tourism and reduce impacts of unsustainable tourism? What tends to go wrong in such efforts? The proposal contains no learning on this subject from Thailand or elsewhere.?</p>	<p>The project addresses lessons learned from other destinations through a multi-pronged approach that addresses:</p> <ul style="list-style-type: none"> (a) Improved coordination (Output 1.1). BEDO will coordinate closely with other governmental and non-governmental (CBOs, NGOs, private sector) stakeholders via the existing governance structures at national, provincial and district levels. A new sub-committee on biodiversity-based tourism will be formed under the existing joint agency technical working group between MONRE and MOTS to improve coordination and partnership between the ministries (b) Evidence-based decision making, through application of a tourism SESA with ONEP, development of a tourism-masterplan, and application of Visitors Count! On economic assessment (Output 2.1) (c) Appropriate planning and visitor management, that manages environmental and social impacts through development of a tourism-masterplan (Output 2.1); and application of the Visitor Use Management Framework (Output 2.2) (d) Application of internationally recognised standards using the Global Sustainable Tourism Council criteria, and embedding biodiversity elements (Output 1.4 and 2.3) (e) Providing incentives for biodiversity-friendly practices, by improving their market access to tour operators and online travel agencies and recognition through awards and promotion (Output 3.1) 	<p>CEO ER See above</p> <p>UNDP PRODOC Section <u>IV Results and Partnerships</u> explains the activities under Output 1.1, 1.4, 2.1, 2.2, 2.3, 3.1 in particular</p> <p>UNDP Prodoc Annex 11j</p>
--	--	--

[1] UNWTO (2011) [Practical guide for the development of biodiversity-based tourism products](#)

[2] GEF-5 Sustainable Management Models for Local Government Organisations to Enhance Biodiversity Protection and Utilization in Selected Eco-regions of Thailand; GEF-5 Conserving Habitats for Globally Important Flora and Fauna in Production Landscapes

[3] This has particular importance currently, given the urgency of strengthening biodiversity efforts globally (e.g see [The Economics of Biodiversity: The Dasgupta Review](#) and the [WWF Living Planet report](#))

[4] UNEP and UNWTO (2005) [Making Tourism More Sustainable, A Guide for Policy Makers](#). Madrid, Spain.

[5] UNWTO (2011) [Practical guide for the development of biodiversity-based tourism products](#)

[6] UNEP and UNWTO (2005) [Making Tourism More Sustainable, A Guide for Policy Makers](#). Madrid, Spain.

[7] Spenceley, A., Sch?gner J. P., Engels, B., Engelbauer, M., Erkkonen, J., Job, H., Kajala, L., Majewski, L., Metzler, D., Mayer, M., Rylance, R., Scheder, N., Smith-Christensen, C., Beraldo Souza, T., Cullinane Thomas, C., and Woltering, W. (2021) Visitors count! Guidance for protected areas on the economic analysis of visitation, UNESCO, BfN, EU JRC

[8] Comprising 113,085 terrestrial protected areas; 2,281 ha marine protected area; and 17,209 ha outside protected areas

[9] Spenceley, A., Sch?gner J. P., Engels, B., Engelbauer, M., Erkkonen, J., Job, H., Kajala, L., Majewski, L., Metzler, D., Mayer, M., Rylance, R., Scheder, N., Smith-Christensen, C., Beraldo Souza, T., Cullinane Thomas, C., and Woltering, W. (2021) Visitors count! Guidance for protected areas on the economic analysis of visitation, UNESCO, BfN

[10] Souza, T. V. S. B; Chidakel, A., Child, B., Chang, W-HI, and Gorsevski, V. (2021) Economic effects approaches: Tourism Economic Model for Protected Areas (TEMPA) for developing countries, In Spenceley, A. (ed) Handbook for Sustainable Tourism Practitioners: The essential Toolbox, Edward Elgar

[11] Goodacre, R. (2021) Tourism master planning: the key to sustainable long-term growth, In Spenceley, A. (ed) Handbook for Sustainable Tourism Practitioners: The essential Toolbox, Edward Elgar

[12] e.g. see for example Twining-Ward, L.; Li, W., Bhammar, H; Wright, E. (2018) Supporting Sustainable Livelihoods through Wildlife Tourism. Tourism for Development; World Bank, Washington, DC.; Leung, Y-F., Spenceley, A., Hvenegaard, G., and Buckley, R. (2018) Tourism and visitor management in protected areas: Guidelines for sustainability, Best Practice Protected Area Guideline Series No. 27, IUCN, Geneva; McCool, S. F. and Bosak, K. (2020) A research agenda for sustainable tourism, Edward Elgar

[13] see Borrie, W. T and Bigart, E. A (2021) Visitor use management framework, In Spenceley, A. (ed) Handbook for Sustainable Tourism Practitioners: The essential Toolbox, Edward Elgar

[14] Durband, R. (2021) Establishing sustainability standards in tourism, In Spenceley, A. (ed) Handbook for Sustainable Tourism Practitioners: The essential Toolbox, Edward Elgar

[15] See for example Spenceley, A. (2008) Local impacts of community-based tourism in southern Africa, In Spenceley, A. (ed) Responsible Tourism: Critical issues for conservation and development, Earthscan: London & Sterling VA; Hamzah, A. (2021) Planning for optimal involvement in tourism and partnership development, In Spenceley, A. (ed) Handbook for Sustainable Tourism Practitioners: The essential Toolbox, Edward Elgar

[16] See Travalyst (2021) The re-emergence of travel: A Travalyst View

[17] See Spenceley, A. (2021) The future of nature-based tourism: Impacts of COVID-19 and paths to sustainability, Luc Hoffmann Institute

[18] UNWTO (2011) [Practical guide for the development of biodiversity-based tourism products](#)

[19] GEF-5 Sustainable Management Models for Local Government Organisations to Enhance Biodiversity Protection and Utilization in Selected Eco-regions of Thailand; GEF-5 Conserving Habitats for Globally Important Flora and Fauna in Production Landscapes

[20] This has particular importance currently, given the urgency of strengthening biodiversity efforts globally (e.g see [The Economics of Biodiversity: The Dasgupta Review](#) and the [WWF Living Planet report](#))

[21] UNEP and UNWTO (2005) [Making Tourism More Sustainable, A Guide for Policy Makers](#). Madrid, Spain.

[22] Phumsathan, S. et al. (2015) Impacts of Tourism on a Natural World Heritage Sites: A Case Study of Thab Lan NP. Thailand Research Fund and National Research Council of Thailand.

[23] Suksawang, S. (2018) National Parks Management Strategies to achieve International Standard. Thailand National Defence College (TNDC). Bangkok.

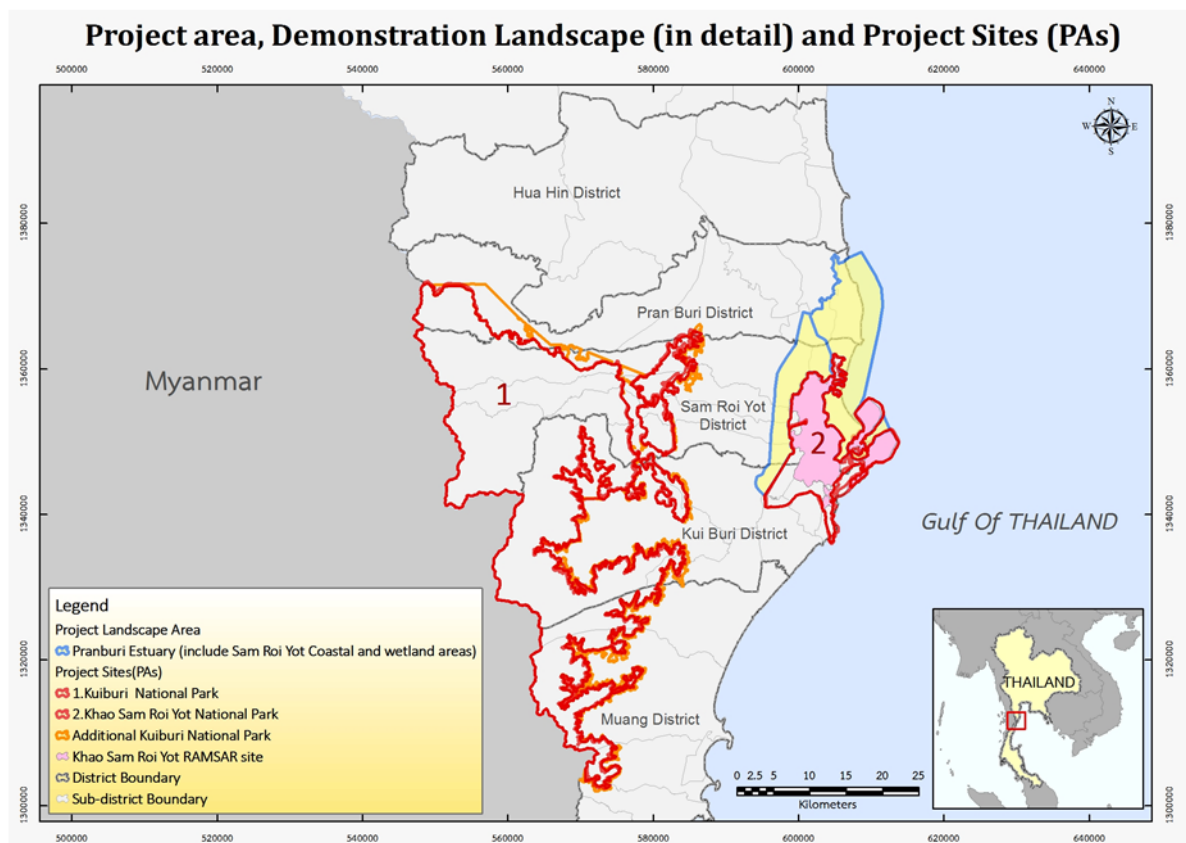
ANNEX C: Status of Utilization of Project Preparation Grant (PPG).

(Provide detailed funding amount of the PPG activities financing status in the table below:

<i>Project Preparation Activities Implemented</i>	<i>GETF/LDCF/SCCF Amount (\$)</i>		
	<i>Budgeted Amount</i>	<i>Amount Spent To date</i>	<i>Amount Committed</i>
Component A: Preparatory Technical Studies & Reviews	36,667	23,973.89	12,693.11
Component B: Formulation of the UNDP-GEF Project Document, CEO Endorsement Request, and Mandatory and Project Specific Annexes	33,333	21,794.44	11,538.56
Component C: Validation Workshop and Report	30,000	19,615.00	10,385.00
Total	100,000.00	65,383.33	34,616.67

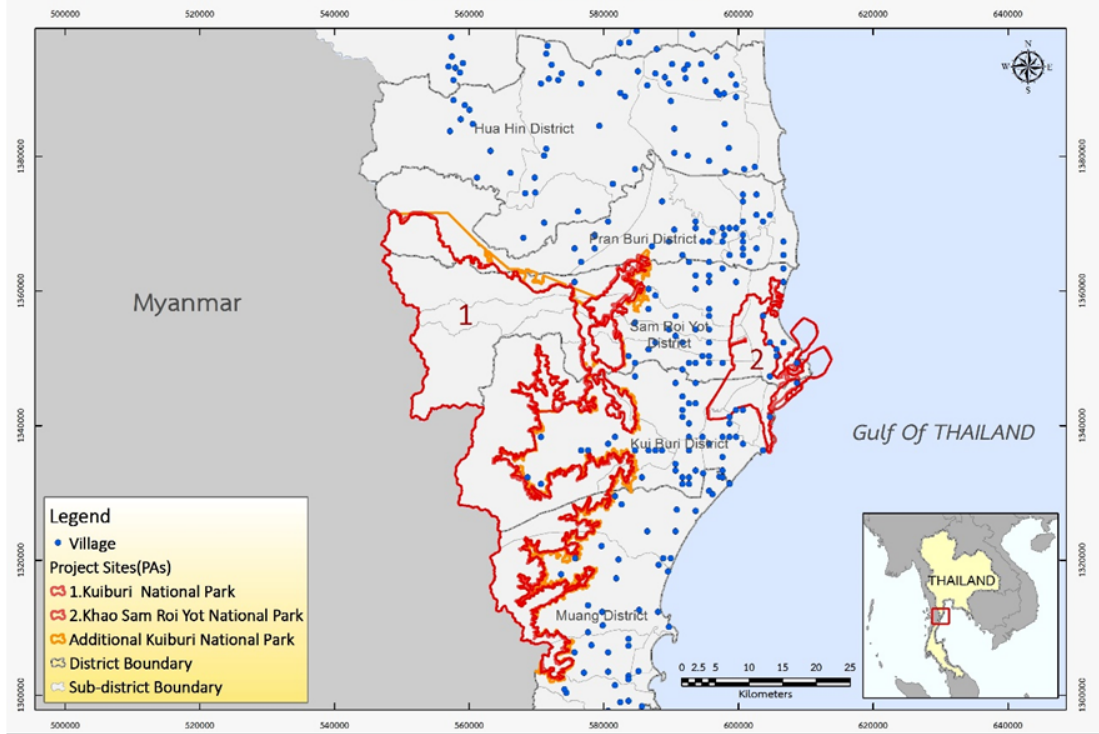
ANNEX D: Project Map(s) and Coordinates

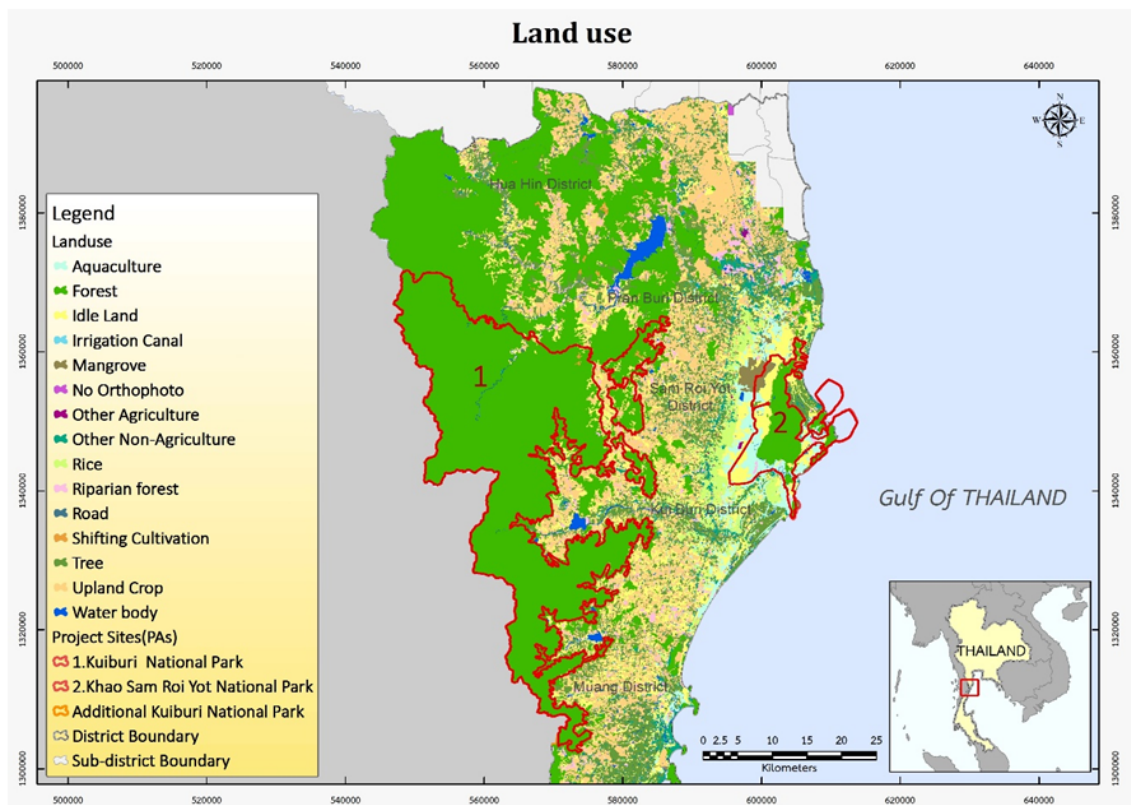
Please attach the geographical location of the project area, if possible.

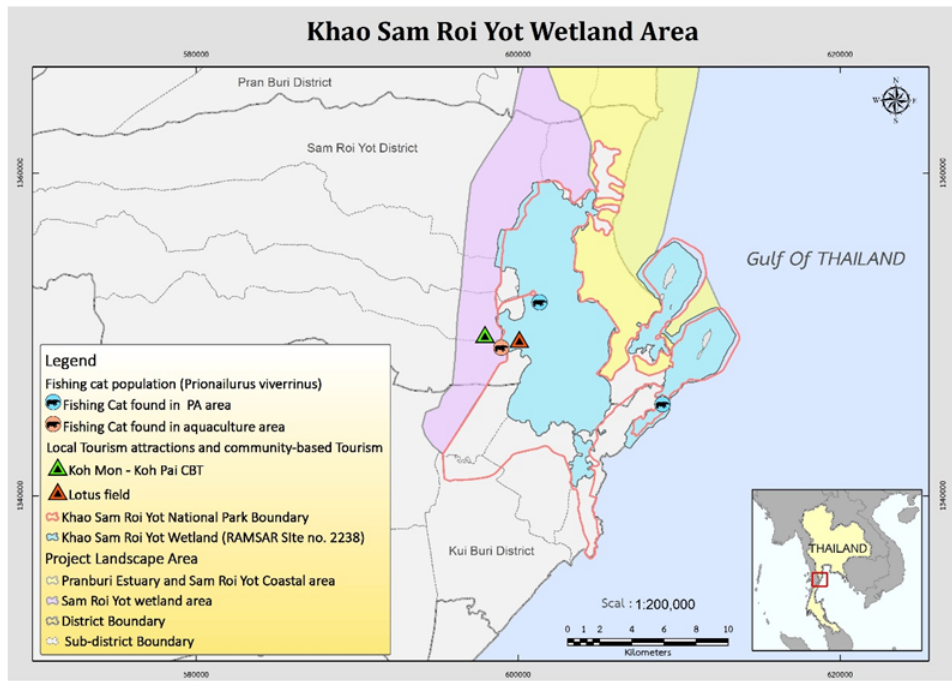


Demonstration Landscape Areas	Area (hectares)	GPS Coordination	
Project Sites (Protected Areas)		Lat	Long
1. Kuiburi National Park	99,518.74	12° 3' 6" N	99° 33' 26" E
2. Khao Sam Roi Yot National Park	15,847.65	12° 12' 17" N	99° 56' 22" E
2.1 Terrestrial area (13,566.28 ha.)			
2.2 Marine area (2,281.37 ha.)			
TOTAL A.	115,366.39		
Project Landscape Area (Non-protected Areas)			
Pranburi Estuary (including Sam Roi Yot Coastal area		12° 23' 40.03" N	99° 58' 52.16" E
And Sam Roi Yot Wetland Area (outside the RAMSAR)	17,208.60	12° 12' 38.88" N	99° 54' 4.39" E
TOTAL B.	17,208.60		
GRAND TOTAL (A+B)	132,574.99		

Administration boundary







Geospatial Coordinates of Local Tourism attractions and community-based Tourism

Name	Latitude	Longitude
Khao Benjapass (non-protected area)	12° 25' 18.25" N	99° 58' 29.27" E
Pranburi Forest Park	12° 24' 49.10" N	99° 59' 7.16" E
Mangrove forest boardwalk	12° 24' 47.10" N	99° 59' 7.24" E
Boat trip to see mangrove ecosystem	12° 24' 46.48" N	99° 58' 54.66" E
Chao Mae Tuptim Thong Shrine Viewpoint	12° 24' 34.18" N	99° 58' 36.01" E
Sirinart Rajini Ecosystem Learning Center	12° 23' 39.19" N	99° 58' 51.52" E
Mangrove rehabilitation area	12° 23' 58.14" N	99° 58' 52.25" E
Swimming crab bank	12° 24' 28.06" N	99° 59' 28.28" E
Pak Nam Pran beach	12° 23' 14.24" N	99° 59' 54.79" E
Khao Kalok beach	12° 20' 27.09" N	99° 59' 54.09" E
Sam Roi Yot beach	12° 14' 54.16" N	99° 58' 50.02" E
Ban Bang Poo	12° 12' 23.56" N	100° 0' 36.74" E
Khao Dinsor Viewpoint	12° 13' 23.23" N	99° 59' 7.40" E
Lotus field	12° 12' 27.83" N	99° 55' 12.52" E
Kuiburi National Park Elephant Watching	12° 8' 18.88" N	99° 38' 47.68" E
Pak Nam Pran community	12° 24' 8.94" N	99° 59' 30.23" E
Hua Tantheaw Community-based Tourism	12° 12' 59.77" N	99° 58' 28.13" E
Koh Mon-Koh Pai Community-based Tourism	12° 12' 37.99" N	99° 54' 1.82" E
Ban Pamak village	12° 16' 34.05" N	99° 34' 37.11" E
Ban Ruam Thai	12° 6' 12.58" N	99° 39' 57.76" E

See also material appended to the Prodoc:
 2a Project maps album (word)
 2b Project map album (PDF)
 2c GIS Shapefiles -see [google drive here](#).

ANNEX E: Project Budget Table

Please attach a project budget table.

Expenditure Category	Detailed Description	Component (USDeq.)						Total (USDeq.)	Responsible Entity (Executing Entity receiving funds from the GEF Agency)[1]
		Component 1	Component 2	Component 3	Sub-Total	M&E	PMC		
Trainings, Workshops, Meetings	Trainings, Workshops & Conferences: Annual stakeholder workshops/technical advisory meetings under Output 3.3 and 3.4 (4 years * \$7,500 = \$30,000) Inception workshop at national and landscape levels in year 1, under Output 1.1 (\$16,000) Regional online conference on best practices in biodiversity based tourism in Thailand and Asia, including with the GWP under Output 3.3 (2 events * \$4,000 = \$8,000). BEDO will provide co-financing.			38,000	38,000			38,000	BEDO
Trainings, Workshops, Meetings	Trainings, Workshops & Conferences: Annual stakeholder workshops/technical advisory meetings under Output 3.3 and 3.4 (4 years * \$15,000 = \$60,000) Inception workshop at national and landscape levels in year 1, under Output 1.1 (\$16,000) Regional online conference on best practices in biodiversity based tourism in Thailand and Asia, including with the GWP under Output 3.3 (2 events * \$4,000 = \$8,000). BEDO will provide co-financing.				-	16,000		16,000	BEDO
Trainings, Workshops, Meetings	Trainings, Workshops, Conferences: Project Board meetings (4 years * \$500 = \$2,000)				-		2,000	2,000	BEDO
Travel	Travel costs: Travel for south-south knowledge exchange transfers within Thailand and ASEAN countries on biodiversity-based tourism policy, under Output 1.5 (2 years * \$20,000 = \$40,000) Travel costs for international tourism specialist to support Component 1 (\$6000) General travel costs to support of execution of Component 1 (4 years * \$1000 per year = \$4000)	50,000			50,000			50,000	BEDO
Travel	Travel: Travel costs to support the Visitor Counts! assessment under Output 2.1 (2 years * \$5000 = \$10,000) Travel costs to support the SESA and tourism masterplan under Output 2.1 (2 years * \$10,000 = \$20,000) Travel costs to support meetings with biodiversity-based tourism enterprises to apply for grants and test training materials under Component 2 (4 years * \$1000 = \$4000) Travel costs to support IPP development, FPIC and safeguards consultations at demonstration sites under Output 2.3 (2 years * \$3,000 = \$6,000) General travel costs to support of execution of Component 2 (\$8000)		48,000		48,000			48,000	BEDO

Expenditure Category	Detailed Description	Component (USDeq.)						Total (USDeq.)	Responsible Entity (Executing Entity receiving funds from the GEF Agency)[1]
		Component 1	Component 2	Component 3	Sub-Total	M&E	PMC		
Travel	Travel: General travel costs to support of execution of Component 3 (4 years * \$1000 = \$4000) Travel costs for international consultant for MTR (\$5000) Travel costs for international consultant for TE (\$5000) Familiarisation trips for tour operators to meet biodiversity-based tourism products for inclusion in itineraries under Output 3.1 (3 trips * 10 operators * \$1000 = \$30,000)			34,000	34,000			34,000	BEDO
Travel	Travel: General travel costs to support of execution of Component 3 (4 years * \$1000 = \$4000) Travel costs for international consultant for MTR (\$5000) Travel costs for international consultant for TE (\$5000) Familiarisation trips for tour operators to meet biodiversity-based tourism products for inclusion in itineraries under Output 3.1 (3 trips * 10 operators * \$1000 = \$30,000)				-	10,000		10,000	BEDO
Office Supplies	Supplies: Office stationary, paper, printer cartridges, etc for PMU (4 years * \$625 per year = \$2,500)				-		2,500	2,500	BEDO
Other Operating Costs	Miscellaneous: Miscellaneous field expenses including PPE for local staff and communities for 4 years = \$2,026		2,026		2,026			2,026	BEDO
Other Operating Costs	Audio Visual & Printing Prod Costs: Knowledge product production and dissemination, including printing, design, translation and copy-editing, and completion report under Output 3.3 (3 years * \$5,000 + 1 year * \$8000 = \$23,000) Creation and maintenance of project website, web stories and maintenance of social media platform (4 years * \$12,000 = \$48,000)			68,000	68,000			68,000	BEDO
Other Operating Costs	Audio Visual & Printing Prod Costs: Knowledge product production and dissemination, including printing, design, translation and copy-editing, and completion report under Output 3.3 (3 years * \$5,000 + 1 year * \$8000 = \$23,000) Creation and maintenance of project website, web stories and maintenance of social media platform (4 years * \$12,000 = \$48,000)				-	3,000		3,000	BEDO
Other Operating Costs	Professional Services: Annual audit expenses (4 years * \$5,000 = \$20,000)				-		20,000	20,000	BEDO
Grand Total		334,100	1,463,566	584,510	2,382,176	131,850	125,700	2,639,726	

ANNEX F: (For NGI only) Termsheet

Instructions. Please submit an finalized termsheet in this section. The NGI Program Call for Proposals provided a template in Annex A of the Call for Proposals that can be used by the Agency. Agencies can use their own termsheets but must add sections on Currency Risk, Co-financing Ratio and Financial Additionality as defined in the template provided in Annex A of the Call for proposals. Termsheets submitted at CEO endorsement stage should include final terms and conditions of the financing.

ANNEX G: (For NGI only) Reflows

Instructions. Please submit a reflows table as provided in Annex B of the NGI Program Call for Proposals and the Trustee excel sheet for reflows (as provided by the Secretariat or the Trustee) in the Document Section of the CEO endorsement. The Agencies is required to quantify any expected financial return/gains/interests earned on non-grant instruments that will be transferred to the GEF Trust Fund as noted in the Guidelines on the Project and Program Cycle Policy. Partner Agencies will be required to comply with the reflows procedures established in their respective Financial Procedures Agreement with the GEF Trustee. Agencies are welcomed to provide assumptions that explain expected financial reflow schedules.

ANNEX H: (For NGI only) Agency Capacity to generate reflows

Instructions. The GEF Agency submitting the CEO endorsement request is required to respond to any questions raised as part of the PIF review process that required clarifications on the Agency Capacity to manage reflows. This Annex seeks to demonstrate Agencies? capacity and eligibility to administer NGI resources as established in the Guidelines on the Project and Program Cycle Policy, GEF/C.52/Inf.06/Rev.01, June 9, 2017 (Annex 5).