



## **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

☐ NGI

#### **Project Title**

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

#### **Countries**

Thailand

#### **Agency(ies)**

UNDP

#### **Other Executing Partner(s)**

#### **Executing Partner Type**

**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**

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

**Rio Markers****Climate Change Mitigation**

Climate Change Mitigation 0

**Climate Change Adaptation**

Climate Change Adaptation 0

**Duration**

48 In Months

**Agency Fee(\$)**

250,774

**Submission Date**

10/11/2019

A. Indicative Focal/Non-Focal Area Elements

Programming Directions	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
BD-1-1	GET	2,639,726	20,100,000
	Total Project Cost (\$)	2,639,726	20,100,000

**B. Indicative 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 that avoids tourism impacts on biodiversity and supports biodiversity conservation and local livelihoods improvement.

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
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Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
1. Enabling national framework for mainstreaming biodiversity into tourism	Technical Assistance	<p>Strengthened and harmonized policies and standards to mainstream biodiversity conservation into tourism, as indicated by:</p> <ul style="list-style-type: none"> <li>-Biodiversity-based tourism strategy adopted and integrated into agency work plans under National Tourism Policy Committee.</li> <li>- National tourism ecological capacity and impact monitoring methodologies developed, and adopted for rolling out at PAs and high-biodiversity tourism sites across Thailand.</li> <li>- Increasing # of certified tourism ventures that are biodiversity-compatible</li> </ul>	<p>1.1 National biodiversity-based tourism strategy adopted and integrated into Tourism Development Master Plans and implementation of new National Tourism Policy Act.</p> <p>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. Financing solutions will be demonstrated under Component 2.</p> <p>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. Methodologies will be based on international best practices review, and piloted under Component 2 ahead of national upscaling.</p> <p>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.</p>	GET	500,000	4,500,000

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
2. Integrated provincial model for mainstreaming biodiversity into tourism	Investment	<p>More sustainable, biodiversity-friendly management and operation of tourism across 108,000 ha of ecologically important landscape, as indicated by:</p> <ul style="list-style-type: none"> <li>- <i>Provincial SEA and biodiversity-based tourism action plan adopted and integrated with provincial development plan.</i></li> <li>- <i>Increased PA METT score (particularly for revenue, visitor management, and community engagement);</i></li> <li>- <i>Reduced pressures from overtourism, e.g. reduced loss/degradation to coastal habitats such as mangroves,</i></li> </ul>	<p>2.1 Provincial, multi-sector biodiversity-based tourism platform established and adopted strategic environmental assessment and biodiversity-based tourism action plan, supporting sustainable implementation of the West Coast Tourism Development Strategy.</p> <p>2.2 Visitor management plans, business plans and revenue generation models developed for project sites. Revenue generation options for each site (e.g. user fees, environmental management charges, community trust funds) will be confirmed during the PPG phase.</p> <p>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 tourism operators in avoiding, mitigating and monitoring tourism impacts.</p> <p>2.4 Biodiversity-based tourism products and experiences developed with local communities to raise engagement in</p>	GET	1,600,000	12,500,000

Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
3. Knowledge management, awareness, gender mainstreaming and M&E	Technical Assistance	<p>Upscaling and replication of sustainable, biodiversity-based tourism across Thailand is supported by raised awareness, improved market access and knowledge management, as indicated by:</p> <p><i>-Improved attitudes and awareness of tourism industry, communities, and tourists (domestic and international) for the importance of biodiversity to tourism, measured by KAP (Knowledge, Attitudes and Practices) survey</i></p> <p><i>-# best practices and lessons learned developed, disseminated and used, including on gender mainstreaming and</i></p>	<p>3.1 Integrated ecotourism mobile application developed and launched, providing an e-marketplace for tourists and community biodiversity-based tourism providers. Potential broadening of the Thailand Tourism application to integrate biodiversity and tourism impact monitoring will be investigated during the PPG phase.</p> <p>3.2 Targeted outreach and education campaign on mainstreaming biodiversity into tourism delivered to tourism industry, CSOs, and domestic and international tourists.</p> <p>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>3.4 M&amp;E system incorporating gender mainstreaming and safeguards developed and implemented for adaptive project management.</p>	GET	414,025	2,300,000



Project Component	Financing Type	Project Outcomes	Project Outputs	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
				Sub Total (\$)	2,514,025	19,300,000
Project Management Cost (PMC)						
				GET	125,701	800,000
				Sub Total(\$)	125,701	800,000
				Total Project Cost(\$)	2,639,726	20,100,000

**C. Indicative sources of Co-financing for the Project by name and by type**

<b>Sources of Co-financing</b>	<b>Name of Co-financier</b>	<b>Type of Co-financing</b>	<b>Investment Mobilized</b>	<b>Amount(\$)</b>
Government	Biodiversity-Based Economy Development Office (BEDO); Ministry of Tourism and Sports (MOTS); Department of National Parks, Wildlife and Plant Conservation (DNP); Department of Marine and Cultural Resources (DMCR); Tourism Authority of Thailand (TAT); Ministry of the Interior (MOI)	Public Investment	Investment mobilized	5,000,000
Government	Biodiversity-Based Economy Development Office (BEDO); Ministry of Tourism and Sports (MOTS); Department of National Parks, Wildlife and Plant Conservation (DNP); Department of Marine and Cultural Resources (DMCR); Tourism Authority of Thailand (TAT); Ministry of the Interior (MOI)	Public Investment	Recurrent expenditures	2,000,000
Government	Biodiversity-Based Economy Development Office (BEDO); Ministry of Tourism and Sports (MOTS); Department of National Parks, Wildlife and Plant Conservation (DNP); Department of Marine and Cultural Resources (DMCR); Tourism Authority of Thailand (TAT); Ministry of the Interior (MOI)	In-kind	Recurrent expenditures	9,800,000
Government	Local government in Prachuap Khiri Khan demonstration landscape, e.g. Provincial Administration Office (PAO), Tambon Administration Offices (TAOs)	In-kind	Recurrent expenditures	500,000
Government	Local government in Prachuap Khiri Khan demonstration landscape, e.g. Provincial Administration Office (PAO), Tambon Administration Offices (TAOs)	Public Investment	Investment mobilized	200,000
CSO	WWF; community social enterprises in Prachuap Khiri Khan landscape, e.g Chang Pa Kuiburi Home Stay Group, Ban Ruam Thai (Wildlife Watching Guide Group), Raksa Nha Mae Nam Pran, Thanakarn Poo Mah (Blue Swimmer Crab community crab bank)	In-kind	Recurrent expenditures	300,000
CSO	WWF; community social enterprises in Prachuap Khiri Khan landscape, e.g Chang Pa Kuiburi Home Stay Group, Ban Ruam Thai (Wildlife Watching Guide Group), Raksa Nha Mae Nam Pran, Thanakarn Poo Mah (Blue Swimmer Crab community crab bank)	Grant	Investment mobilized	100,000

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
GEF Agency	UNDP	In-kind	Recurrent expenditures	200,000
Private Sector	Local Alike, Tourist operators/companies (e.g. hotels participating in Green Hotel Scheme – TBC).	In-kind	Recurrent expenditures	600,000
Private Sector	PTT Public Company Limited	Grant	Investment mobilized	200,000
	PTT Public Company Limited	In-kind	Recurrent expenditures	800,000
Private Sector	Local Alike, Tourist operators/companies (e.g. hotels participating in Green Hotel Scheme – TBC).	Grant	Investment mobilized	400,000
<b>Total Project Cost(\$)</b>				<b>20,100,000</b>

#### 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 at this early stage. Any budget that cannot be expected to be repeated annually into the future is considered as Investment Mobilized. The key government co-financers are BEDO, MOTS, DNP and DMCR. Recurrent Expenditures are those at past or budget-increment levels (e.g. forming part of annual standard government budget allocations) or that comprise part of ongoing funding allocations. Estimates have been generated using government budget plans with annual increment applied. Estimates of Investment Mobilized include the potential for anticipated new tourism funds 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 (also see section 4 on Private Sector Engagement). PTT has committed co-financing through its mangrove learning centre at Pranburi Estuary and will support local tourism demonstrations and capacity development. Sources and amounts are indicative only and will be defined further during the PPG stage and verified in co-financing letters presented at the time of CEO Endorsement.

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

Agency	Trust Fund	Country	Focal Area	Programming of Funds	Amount(\$)	Fee(\$)	Total(\$)
UNDP	GET	Thailand	Biodiversity	BD STAR Allocation	2,639,726	250,774	2,890,500
Total GEF Resources(\$)					2,639,726	250,774	2,890,500

E. Project Preparation Grant (PPG)

PPG Amount (\$)

100,000

PPG Agency Fee (\$)

9,500

Agency	Trust Fund	Country	Focal Area	Programming of Funds	Amount(\$)	Fee(\$)	Total(\$)
UNDP	GET	Thailand	Biodiversity	BD STAR Allocation	100,000	9,500	109,500
Total Project Costs(\$)					100,000	9,500	109,500

**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	0.00	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	WDPA ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
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**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	0.00	0.00	0.00

Name of the Protected Area	WDPA 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)
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Name of the Protected Area	WDPA 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	SelectNational Park	7,720.00						<input type="checkbox"/>
Akula National Park Kui Buri National Park	125689 312949	SelectNational Park	96,900.00						<input type="checkbox"/>

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	0.00	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	WDPA ID	IUCN Category	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)
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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	0.00	0.00	0.00

Name of the Protected Area	WDPA 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	125689 939	SelectNational Park	2,088.00						

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	0.00	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)
1,000.00			

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			
Male	2,150			
Total	4300	0	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);*

Tourism is a major driver of Thailand's economic development, providing around 20% of the national GDP and employing over 4.2 million people (11% of total employment). As a well-known tourist destination, Thailand ranks 10th globally on international tourist arrivals (WEF Travel and Tourism Competitiveness Report 2017). There were almost 35 million arrivals in 2017, 3 million more than 2016 and a staggering 14 million more than 2015. In terms of tourism receipts, Thailand ranks 4th globally, receiving US\$ 57.5 billion from international tourism in 2017, up 13% from 2016. Research forecasts that Thailand will be among the 10 fastest-growing destinations for tourism over the period 2016-2026. Domestic tourism is also significant, with 160 million trips in 2017 and an annual growth rate of 7-8%. This shows the importance of tourism to Thailand's economy but also highlights its potential threat to biodiversity and ecosystems if it is not managed within ecologically sustainable limits.

Thailand's tourism sector is built upon a diverse range of ecosystems, from tropical moist deciduous forests in the north-west mountain ranges, to extensive coral reefs that line the Gulf of Thailand and Andaman Sea. There are over 100 recognized Key Biodiversity Areas (KBAs) in Thailand, along with numerous globally-significant marine habitats – many of which are also popular destinations for domestic and international tourists. These ecosystems provide the foundational natural capital that supports the tourism sector.

Environmental protection is identified as a weak point among Thailand's generally strong travel and tourism competitiveness. Based on World Economic Forum 2017 rankings, Thailand's tourism is ranked lowest (coming 122 out of 136 countries) on the environmental sustainability of its tourism sector. In parallel, Thailand ranks an impressive 7 out of 136 globally for the value of its natural resources to tourism (including attractiveness of its natural assets to tourists) – again emphasizing the criticality of ensuring that this natural capital is protected.

There are already signs of localized environmental degradation due to excessive tourism, for example at beaches along the southern coastline (e.g. damage to coral reefs from boats) and at popular national parks (e.g. habitat degradation and destruction linked to tourist facilities, campgrounds and trails at Khao Yai National Park). In response, the government has issued controls and restrictions at heavily-degraded sites to arrest these impacts and facilitate ecosystem recovery. This has included the recent closure of sites

suffering degradation, including popular dive site Koh Tachai in the Similan National Park and home to unique coral gardens, sharks, barracuda and turtles (along with a cap on daily visitor numbers); and the famous Maya Bay on the island of Phi Phi Leh in Krabi Province where boats bringing more than 5,000 daily visitors have damaged fragile coral reefs.

The closure of degraded tourism sites and emplacement of stricter tourism controls is a positive move to stem and reverse ecological impacts, however such controls must take place in parallel with the development of additional ‘secondary’ tourism locations across Thailand to disperse visitors (and potential impacts) and with the close engagement of local communities that often rely upon tourism for their livelihoods. According to Chulalongkorn University, approximately 80% of tourism-generated profits in Thailand flow to foreign or large companies. This not only drives unequal income distribution from the tourism industry, but can lead to a lack of accountability and limit potential benefits from promoting local stewardship for biodiversity through community-based ecotourism.

### **Tourism-related and inter-connected threats to biodiversity in Thailand**

*Unsustainable tourist visitation numbers and inappropriate tourism practices:* Thailand’s vast natural beauty has supported the development of an extensive tourism industry. However, unsustainable levels of tourism visitation – and poor controls over tourism operators – are resulting in substantial damage to critical ecosystems and valuable tourism sites. Examples of negative impacts include ecological degradation, loss of biodiversity, habitat fragmentation and isolation, wildlife disturbance, and deterioration of visitors’ experience. Although many national parks and some high-visitation sites outside of PAs have implemented visitor management strategies, visitor impacts remain a critical issue due to the high number of users, diverse use types, concentration of visitor activities at a few locations or within certain calendar months, and the overall ecological sensitivity of natural attractions. For example, installation of beachfront lighting can disrupt life cycles of sea turtles and crabs that use beachfront areas as hatcheries. Other impacts from tourism include competing demand on water resources in dry seasons as water needs from tourist developments escalate, and increase in solid and liquid waste in local water bodies. Often beach hotels release wastewater direct to the sea without treatment, and release of plastic waste is an increasing concern.

*Economic development and habitat destruction at local level:* Economic growth fuels rapid infrastructure development for tourism near and sometimes within high-biodiversity areas including PAs, with associated loss of habitats and fragmentation/degradation of remaining habitat. This can also lead to increased erosion, soil degradation and landslide risk, particularly in mountainous and coastal areas. For example, within Prachuap Khiri Khan, significant biodiversity is impacted by the expansion of shrimp farms and land reclamation into the Sam Roi Yot wetland, and associated impacts on water quality and flow into wetlands. Poorly-planned or implemented tourism construction (e.g. hotel construction, road construction, coastal and flood protection engineering) destroys and fragments habitat. In 2018, 60 resorts that had illegally encroached along Sam Roi Yot

beachfront were closed down by police after it was found they did not have the required land tenure and operational approvals. Strong demand for beachfront accommodation is driving illegal construction on sensitive beach dune systems. In Prachuap Khiri Khan tourist accommodation (number of rooms) increased by over 30% between 2016 and 2017 alone.

*Climate change:* Thailand is highly vulnerable to the impacts of climate change. Over the past few decades the country has seen higher temperatures and a sharp rise in the frequency of extreme weather events, including droughts, floods and tropical cyclones. The tourism sector is exposed to numerous direct and indirect impacts from climate change, including: i) climate change will impact biodiversity, affecting natural tourism attractions; ii) sea-level rise and more acidic oceans will threaten coastal tourism infrastructure and natural attractions; and iii) rising temperatures will shorten winter seasons and threaten activities in colder seasons (e.g. hiking in Thailand's mountains in cooler months). In addition, the contribution of tourism to GHG emissions is rising and projected to continue to grow steeply as emerging tourism, including domestic tourism, grows in Asia.

*Unsustainable and illegal use of biodiversity, including poaching and trafficking in wildlife and its parts:* Poaching and illegal wildlife trade have grown with increasing access to habitats and increased operation of transnational organized wildlife trafficking networks. Critically, there is a concerning link between illegal wildlife trade and tourism. Recent TRAFFIC assessments on ivory use in China indicate that while ivory is losing appeal since the 2017 ivory ban, the most persistent ivory buyer is regular overseas travelers who take short-term trips to Thailand and other locations to purchase ivory. The opening up of land border crossings (e.g. between Thailand and Myanmar) further increases traffic and tourism and potential linked illegal/unsustainable trade in wildlife and forest products.

The 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.

#### **Long-term vision and barriers to achieving it:**

The long-term vision is for sustainable tourism development in Thailand, built around the paradigm of biodiversity-based tourism at the community level. This is defined as tourism that protects biodiversity while facilitating sustainable economic benefits from it, and that supports local communities, cultures and livelihoods across Thailand.

According to the Thai Ecotourism and Adventure Travel Association, the ecotourism and adventure travel sector alone could grow to represent up to 20% of Thailand's tourism sector, indicating the potential growth for the concept of biodiversity-based tourism within Thailand's overall tourism development strategy.

The barriers preventing the achievement of this vision are:

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

Responsibilities for tourism planning, development and monitoring are spread across multiple agencies and Ministries. For example, tourism planning and promotion is the main responsibility of the Tourism Authority of Thailand (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 the Biodiversity-based Economy Development Office (BEDO). One overlap area 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 increasing attention on community development via tourism in accordance with government priorities. Coordination and alignment of policies and work plans across these agencies is essential to achieve sustainable, biodiversity-based tourism. While overall tourism policy and master plans provide clear directions for tourism development in Thailand, including the role of ecotourism and a 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 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. There is mixed capacity and awareness across the National Tourism Policy Committee 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-based tourism into provincial development plans and tourism strategies. Further, there is a lack of operational policy and guidelines to inform the partnerships, financing solutions and industry-led behaviours that will be required to mainstream biodiversity-based tourism into Thailand's tourism development. While 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. There is no agreed 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/PA financing and to facilitate stakeholder participation including public-private partnerships and community engagement.

### **Barrier 2: Lack of technical tools and methodologies to identify and monitor sustainable tourism/overtourism and support the replication and upscaling of biodiversity-based tourism**

As indicated in Thailand's draft 6th National Report to the CBD, relevant sectors including tourism are still without adequate integration and adoption 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/province/group of provinces 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, even if ecotourism is referenced as an objective within the National Tourism Strategy. While the concept of ecotourism has been known in Thailand for some years, the concept has struggled to get 'off the shelf' as there are not effective technical tools and methodologies to support its widescale operationalization. There is some work underway by government to conduct one-off capacity assessments of popular tourist sites, but a broader need to establish practical and repeatable 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. There are multiple examples of ecotourism at the community level that provide valuable lessons and experiences, but there are no mainstreaming or replication mechanisms for these to be adopted more broadly as part of biodiversity-based tourism development.

### **Barrier 3: Inadequate financing and incentive mechanisms**

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. Under the new National Tourism Policy Act, the government is reviewing the potential of 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. 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. There are two recent GSTC-certified 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. Recently, 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 bioiversity-based tourism**

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. 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 such tourism to meet required standards and ensure objectives of different partners. Local operators interested in adopting more sustainable methods consulted during the development of this PIF noted that they lack the required expertise and skills for tourism (e.g. appropriate English language skills, knowledge of tourism expectations and standards). 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 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.

#### *2) The baseline scenario and any associated baseline projects,*

There is a supportive and topical government policy baseline for this proposed project. Tourism development is included within the government's recently-announced 12 policies of the new Cabinet through *Policy 5 Develop Thailand's economy and competitiveness*, including developing the quality and diversity of tourism sites, attracting quality tourists and promoting distribution of income from tourism to the community.

In 2018, the Reform Committee of Thailand proposed the 'bio-economy' development concept as a new driver for Thailand's development towards the national 20-year national development strategy. This effort is steered by the High-Level commission on Thailand Reform for Economic Development where BEDO sits as Assistant Secretary of the

Commission. The bio-economy roadmap recognizes the contribution that sustainable use of natural resources can provide to Thailand's economy, through for example the development of industries for bio-energy, bio-chemicals, food, animal feed and bio-pharmaceuticals. While biodiversity conservation is not explicitly included within the bio-economy roadmap, this development philosophy provides an excellent foundation to pursue biodiversity-based development, including through better recognition and integration of biodiversity into tourism development.

In 2017, the Ministry of Tourism and Sports launched the *Second National Tourism Development Plan 2017-2021*. The aim of the plan is that 'By 2036, Thailand will be a World's leading quality destination, through balanced development while leveraging Thainess to contribute significantly to the country's socio-economic development and wealth distribution inclusively and sustainably'. As part of this overall strategy to be a world-leading quality destination there are various references to the need to ensure environmental sustainability of tourism, including:

- Initiative 2.2.2 on maintaining Thailand as the leading travel destination in 'sea, sun, sand' tourism, including urgent protection and restoration of natural attractions and strict limitations on tourist numbers and practices.
- Initiative 1.1.2 on supporting the development of tourism that targets quality tourist segments such as ecotourism.
- Initiative 1.2.2 on promoting environmental sustainability through collaboration with all stakeholders as well as establishing standards, protocols, and incentives to preserve and improve the sustainability of environmental attractions.

The government of Thailand is committed to ensuring tourism takes place within ecological limits to protect fragile ecosystems and ensure the long-term sustainability of the tourism industry. Recent efforts in this regard across a range of agencies that contribute to the supportive baseline for this project include:

- The introduction of strict visitor controls by DNP, including site closure, to facilitate ecological recovery at heavily-degraded tourism sites.
- The adoption of the National Tourism Policy Act in May 2019. This Act includes provisions for the adoption of a general tourism levy, with proposed uses including the maintenance of ecological sites. Also taking place in support of the new Act is research on the environmental impact of excessive visitors on popular tourism destinations and whether a limit in the number of visitors at some venues is required to support sustainable tourism growth. The law establishes the Thai Tourism Promotion/Development Fund; a revolving fund for government agencies to access to support tourism development, capacity development for industry competitiveness, marketing, nature conservation, conserving quality of tourism destinations, local tourism products promotion, as well as providing an insurance for foreign tourists.
- TAT campaigns for domestic and international travelers that aim to create more tourism attractions across Thailand and disperse tourism impacts, including *Amazing Thailand Go Local* which provides tax incentives and rebates for domestic travelers to 55 second-tier tourist provinces, and *Visit a Secondary City: Must Try, Must Love and Must*



*Care* which promotes low-carbon tourism and eco-friendly tourism in secondary destinations, with a particular focus on what is perceived to be a more environmentally-conscious Generation Y that will be critical to adoption of sustainable tourism among Thai travellers.

- DASTA is working on Global Sustainable Tourism Council (GSTC) destination assessment for six pilot destinations across Thailand (Nan old town, Chiang Khan in Loei, the historical parks of Sukhothai, Si Satchanalai and Kamphaeng Phet, Uthong ancient city in Buri, Pattaya city and vicinity in Chon Buri, and Koh Chang and vicinity in Trat), so that these areas can be promoted by TAT as green/sustainable tourism centres. DASTA has also supported the development of GSTC-certified Destination criteria for sustainable tourism and community-based tourism development.

Developing tourism at a community level is at the core of the government's policy on tourism development. Under the 12 policies of the new Cabinet policy drivers for community-based tourism development are clearly-referenced under *Policy 3 Developing economic measures to support global economic volatility* and *Policy 7 Develop and strengthen from the foundation*. The government has adopted the Sustainable Development Goals (SDGs) as a framework for national development. Recognizing the challenge of inequality in Thailand, the government sees community-based tourism as instrumental for SDG localization, redistributing income from the tourism industry to the community level as well as maintaining sustainable livelihoods of local people. Many actors are promoting community-led and owned ecotourism. The Ministry of the Interior's *Nawat Withi* initiative is promoting community-based tourism across the country, linked to the TAT's *OTOP: One Tambon one Product* campaign. The *Sustainable and Creative Community-Based Tourism Mobilization Plan 2018-2022* overseen by MOTS outlines government investment in capacity development and enhancement of community-based tourism markets and promotions (with Prachuab Khiri Khan identified as one of the target provinces for implementation in 2020-2022). Government efforts are bolstered by programs and activities supported by a range of non-governmental organizations, tourist associations and private sector operators. For example, UNDP has worked with TAT and Local Alike, a Thai social enterprise, on the *Sustainable Tourism for Human Development* project in four communities across Thailand. These efforts provide a strong baseline offering lessons learned and coordination potential. However, to date, these projects focus on building cultural and social capital for tourism rather than supporting local biodiversity capital. This is an opportunity that this project will seek to exploit by adding a biodiversity lens to current efforts to develop community-based tourism.

The proposed demonstration landscape in Prachuap Khiri Khan province falls within the tourism development area known as 'Thai Riviera'. The *Thailand Riviera Master Plan 2017-2021* outlines the tourism development potential and vision for four coastal provinces, based largely on significant natural assets including 25 national parks, 528 km of coastline and 25 islands. The TAT is spearheading marketing push for the area with technical and marketing support committed by the UN World Tourism Organization (UNWTO). Tourist numbers in Prachuap Khiri Khan are increasing, with almost 7 million visitors in 2017, up more than 20% from the prior year. Tourists are predominantly domestic (80%) and provides annual revenue of \$1.3 million. Within the proposed demonstration site of Kui Buri NP, WWF has supported the Kui Buri Wildlife Conservation Program for over 10 years. Alongside efforts to strengthen patrolling, wildlife monitoring, habitat improvement and human-elephant conflict management, WWF has been providing capacity development to support wildlife-based tourism delivered by local communities including training for local wildlife watching and safari tour guides.

There is a good baseline of aligned GEF investment in Thailand to build upon and coordinate with, including:

- GEF-4 *Sustainable Management of Biodiversity in Thailand's Production Landscape* project, implemented by BEDO with support of UNDP, which provides a scaleable model for community-based social enterprises engaged in commercial supply chains for biodiversity-based products (that can be applied to biodiversity-based tourism development);
- 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 PAs and reduce local impacts on these PAs through unsustainable resource use;
- GEF-5 *Sustainable Management Models for Local Government Organisations to Enhance Biodiversity Protection and Utilization in Selected Eco-regions of Thailand* project, 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;
- 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 (project not yet operational), which will use 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 will focus on nearshore coastal and marine ecosystems in Krabi Province); and
- 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 behavior 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).

The BIOFIN initiative within Thailand notes ecotourism as a potential financial solution. BIOFIN is working at Koh Tao Island, Surat Thani province, to establish user charges to increase revenue for coral reef and species rehabilitation, and the Koh Tao Environmental Trust Fund Foundation to manage and disburse this revenue. While geographically outside of the demonstration province, this provides an excellent opportunity for replication between the respective projects and this potential will be explored further during the PPG phase.

At regional level, the *ASEAN Tourism Strategy Plan 2016-2025* recognises the importance of ecotourism to ensure that tourism across ASEAN Member States supports biodiversity conservation, strengthens PA and other high-biodiversity site management, and promotes culture retention and community-based income generation. Thailand has led regional efforts on capacity building for ecotourism in support of the implementation of this plan.

The proposed project will build on these baseline initiatives, projects and commitments to facilitate the development of biodiversity-based tourism and integrate it within Thailand's tourism development to support sustainability of tourism within ecological limits, and support local livelihood development.

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

To address the above-mentioned challenges and barriers the proposed project will build on the baseline scenario to mainstream biodiversity conservation within tourism development in Thailand through targeted outputs that seek to integrate biodiversity within government tourism policy and initiatives, and in tourism sector operations at national and provincial levels; and through demonstrating the positive impacts that healthy biodiversity has on tourism including the potential for community-based tourism development.

The project objective will therefore be achieved through project components that: (i) build a stronger enabling environment for sustainable tourism that is aware of, respects and conserves biodiversity as an essential asset for tourism; (2) demonstrate a multi-sector provincial model for 'biodiversity-based tourism' which integrates improved standards for planning, operating and monitoring tourism within ecological limits, with the promotion and development of community-based tourism experiences and products that are biodiversity-compatible and help generate financing for biodiversity conservation and communities; and (3) establish and strengthen tourism sector and tourist awareness of the significance of biodiversity to tourism, and put in place knowledge management platforms to support replication and upscaling of sustainable, biodiversity-based tourism across Thailand.

The project's theory of change is that mainstreaming biodiversity conservation into tourism in Thailand will require:

- Development of key policy and technical tools/methodologies for understanding, considering and monitoring the impacts of tourism on biodiversity (see Components 1 and 2);

- Raising awareness, engagement and capacity of key government Ministries and showing how biodiversity conservation can be integrated into existing tourism schemes and initiatives (see Component 1, and Component 2 for demonstration at provincial level);

- Engagement of the private sector and the adoption of more sustainable, biodiversity-friendly practices by the tourism sector (see Components 1, 2 and 3);

- Development of secondary tourism destinations in a way that avoids impacts on biodiversity and helps disburse overcrowding at high-biodiversity tourism sites that are being impacted by overtourism (see Component 2);

- Engagement of local communities and the provision of sustainable livelihood benefits through biodiversity-friendly ecotourism (see Component 2).

The project's approach is based on the assumption that mainstreaming biodiversity into tourism policy, planning and operations in Thailand will require understanding and acceptance of the positive impacts that healthy ecosystems provide for tourism (e.g. through maintaining the tourism sector more broadly and through supporting the development of viable economic opportunities for local communities through community-based ecotourism). This positive slant on the role of biodiversity in underpinning tourism, and the conversion of challenges into opportunities, will be through promotion of 'biodiversity-based tourism' – a term that is applied broadly to reflect the role of healthy biodiversity in underpinning tourism. This term is familiar in Thailand and is mirrored in the name of the government implementing partner BEDO, the Biodiversity-Based Economy Development Office.

The proposed project components are:

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

Component 1 will operate at the national level to address barriers related to inadequate enabling policy framework and a lack of financing mechanisms, incentives and tools to encourage and monitor uptake of more sustainable and biodiversity-compatible behaviours across the tourism industry.

First, the project will develop a national biodiversity-based tourism strategy (Output 1.1). This will adopt an agreed definition of biodiversity-based tourism and outline roles and responsibilities, providing clear authority for different agencies to work together on biodiversity-based tourism. The development of the strategy will be led by a cross-sector

working team representing a range of disciplines and mandates. The strategy will be mainstreamed across sectors through integration into work plans under the National Tourism Policy Committee and preparation of technical inputs for the next revision of the Thailand Tourism Strategy and strategic tourism development plans anticipated under the new National Tourism Policy Act. The aim is to provide clear policy guidance for how biodiversity-based tourism can form a greater market share of Thailand's tourism and help correct unsustainable tourism. Mainstreaming will also be supported by the development of operational policies on biodiversity financing solutions to support biodiversity-based tourism development ([Output 1.2](#)). Options that will be investigated include user fees, tax incentives and environmental management charges. The project will also investigate the development of community biodiversity-based tourism trust funds and/or integration into municipal budgets to house such revenue and govern its disbursement for biodiversity conservation and further ecotourism improvements. The adoption of natural capital accounting (NCA) approaches developed through the GEF-6 NCA project will also be explored. Financing solutions will be demonstrated under Component 2. GEF funds will also be used to develop and demonstrate (under Component 2) practical methodologies to assess ecological and social limits, impacts and benefits from tourism ([Output 1.3](#)). These will be based on i) an assessment of existing approaches (e.g. limits of acceptable change, carrying capacity) and best practices, and ii) adaptation of existing methodologies to best suit the Thai tourism context and needs of PA and site managers. This will result in a practical and reliable visitor impact management and monitoring program that can then be rolled out across Thailand by DNP (terrestrial PAs) and DMCR (marine PAs) **through co-financing commitments**. Opportunities to include social impacts along with climate change adaptation and mitigation will be explored as these are emerging areas for attention of PA managers and tourism planners/operators (and of increasing interest to many tourists). Standards and incentives for the tourism industry will be enhanced through the integration and strengthening of biodiversity conservation in existing national tourism standards and certifications ([Output 1.4](#)). This will include support for better integration of biodiversity conservation and biodiversity-based tourism activities within the existing range of Thailand tourism standard codes, support for the operationalization of DASTA GSTC Destination criteria, and adaptation of the existing BEDO tool 'Business and Biodiversity Check' to the tourism sector. Criteria, service standards and protocols for the development and approval of biodiversity-based tourism in PAs will be developed to ensure standardized service offerings that respect and benefit local communities, and follow a standardized approval, licensing and authorization process. **The project will focus on integrating biodiversity within existing government tourism initiatives and schemes (e.g. DEQP's Green Hotel Scheme, MOI's Nawat Withi community ecotourism model) that already have government ownership and private sector engagement, rather than attempt to establish stand-alone initiatives for biodiversity conservation. Mapping of existing government initiatives and standards will be completed during the PPG phase to define these opportunities and inform development of project activities.** Finally, Component 1 will support a capacity development program for key national Ministries and provincial agencies with a mandate related to tourism development ([Output 1.5](#)), to build capacities to plan, support and monitor sustainable tourism that respects and promotes biodiversity conservation. This will include awareness raising for members of the National Policy Tourism Committee on the foundational role of biodiversity in supporting tourism (e.g. through presentation of scenarios for Thailand's tourism development based on level of protection of ecological assets and potential climatic changes).

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

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Component 2 will operate at the provincial level to develop a new integrated model for 'biodiversity-based tourism' in partnership with local government, tour operators and communities, addressing the barriers of limited sub-national coordination, lack of operational tools and incentives, and low capacity and awareness at a local level. The provincial model for tourism will consider both avoidance and control of potential tourism impacts through more sensitive tourism planning, development and operation; and the promotion of the positive benefits of biodiversity through community-based tourism development. Prachuap Khiri Khan province has been selected as the demonstration landscape as it is an emerging tourism destination with a strong baseline of commitment from local administrations, tourist organizations and communities to develop sustainable tourism that protects and benefits from natural assets. It is a recognized secondary tourism destination of Thailand and its further tourism development will help disburse visitors from overcrowded destinations and manage biodiversity impacts at those sites. It is also globally significant in terms of biodiversity, containing three KBAs. The Tourism Association of Prachuap Khiri Khan has developed a framework for the province's strategic tourism development, focusing on building high-end tourism (including ecotourism) across the entire province. The province's natural tourist attractions range from sandy beaches and scenic bays on the eastern coast, to mountainous and forested areas on the west bordering Myanmar. Sam Roi Yot NP is being touted as a good spot for nature lovers, while Kui Buri NP is being pushed as an adventure and eco-tourism destination. It also includes the oldest beach resort in Thailand – Hua Hin – which is at the centre of a highly-developed tourist area that is expanding to more southerly beaches including Pranburi. Preliminary sites are shown in Annex A.

GEF funds will be used to bring together provincial stakeholders across the value chain through the establishment of a multi-sector tourism development platform (Output 2.1). The platform will include representatives from provincial Ministries, local government, tourist associations and the private sector and will oversee the establishment of an action plan for biodiversity-based tourism development. This will include a spatially-explicit assessment via a strategic environmental assessment to identify key ecological assets and potential threats/impacts of tourism development. The outputs will be designed for integration into provincial development planning and local land use plans. Next, the project will support wise tourism planning and controls at key sites for tourism within Prachuap Khiri Khan: Pranburi Estuary, Kui Buri NP and Khao Sam Roi Yot NP (Output 2.2). GEF funds will be used to develop visitor management plans (with zoning and capacity assessment as needed) and business plans for tourism development and revenue generation. Financing solutions considered under Component 1 (e.g. user fees, revised fee structures, community trust funds to govern disbursement of tourism funds for biodiversity conservation activities) will be applied and integrated into business plans as relevant for each site. Appropriate revenue generation options for each site will be confirmed during the PPG phase, in consultation with local stakeholders and with technical inputs from BIOFIN. Lessons learned by BIOFIN through the application of user fees and a community trust fund on Koh Tao Island (currently underway) will be integrated into project development. Private sector engagement will take place through the promotion of sustainable tourism standards and impact monitoring (Output 2.3). This will be based on the integration of biodiversity conservation within existing schemes, such as reinvigoration of DEQP's Green Hotel Scheme to more fully cover biodiversity. Outreach and training will help build the interest and skills of local tourism officers and tourism operators to apply tourism standards and avoid, manage and monitor tourism impacts. Finally, the project will support the development of new biodiversity-compatible tourism products and experiences under the banner of biodiversity-based tourism development (Output 2.4). The project will work with local communities at project sites to identify and develop tourism products that are biodiversity-friendly, community-based and reflect local cultures; strengthen local social enterprises to support communities with biodiversity-based

tourism development; and help local communities to promote and market biodiversity-based products and experiences (including through integration with existing initiatives such as Local Alike and Nawat With).

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

Component 3 will respond to the low levels of awareness and lack of replication mechanisms for upscaling biodiversity-based tourism, helping pull together the strengthened enabling framework and landscape demonstrations in Components 1 and 2, and supporting the documentation, replication and uptake of project approaches.

Under this Component, GEF funds will support the development of an integrated biodiversity-based tourism marketing and impact monitoring mobile application ([Output 3.1](#)). The application will provide an e-marketplace for tourists and community-based tourism providers, providing more direct market access for communities, and helping domestic and international tourists plan integrated tourism itineraries that minimize the potential biodiversity and environmental impact of their travel. The application will support citizen science, such as by allowing tourists to submit geo-referenced information on natural tourist attractions (e.g. to report ecological damage or impacts from excessive or poorly-managed tourism, or to submit examples of well-managed tourism sites and operators). This initiative will be particularly designed to engage youth in the project. Ideally, the existing Thailand Tourism application will be built upon/upgraded to integrate biodiversity and add new functionality for tourism impact monitoring (building again from existing platforms rather than invent stand-alone products). This will support sustainability and leverage government co-financing for the ongoing maintenance of the app. Project approaches and government commitments for ongoing maintenance will be confirmed during the PPG phase when existing e-platforms and apps are reviewed, and project needs and activities defined. Biodiversity-based tourism offerings will also be integrated into platforms such as booking.com and TripAdvisor. The project will also support the development and deployment of targeted outreach and education campaigns for the tourism industry, and with domestic and international tourists ([Output 3.2](#)). This effort will seek to raise awareness across the industry on the importance of considering/respecting/protecting biodiversity (and of practical tools to support this, including those developed by the project) and educate tourists on potential negative impacts of their holiday and how they can be better informed of these and support tourism providers/offers that do not negatively impact on biodiversity (and that can also derive benefits for biodiversity conservation and for local communities).

Component 3 will also support knowledge management as outlined in Section 8. 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 ([Output 3.3](#)). Finally, 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 ([Output 3.4](#)).

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

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;

The incremental reasoning for this project is outlined in Table 1.

**Table 1: Incremental cost reasoning for project**



Baseline practices	Alternative to be put in place	Project impact
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<p>Increasing understanding of impacts of unsustainable tourism with government introducing site closures and restrictions.</p> <p>Government policy for development of secondary tourism sites offers potential to help disperse visitors from high-volume sites but risks further 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.</p> <p>Government policy for tourism development promotes community-based tourism as a means for better income equality and distribution at local level. Community-based tourism efforts typically do not explicitly consider biodiversity providing a missed opportunity to mainstream biodiversity within a key policy direction for tourism.</p> <p>‘Ecotourism’ 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.</p> <p>Prachuap Khiri Khan identified for accelerated tourism development as part of Thai Riviera. Tourism master plan prepared which recognizes significant natural assets for tourism but does not explicitly detail biodiversity conservation needs and capacity. Implementation risks ecological damage in the absence of clear technical guidance and inter-agency cooperation on tourism that respects and supports biodiversity conservation.</p> <p>Local pilots for community-based ecotourism underway but limited by a lack of local capacity and understanding of tourist expectations, and absence of agreed standards and criteria for different nature-based tourism activities. Upscaling of successful approaches limited by lack of replication mechanisms and knowledge exchange across jurisdictions and Ministries.</p>	<p>Biodiversity-based tourism will be established 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 into forthcoming Thailand Tourism Strategy and Tourism Development Master Plans.</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, and through broadening of financial incentives and solutions that enhance local financing for biodiversity conservation.</p> <p>Demonstration of biodiversity-based tourism standards, planning, partnerships and product development in Prachuap Khiri Khan landscape helps establish a sustainable secondary tourism destination as a model for adoption across Thailand. Spatially-explicit planning for tourism development in Prachuap Khiri Khan developed for integration into the provincial development plan helps prevent tourism impacts and damage to critical ecological assets.</p> <p>Provincial authorities, local tour operators and communities are willing and capacitated to participate in biodiversity-based tourism and provide sustainable, high-quality products to tourists based on local biodiversity. Awareness and interest of tourists in supporting biodiversity-based tourism is enhanced through product development, marketing and awareness campaigns, facilitating further increase in biodiversity-based tourism sector and adoption of approaches by tourism operators.</p> <p>Enhanced local livelihoods help reduce pressures on natural resources and build local awareness of the benefits of protecting unique natural habitats.</p> <p>Project knowledge management puts in place a mechanism to capture and share lessons and best practices from biodiversity-based tourism facilitating replication across Thailand.</p>	<p>Improved tourism management and operation benefitting over 108,000 ha including recognized KBAs on the Gulf of Thailand.</p> <p>Reduction of threats from tourism development to biodiversity through adoption of industry standards and impact monitoring at critical sites, and avoided impacts on significant mangrove habitats.</p> <p>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),</p> <p>Southern serow (VU) and Sunda pangolin (CR).</p> <p>Local community awareness and support for biodiversity conservation enhanced, and improved livelihood opportunities of local communities enhanced through employment and income generation, including communities living adjacent to PAs that may be impacted by human-wildlife conflict.</p>
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6) *Global environmental benefits (GEFTF) and/or adaptation benefits (LDCF/SCCF); and*

The project demonstrations will support improved tourism management and revenue generation for biodiversity conservation across over 108,000 ha. These benefits will be focussed in the unique Prachuap Khiri Khan landscape, focussed on two PAs (Kui Buri NP and Khao Sam Roi Yot NP) and in adjacent riverine/estuarine habitats under impact from unsustainable tourism. Both NPs fall within recognized KBAs that contain globally-threatened species including tiger (EN), Asian elephant (EN), and gaur (VU) that offer revenue generation for conservation and communities through wildlife watching activities. Some of these species are threatened by poaching and IWT – and increased presence and revenue for biodiversity conservation, along with awareness-raising in local communities, could help indirectly reduce the incidence of poaching (although this is not a focus of this project).

Prachuap Khiri Khan is a tourism development area and contains diverse natural assets such as sensitive coastline, wetland marshes, beaches and bays that are highly susceptible to poorly-managed or inappropriately-sited tourism. The includes the ecologically significant Pranburi Estuary which contains ecologically significant mangrove habitats that are at risk from improperly-placed, unsustainable tourism and will be brought under sustainable tourism planning, management and operations. The project's efforts to provide guidance, standards, controls and incentives for biodiversity-based tourism will help protect these significant habitats and prevent damage from tourism. The promotion and roll out of integrated tourism standards that incorporate biodiversity conservation will be likely to bring about a sense of enhanced environmental responsibility and performance of the tourism sector encompassing issues such as environmentally-sensitive design and development, solid and liquid waste management, and energy and water use efficiency. PIF discussions have indicated commitments from MOTS to partner with BEDO on this project, and the interest of DNP and DMCR in adopting tools developed under the project for national upscaling across the PA system, greatly enhancing the potential environmental benefits of the project. In parallel, the project will support awareness raising among tourists, local communities and tourist associations to help build a groundswell of interest for biodiversity-based tourism and a shift away from unsustainable tourism development and operations. This is expected to have indirect environmental benefits across Prachuap Khiri Khan and across other tourism regions of Thailand, supported by capacity development with government at all levels and practical biodiversity-based tourism standards and guidelines.

7) *Innovation, sustainability and potential for scaling up.*

*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 to government policy directions and will engage a range of partners. The project will seek to build off existing best practices for tourism impact monitoring (e.g. limits of acceptable change, carrying capacity) and adapt these into a fit-for-purpose visitor impact management and monitoring tool that can be practically and consistently implemented by PA and site managers across Thailand. Opportunities to also include guidance to monitor social impacts/benefits and incorporate climate change adaptation and mitigation into tourism planning, development and operation will also be explored – these are emerging issues where more guidance is needed. The project will also where practical 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 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 establishment of a 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. 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.

*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 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 at secondary tourism destinations, offering potential replication across other areas identified as secondary destinations. 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. The proposed partnership with TAT's 'Nawat Withi' and with Local Alike provide an opportunity to integrate biodiversity conservation into existing community-based tourism initiatives to support replication, as well as sustainability. 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 focussed 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.

#### **1b. Project Map and Coordinates**

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

See Annex A for preliminary information and map of the demonstration landscape. Shapefiles for the proposed target sites are also provided.

#### **2. Stakeholders**

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

**Indigenous Peoples and Local Communities** Yes

**Civil Society Organizations** Yes

**Private Sector Entities** Yes

**If none of the above, please explain why:**

**In addition, provide indicative information on how stakeholders, including civil society and indigenous peoples, will be engaged in the project preparation, and their respective roles and means of engagement.**

The project provides the opportunity for partnerships with a range of stakeholders, including key central Ministries with mandate for tourism development and/or biodiversity conservation, namely MONRE (including relevant agencies: BEDO, DMCR, ONEP, DNP), MOTS, MOI, provincial-level agencies and administrations, local governments, communities living in or near the pilot areas, and the tourism sector including community-based social enterprises engaged in community-based tourism and/or local nature conservation. Active engagement will be sought with government, private sector partners, social enterprises, and local academic institutes during project development. Preliminary consultations on this proposal have taken place during PIF development including discussions with national-level stakeholders and a visit to the proposed demonstration landscape to seek the views and inputs of provincial and local stakeholders.

Further consultations with project stakeholders will take place during the PPG phase. Preliminary identified stakeholders and the ways they will be engaged in project preparation are outlined in Table 2. The main mechanisms for engagement will be through PPG stakeholder workshops and targeted discussions with the PPG team led by BEDO, UNDP, and recruited international and national consultants. Prior to submission for CEO Endorsement project activities and approaches will be validated with stakeholders (including provincial and local stakeholders) and confirmed by government.

**Table 2: Preliminary list of project stakeholders**

Stakeholders	Roles and Responsibilities
Office of Natural Resources and Environment Policy and Planning (ONEP)	Operational Focal Point (OFP). Coordination and implementation of GEF projects in Thailand. As ONEP is the national focal point for Convention on Biological Diversity (CBD), activities and results of this project will be reported to the National Biodiversity Board, and its relevant international secretariat offices, and appropriate national and international forums. Will be closely engaged in project development and endorse final Project Document.
Biodiversity-Based Economy Development Office (BEDO)	Government Implementing Partner for the proposed project under NIM modality. BEDO is responsible for promoting and supporting the value-add of biodiversity, and local wisdom and biological business with the use of interdisciplinary related. It manages and implements activities and projects that promote sustainability biodiversity-based businesses at community and private sector level. Will house PMU to ensure the implementation and administration of the project successfully, including to manage the project with alignment to government activities, co-financing and coordination with other partners. Will Chair PPG working group with UNDP.
Ministry of Tourism and Sport (MOTS)	MOTS is the competent authority responsible for tourism development of the country. It is also responsible for national macroeconomic tourism related policy and management, leading coordination among related sectors, and reporting to National Tourism Committee. Can play a major role in mainstreaming biodiversity into community-based tourism and ecotourism. Key partner in project development to ensure this is achieved. Will be engaged in project development via the Office of Permanent Secretariat of MOTS.
Department of Tourism (DOT)	DOT is the department under MOTS responsible for standardization of tourism and recreation activities, e.g. nature base outdoor activities, campground services, homestay, waterfall visitation. Will provide advice and input on project potential to revise, update, broaden and pilot standards at project sites and landscape through PPG consultations.
Tourism Authority of Thailand (TAT)	Responsible for overall Thailand tourism promotion and market development. As tourism is the main instrument in tackling the country's economic and nature conservation problems, the project designs to have experiences from pilot sites and other PAs to become a tourism promotional story. Will be closely engaged in PPG discussions and workshops to identify linkages and alignment opportunities to TAT's work and confirm co-financing contributions.

Stakeholders	Roles and Responsibilities
Designated Areas for Sustainable Tourism Administration (DASTA)	Is the public organization under the supervision of MOTS. Has worked closely with Global Sustainable Tourism Council (GSTC) to develop the Criteria for Thailand's Community-Based Tourism Development and Sustainable Tourism Standard which received the 'GSTC-Recognized Standard'. DASTA mission is to test-run these criteria in order to ensure the confirm with the Sustainable Tourism Management Standard. Will be engaged in PPG consultations to help define project activities and confirm coordination opportunities.
Department of National Parks, Wildlife and Plant Conservation (DNP)	DNP is 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, aiming to have all declared national parks and wild species be well protected by both their natural habitats and population structures. DNP shares the interest on development and formulation of biodiversity-based tourism policies and plans, and is interested in integrating project outputs into DNP regulations and procedures for national implementation to scale up project activities. Will be closely engaged in PPG phase including inputs on biodiversity-based tourism in PAs and opportunities to strengthen PA management/financing, on confirmation of project sites and appropriate departmental provisions to work in those PAs. Relevant local offices include the Petchburi Regional Protected Areas Office (RPAO-Petchburi), the 2 pilot sites (Khao Sam Roi Yot National Park and Kui Buri National Park) as well as the potential sites for dissemination to other national parks and forest parks in Prachuap Khiri Khan (e.g. Nam Tok Huay Yang National Park, Had Wanakorn National Park, Ao Siam National Park, Ta Mong Lay Forest Park, Tao Ko Sa Forest Park, and others).
Department of Marine and Coastal Resources (DMCR)	Responsible for mangrove, beaches, marine species and resource utilizations. As Khao Sam Roi Yot National Park is a marine protected area proposed as a project site, DMCR will play a major role to ensure these surrounded landscapes to be developed in biodiversity-friendly practices. Scaling up of biodiversity-based tourism in wider landscape in coastal areas outside of national parks will be core role of DMCR, including coordination with people and enterprises who rely on the ecosystem services of these areas. Coordinating, project structures and co-financing for project activities in Prachuap Khiri Khan province will be further defined in PPG phase.
Ministry of the Interior (MOI)	Mandate includes support for local community development. Leads on the community-level tourism initiative 'Nawat Withi' to support local community economic development. Will be consulted during the PPG phase to identify areas of coordination and potential for broader integration of project approaches with 'Nawat Withi' to support sustainability and replication.
Department of Environmental Quality Promotion (DEQP)	Falling under MONRE, DEQP is responsible for promoting and distributing information on the environment and natural resources and promoting people's and civic society's participation in the conservation, maintenance and sustainable exploitation of natural resources and biodiversity. DEQP has a programme to certify green hotels. This is operational with Prachuap Khiri Khan with 21 hotels participating. This has the potential to be broadened to encompass biodiversity conservation and this will be further explored during the PPG phase. There is the opportunity for DEQP to support this within the project landscape and replication across Thailand if it is successfully integrated into the green hotel scheme with DEQP support and ownership.

Stakeholders	Roles and Responsibilities
Prachuap Khiri Khan Provincial Office	Leading by the Governor of Prachuap Khiri Khan, this office has full authorization to integrate sectoral base policies, plans and projects within the Prachuap Khiri Khan landscape. It is crucial for the success of the project to interconnect different missions of Ministry of Interior, Ministry of Natural Resources and Environment, and Ministry of Tourism and Sport into onsite practices. This integration is not only for the two demonstration sites but for dissemination across the province. It is also a key success factor for all parties to be out-of-box thinking for an innovative policy or financial instrument that incentivized private sectors to be biodiversity friendly or ecosystem positive enterprises. Investment of OTOP Nawat Withi could be part of the solution which the project could provide tools and practices to help mainstream biodiversity into the Nawat Withi initiative. Leadership from the Governor will be important and further consultations and inputs will be sought during the PPG phase to ensure strong local engagement and interest in the project, along with coordination with ongoing activities
Prachuap Khiri Khan Provincial MONRE Office	As the representative of Ministry of Natural Resources and Environment (MONRE) in Prachuap Khiri Khan, this office is an important local partner. It coordinates internal MONRE offices in Prachuap Khiri Khan, such as DNP, DMCR, Pollution Control Department, Department of Water Resource, Department of Environmental Quality Promotion), Underwater Resources Department, and Royal Forest Department. The office is also mandated to collaborate with other ministry offices in the province. Will be engaged in PPG consultations including discussion on potential roles including as co-Chair of proposed provincial working committee.
Prachuap Khiri Khan Provincial Tourism and Sport	The office is 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. Together with Prachuap Khiri Khan Provincial Ministry of Natural Resources and Environment, this office may share their role as the Chair of provincial working committee. Inputs and potential roles will be discussed and confirmed with technical and tourism marketing staff during the PPG phase.
UNDP	Development agency for the United Nations. UNDP will serve as GEF Agency for the proposed project.  Will coordinate the PPG process and ensure project development process and project documentation meet GEF and UNDP-GEF requirements.
Local governments administration (PAO, TAOs)	The two-layer of local government administration, Provincial Administration Organization (PAO) and Tambon Administration Organization (TAO), have their budget and income generated from property tax, vehicle tax, bedroom-hotel tax, gasoline tax, and etc. Will advise on project design, needs and contexts at a site level through detailed consultation during PPG phase, including potential roles in site-level execution and monitoring.
National tourism associations	There are a number of associations of tourism operators in Thailand, some of which have a specific focus on ecotourism or 'green' tourism. Examples are Thai Travel Agents Association, Thai Ecotourism and Adventure Travel Association, Thai Responsible Tourism Association. These associations offer the potential to support engagement of the private sector and replication of project approaches and tools across Thailand through facilitating uptake and private sector participation and through building awareness through their membership. Associations will be consulted during PPG phase on project activities and to confirm their interest in being involved in project implementation and potential support they can offer.



Stakeholders	Roles and Responsibilities
Provincial and local tourism associations	Tourism Association of Prachuab Khiri Khan (TAP) and Hua Hin/Cha Am Tourism Association are active in Prachuab Khiri Khan province. Will be important project partners in efforts to market and rebrand tourism of Prachuab Khiri Khan as a hub of biodiversity-based tourism and to support promotion of sustainability of tourism and introduction of standards for the tourism sector. Will be consulted and engaged during PPG phase and provide inputs to the design of activities at provincial and site level. <b>Have indicated initial interest in project and in principle commitment to support.</b>
Local tour operators, hotels, transport providers	A range of private companies are involved in tourism in Prachuab Khiri Khan, e.g tour operators, hotels, resorts, as well as transportation service providers. Many of these have already shown active interest and engagement in nature conservation and/or sustainability, e.g. BluPort, <b>Chiva Som</b> , Evazon, Siam Winery and number of restaurants. There is also a local Green Hotel scheme in which a number of hotels participate. The local tourism sector will be an important partner to pilot tourism standards and practices, applying the Business and Biodiversity Check, and overall support for transition to biodiversity-positive operations. In addition, the project aims to have these private sectors internalize the project concept into their procedures, to reorient their business, as well as building up their staff capacity to ensure their services not only make no harm to the ecosystem but provide improvement for local biodiversity resources. They will also support communication and marketing of the project products and services to domestic and international tourists. The local tourism sector will be consulted during the PPG phase and inputs to project design sought. Opportunities for partnership and co-financing will be explored. <b>A number of hotels (e.g. Evazon, Chiva Som, Prachuab) have expressed initial interest and in-principle support for the project.</b>
Local Alike	Local Alike is a Thai private social enterprise providing sustainable tourism offerings that generate a positive social impact, and designs and curates travel experiences in local communities across Southeast Asia. Local Alike matches tourists with local communities and responsible tour operators to strengthen community-based tourism and community development with the vision of creating opportunities for local communities and businesses to better their livelihoods through tourism. Has partnered with UNDP on sustainable community-based tourism in Thailand. <b>Is active in the project landscape working with communities in Sam Roi Yot on community-based tourism routes, with the potential to incorporate biodiversity conservation into this work.</b> A potential responsible party for implementation of project activities, which will be explored further during the PPG phase along with opportunities to strengthen biodiversity protection within community-based tourism.
<b>PTT Public Company Limited (formerly known as Petroleum Association of Thailand)</b>	<b>PTT is a Thai state-owned SET-listed oil and gas company.</b> Operates the Sirinath Rajini Environmental Learning Center. Sirinath Rajini is operated by PTT's Forest Plantation Institute on the national forest reserve land and has been a learning center for mangrove restoration for almost two decades. PTT has expressed interest in engaging in the project and is a likely co-financer through opportunities for training and/or replication/marketing of project activities in order to communicate to special target groups, both domestically and internationally. Coordination and co-financing opportunities will be discussed further during PPG phase.

Stakeholders	Roles and Responsibilities
Academic institutes, colleges and universities	Mahidol University, Kasetsart University, Ratch Mongkol University, and Sam Roi Yot School have been actively in Prachuap Khiri Khan. Kasetsart University, for example, has its training station on Forestry at Had Wanakorn and Fisheries Research Station at Klong Wan. Their researching and technical supports to national park authorities, local communities, and private sectors are on-going at both proposed demonstration PAs. In addition, Prachuap Khiri Khan hosts two national nature base leaning centers Wah Gor Science Park and Aquarium and Sirinath Rajini Environmental Learning Center (see PTT). Wah Gor Science Park is under Ministry of Education and is natural museum with indoor aquarium, biology, geology, astronomy dome, and galaxy museum. Potential research can inform project activities definition and opportunity for coordination during project implementation. Opportunities will be discussed further during PPG phase.
Global Sustainable Tourism Council (GSTC)	The GSTC establishes and manages global sustainable standards for tourism and is the international accreditation body for sustainable tourism certification. The GSTC has an office presence in Bangkok. Will be consulted and engaged during PPG to discuss potential opportunities for coordination and adoption of GSTC criteria and standards.
National/international conservation NGOs	A range of international and national NGOs are active at project demonstration sites and working on ecotourism at community level. Potential to provide technical expertise and bring in international experience, networking and platform for communication. Will be consulted during project design, including opportunities to coordinate during implementation and to identify lessons learned and findings from past and ongoing initiatives. e.g. Wildlife Conservation Society (WCS), WWF-Thailand's Kui Buri Wildlife Conservation Program, and the National Park Association of Thailand (NPAT). Project will consult with IUCN WCPA Tourism and Protected Areas Specialist Group to identify best practices and approaches that can be adopted by the project.
Local NGOs/CSOs	Can provide technical service, knowledge dissemination, nature education, including wildlife and water bird and habitat survey, and support potential replication and upscaling of project activities. Local NGOs include Rak Na Mae Nam Pran Club, Dek Rak Thung, Sam Roi Yot Conservation Club, and Blue Swimming Crab Bank Club. Their conservation commitments and success stories are known and respected by national and provincial authorities and can play an important role as local project champions and in providing lessons learned that can be shared with demonstration sites and beyond. During PPG, local NGOs will be consulted to provide inputs on needs and to identify alignment to other initiatives.
Local communities	Local communities at proposed demonstration sites will be one of the key beneficiaries of the project activities. Their engagement in project implementation and their short and long-term benefits from biodiversity-based tourism will be essential for a successful project. The PPG phase will include consultations with local communities including with active members and influencers to provide information about the project and seek their inputs on project activities and opportunities for community engagement and participation. Community groups that are already engaged in ecotourism will be consulted to seek inputs and lessons learned on community needs, barriers and opportunities for biodiversity-based tourism e.g. communities at Ban Rai Khao and Ban Ruam Thai have been providing ecotourism services at Sam Roi Yor wetland, and Kui Buri safari zone, respectively. They will be consulted during PPG phase to get their inputs to detailed design of project activities and confirm local support for the project.
Indigenous peoples / ethnic minorities	There are no indigenous peoples (tribal communities in Thailand) that are known to be present at the project sites/PAs for demonstration under Component 2. However, within Prachuap Khiri Khan province there are villages with Thai Dam and Karen tribal communities. Further review of presence of indigenous peoples/ tribal communities and potential project interests/impacts will take place during the PPG phase.

### 3. Gender Equality and Women's Empowerment

**Briefly include below any gender dimensions relevant to the project, and any plans to address gender in project design (e.g. gender analysis).**

There are opportunities within the project to support gender mainstreaming through the direct involvement of women in community-based tourism activities. Women are less likely to get involved in frontline PA management in Thailand (e.g. one female ranger among over 100 rangers at Kui Buri NP) due to time spent patrolling and away from family. Community-based tourism provides good opportunities for women to engage in nature conservation and biodiversity conservation through developing tourism enterprises and through roles as hosts, guides, hospitality and/or development of handicrafts and local products for tourists. This will generate socioeconomic benefits for women and also help improve female participation in the labor market, which stands at 60.5% for women and 77.3% for men. Women are typically under-represented in decision making, particularly at formal or higher-levels, and the project will seek to encourage the participation of women in tourist development platforms and associations at local and provincial level.

During the PPG phase, a full gender analysis will be completed to identify the different roles of men and women in biodiversity-based tourism. At the site level, the project will carefully examine local conditions pertaining to local livelihoods, resource use and land tenure and management systems, and factors affecting the livelihoods of women and men in project PAs and nearby communities. Consultation sessions will be held to obtain views and inputs of a wide range of local stakeholders, including women, to develop project activities and to inform a robust stakeholder involvement plan with full gender considerations. A corresponding gender mainstreaming plan for the project will be completed and submitted with the project document at time of CEO Endorsement. This will include project approaches and actions to mitigate any negative impacts on rural women and girls (e.g. in terms of benefit sharing, labour division of labour, access to resources, access to technology and skills development.), along with the gender mainstreaming focus which will be integrated across project activities as relevant. This attention on gender mainstreaming is recognized in project Output 3.4. Gender-disaggregated targets and indicators will be included within the project results framework. The project is aiming for at least 50% of direct beneficiaries to be female.

**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;**

**improving women's participation and decision-making; and/or Yes**

generating socio-economic benefits or services for women. Yes

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

Yes

#### **4. Private sector engagement**

**Will there be private sector engagement in the project?**

**Please briefly explain the rationale behind your answer.**

Due to the project's focus on tourism – a key sector for Thailand's economy – there are good opportunities to engage the private sector in the project. Many of the project outputs will directly target the tourism sector and private tour operators and providers, through activities such as development of incentives to facilitate the adoption of biodiversity-based tourism development and operation, and demonstration of standards and guidelines for tourism operators to better incorporate biodiversity conservation – along with the provision of awareness-raising and capacity development programs to support their uptake. There is already in-principle interest expressed from private sector operators in Prachuap Khiri Khan in coordinating with the project and it is expected that some of these will become formal co-financers and provide a co-financing letter during PPG phase. For example, **PTT Public Company Limited (formerly Petroleum Authority of Thailand)** has indicated an interest in engaging with the project. PTT operates the Sirinart Rajini Ecosystem Learning Center in Prachuap Khiri Khan province and there is the opportunity to use this facility located in revegetated mangrove forest for training of local tour operators in nature conservation, and to use the site to replicate project approaches for capacity development and awareness-raising. In addition, a number of hoteliers engaged in the Green Hotel scheme in Prachuap Khiri Khan (e.g. Chiva Som Resort and Spa, Evason Resort, Prachuap Hotel) have expressed interest in biodiversity-based tourism and could be engaged as local 'champions' for the demonstration and replication of biodiversity-friendly tourism operations. Such hotels and local tour operators could also champion the promotion of biodiversity-based tourism products/experiences developed by the project and their inclusion in regional tour itineraries. **There are also opportunities to engage private sector nationally to support uptake of tourism sustainability and biodiversity-friendly standards across Thailand. This potential engagement will be done during the PPG phase, and national tourism associations will be used as an entry point to private sector engagement.** Local Alike is a Thai private social enterprise that specializes in connecting tourists to socially-responsible tour offerings in Southeast Asia that provide social benefits for local communities and respect local cultures. They have partnered with UNDP on the development of community-based tourism in Thailand and are interested to partner on this project to help integrate biodiversity conservation within community-based tourism alongside social impact. Specific opportunities for private sector engagement will be developed in more detail during the PPG phase and individual co-financing commitments secured.

#### **5. Risks**

**Indicate risks, including climate change, potential social and environmental risks that might prevent the Project objectives from being achieved, and, if possible, propose measures that address these risks to be further developed during the Project design (table format acceptable)**

<b>Risks</b>	<b>Rating</b>	<b>Preventive Measures</b>
Slow or limited policy mainstreaming and adoption of biodiversity-based tourism within tourism development strategy.	Low-moderate	The project is well-aligned to government policy for tourism and different mandates and objectives of Ministries. Project outputs have been developed to provide inputs that can be fed into key national policy documents on tourism development, and integrated into provincial planning and partnerships. However, there is a chance that government policies can change during the life of the project which could lessen project sponsorship from government and limit mainstreaming potential. To mitigate this, the project will need to actively engage with key Ministries during project development and implementation. Appropriate mechanisms for ensuring coordination and partnership between Ministries will be required.
Limited interest of government stakeholders in different Ministries/levels to work together on tourism development.	Low	The project is well-aligned to government policy for tourism and different mandates and objectives of Ministries. Key parties have confirmed their interest and support for the project.
Limited engagement of local communities and tour operators in capacity development programmes for biodiversity-based tourism.	Low-moderate	Initial consultations have indicated interest of local stakeholders, however current ecotourism efforts in the region have found that it can be difficult to secure time of local communities for tourism-related training and capacity development. To prevent against this, the project will actively engage with local communities during project development to seek their inputs and thoughts on project activities and needs. The project will also seek to establish appropriate incentives to secure community engagement and interest, and will work with established community social enterprises to facilitate strong community engagement.
Economic factors influence tourism market in Thailand in a way that prohibits achievement of project objective.	Moderate	Thailand's tourism sector is strong although there are recent signs of downturn in foreign visitation as the value of the local Baht has increased. This will not have a major impact on the project objective as there is still strong domestic tourism at project sites with similar expenditure that can support biodiversity-based tourism development. The project is not reliant on either domestic or foreign tourism which will mitigate against this risk, however a sharp downturn in tourism could potentially influence government policies reduce alignment to this project. Project outputs and activities will need to be developed in a way that helps prevent and mitigate this potential.
Biodiversity-based tourism might not fully incorporate or reflect views of women and girls and ensure equitable opportunities for their involvement and benefit.	Moderate	A full gender analysis and mainstreaming plan will be completed during the PPG phase. Gender-based risks and mainstreaming opportunities will be integrated into project outputs and activities, and included within the project results framework.

Risks	Rating	Preventive Measures
Rolling out of new standards on tourism development/operation could change current access to tourism sites and their resources, including by restricting access to current tourism operators, which may include local communities (e.g. local tour operators, local guides).	Moderate	Local communities and tour associations will be included in consultations during project development and their views and inputs secured. The project will demonstrate activities to help encourage voluntary adoption of more sustainable and biodiversity-positive tourism rather than blunt enforcement of rules, which will help facilitate engagement and buy-in for activities. UNDP's SESP pre-screening has been completed at PIF stage in accordance with policy, and this will be further elaborated and finalized during project development to better assess and mitigate potential impacts at a community/local level. The project will develop and implement a comprehensive Stakeholder Engagement Plan to ensure that local stakeholders and communities are consulted and engaged in project activities.
Biodiversity-based tourism development could result in damage to sensitive ecosystems and/or cultural sites through improperly-sited or operated tourism development, or through inappropriate tourist behavior.	Low	The project is aiming to develop sustainable, biodiversity-sensitive tourism to help prevent against these impacts and provide a viable, more sustainable option to mass tourism at heavily-visited and damaged tourist sites in Thailand. It will operate in a secondary tourism destination and not at high-visitation sites suffering critical impacts that require closure. The project will support the integration of biodiversity conservation into tourism standards and certifications that will help prevent against tourism impacts on biodiversity. This will be complemented by capacity development programs with local tour operators and communities to ensure they have skills to properly deliver biodiversity-based tourism, and awareness with tourists will raise awareness of potential impacts of tourism and promote biodiversity-based tourism ventures that support local livelihoods and nature conservation.
Climate change could impact natural habitats (including shifts in use of natural resources by local communities, e.g. if agricultural crops fail) and impact on the quality of ecotourism experiences.	Moderate	These impacts are more likely to emerge over the longer term, but over the course of project duration there could be localized storm or extreme weather events that impact on natural assets supporting tourism, reduce access to tourist sites reducing tourism numbers and economic benefits for communities. The project will engage local communities and tour operators in the project development and detailed design. Opportunities will be explored during the PPG phase on how climate change adaptation can be integrated into proposed activities related to standards, guidelines and criteria for tourism planning, development, operation and monitoring. Climate change vulnerability and adaptation will also be considered in the development of biodiversity-based tourism products.

## 6. Coordination

**Outline the institutional structure of the project including monitoring and evaluation coordination at the project level. Describe possible coordination with other relevant GEF-financed projects and other initiatives.**

The proposed project will take place under the National Implementation Modality (NIM) of UNDP, with BEDO as Government Implementing Partner. BEDO will be responsible for project execution working closely with other government agencies and Ministries, and with provincial and local stakeholders. At this stage, the government has indicated that it will not need to request for UNDP to provide executing support for the project.

A Project Management Unit (PMU) will be embedded within BEDO. This PMU will be responsible for overseeing project monitoring and evaluation and ensuring a coordinated approach is taken with the delivery of project activities, including integration between activities at national and landscape level, and broader collaboration with associated projects and initiatives. BEDO, with the support of UNDP, will coordinate the project with other related biodiversity conservation and community-based tourism projects in Thailand, including related GEF investments that this project will complement. Mechanisms to coordinate with relevant ongoing projects will be defined during the PPG phase as project activities and budget are formulated. Key coordination projects and areas are outlined below:

BIOFIN: The Thailand Finance Plan for Biodiversity includes a number of potential financing solutions that are relevant to this project, including nature-based tourism user charges, environmental trust funds and biodiversity offsets. BIOFIN is piloting the use of nature-based tourism charges and on Koh Tao island, which is located near the demonstration landscape of this project. BIOFIN will also establish a trust fund to manage and disburse this revenue for local biodiversity conservation. This project will coordinate with BIOFIN to define which financing solutions might be appropriate and provide technical guidance on their use, and coordinate on knowledge exchange as respective mechanisms are piloted. BIOFIN experience on Koh Tai will also be used to inform the design of this project during PPG phase as relevant. This project will help scale-up and operationalize BIOFIN financing solutions through the development of operational policy for their use in the tourism sector under Component 1. This coordination will be supported via UNDP who is implementing BIOFIN in Thailand.

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 (project not yet operational), will use 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. This project will coordinate with ONEP to ensure that project activities are aligned and complementary and to share lessons and knowledge exchange. This coordination will be supported by the representation of ONEP on the Project Board.

GEF-6 *Combating 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 behavior 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). These activities are being delivered by TRAFFIC as Responsible Party. The project will coordinate with TRAFFIC and DNP to ensure messages on responsible tourism and efforts to avoid illegal trade and purchase of wildlife via tourism are integrated into the standards, certifications, monitoring and outreach under this project. This will be supported by the representation of DNP on the Project Board, and via UNDP which is supporting both projects as GEF Agency.

A Project Steering Committee will be established and provide overall guidance and decision-making for the project. This is proposed to be Chaired by BEDO with MOTS invited as Co-Chair, and comprised of related national Ministries and agencies (including TAT, MONRE, ONEP, DNP, DMCR, DASTA), and provincial/sub-provincial administrations (e.g. Prachuap Khiri Khan Provincial Governor's Office), along with UNDP. Membership will be finalized during the PPG phase.



UNDP as GEF Agency will ensure that project monitoring and evaluation is conducted in accordance with established UNDP and GEF procedures, including completion of project inception report, annual project implementation reviews (PIR) and mandatory independent mid-term review and terminal evaluations. This oversight will be provided by the UNDP Country Office in Thailand with support from the UNDP-GEF Regional Technical Advisor in Bangkok. UNDP will conduct yearly visits (with costs for UNDP staff covered by the GEF Agency fee) to project sites based on an agreed upon schedule to be detailed in the project's Inception Report/Annual Work Plan to assess first-hand project progress.

## **7. Consistency with National Priorities**

**Is the Project consistent with the National Strategies and plans or reports and assessments under relevant conventions**

Yes

**If yes, which ones and how: NAPAs, NAPs, ASGM NAPs, MIAs, NBSAPs, NCs, TNAs, NCSAs, NIPs, PRSPs, NPFE, BURs, INDCs, etc**

- **National Action Plan for Adaptation (NAPA) under LDCF/UNFCCC**
- **National Action Program (NAP) under UNCCD**
- **ASGM NAP (Artisanal and Small-Scale Gold Mining) under Mercury**
- **Minamata Initial Assessment (MIA) under Minamata Convention**
- **National Biodiversity Strategies and Action Plan (NBSAP) under UNCBD**
- **National Communication(NC) under UNFCCC**
- Technology Needs Assessment (TNA) under UNFCCC**
- National Capacity Self-Assessment (NCSA) under UNCBD, UNFCCC, UNCCD**
- National Implementation Plan (NIP) under POPs**
- Poverty Reduction Strategy Paper (PRSP)**
- National Portfolio Formulation Exercise (NEPE) under GEFSEC**



## **-Biennial Update Report (BUR) under UNFCCC**

### **- Others**

The project rationale and approach is fully consistent with broader government planning and policy at national and provincial level. 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. The proposed project is aligned with Thailand's current NBSAP, the *Master Plan for Integrated Biodiversity Management 2015-2021*. Specifically, this plan includes under *Measure 2 Promote sustainable utilization of biodiversity* the following initiative to which this project is well-aligned: 2.2) Promote development of sustainable tourism by community participation taking into account capacity of ecosystem services and biodiversity conservation.

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 criteria to SDGs), 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).

### **8. Knowledge Management**

**Outline the Knowledge management approach for the Project, including, if any, plans for the Project to learn from other relevant Projects and initiatives, to assess and document in a user-friendly form, and share these experiences and expertise with relevant stakeholders.**

Knowledge management is embedded within the project design. Component 3 relates to knowledge and information management and includes a specific output (Output 3.3) to identify and document best practices and lessons learned. The project's approach to knowledge management will focus on knowledge exchange and transfer at multiple levels:

- *Cross-sectorally*: between relevant national Ministries that have a mandate related to ensuring sustainable tourism that provides biodiversity and community benefits, and between government, private sector and communities;
- *Spatially*: between individual project sites/communities to ensure exchange of lessons and best practices between sites and support upscaling to other PAs and provinces, and between Thailand and other countries (e.g. ASEAN, Global Wildlife Program countries) working on achieving sustainable tourism and enhancing biodiversity conservation through nature-based/biodiversity-based tourism;

· *Institutionally*: between governments at different levels, from local administrations to national Ministries.

The project's knowledge management will include establishment of a project website and social media presence, documentation and publication of best practices (e.g. case studies), face-to-face transfer and site visits (between individual sites, and with BIOFIN and GEF-6 NCA projects), participation in webinar and remote events (e.g. relevant GWP nature-based tourism virtual webinars), and attendance at relevant regional and international events, particularly those at ASEAN scale. It will include dissemination of best practices through the Project Steering Committee that will include representation from multiple Ministries, and reporting up of best practices to the National Tourism Policy Committee as relevant to maximize upscaling potential and mainstreaming across different sectors. During the PPG phase, the ways in which the project can coordinate with and build off the knowledge management of other GEF-funded projects in Thailand will be investigated (particularly with the GEF-6 NCA project, and via the GEF-6 IWT project to access the GWP knowledge management platform). This approach to knowledge management will maximize project impact by supporting dissemination of best practices from the demonstration landscape so that they can be replicated across Thailand. Knowledge management activities and mechanisms will be further defined during the PPG phase.

**Part III: Approval/Endorsement By GEF Operational Focal Point(S) And Gef Agency(ies)**

**A. RECORD OF ENDORSEMENT OF GEF OPERATIONAL FOCAL POINT (S) ON BEHALF OF THE GOVERNMENT(S): (Please attach the Operational Focal Point endorsement letter with this template).**

Name	Position	Ministry	Date
Dr. Wijarn Simachaya GEF Operational Focal Point	Permanent Secretary	Ministry of Natural Resources and Environment	9/27/2019

ANNEX A: Project Map and Geographic Coordinates

Please provide geo-referenced information and map where the project intervention takes place

At PIF stage three sites in Prachuap Khiri Khan are proposed as the key demonstration sites for project activities, forming one contiguous landscape. The sites include two protected areas: Kui Buri National Park and Khao Sam Roi Yot National Park. Both are globally significant areas for biodiversity conservation. The current tourism activity differs between the two sites – Kui Buri has lower levels of tourism with increasing visitation (rising from 10,000 tourists in 2016 to 17,000 tourists in 2018), dominated by foreign tourists (around 60% of all tourists). Khao Sam Roi Yot National Park has in comparison much higher visitation levels (145,000 – 150,000 per year) that are only increasing slightly and that are dominated by Thai tourists (65% of all tourists). The third site – Pranburi River and Estuary – is not formally protected, but also contains significant habitats and supports watershed services from Kui Buri National Park to the sea. The mangrove forest in Pranburi Estuary serves as an important buffer zone between coastal ecosystems and the sea, and provides a range of ecosystem services including provision of food for local communities and natural disaster protection. It is an up-and-coming tourism area that is at risk from overtourism and inappropriate development. A core area of up to 1,000 ha of significant mangrove and coastal habitat will be the focus of the project. The broader 97,040 ha of Pranburi River and Estuary is an indirect benefit area. These sites provide a good combination to demonstrate activities to establish biodiversity-based tourism and roll out tourism standards, certification and monitoring. Some project activities such as engaging local tourism industry and sector will also influence activities in the broader landscape across Prachuap Khiri Khan province (e.g. replication and adoption of approaches by tourism operators). Project sites will be confirmed during the PPG phase. A map and initial details are provided below, and shapefiles submitted with this PIF.



Site name	Area (in hectares)	Biodiversity significance	Tourism development
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<b>Kui Buri National Park</b>  (established 1999)	96,900 ha	<ul style="list-style-type: none"> <li>· Dominated by dry and moist evergreen forest in the Tenasserim Hills adjacent to Myanmar.</li> <li>· Recognized as the Kuiburi KBA (23508) based on presence of significant populations of globally threatened species.</li> <li>· Home to one of the biggest population of gaurs (VU) in Thailand. Along with Asian elephant (EN), other globally-threatened mammals are tiger (EN), leopard (VU), Malayan tapir (EN), Asiatic wild dog/dhole (EN), and threatened plants Hopea ferrea (EN), Shorea roxburghii (VU), Dipterocarpus gracilis (VU), and Burretiodendron esquirolii (VU).</li> </ul>	<ul style="list-style-type: none"> <li>· Significant potential for wildlife watching due to its relatively accessible areas and populations of large mammals such as guar and Asian Elephant.</li> <li>· Other park values and attractions that can be developed to support biodiversity-based tourism include Pha Ma Won Waterfall, Pha Sawan Waterfall, Dan Makha Waterfall, Nature Trail, Phraek Takhro Waterfall, Bull Spot, Wild elephant viewing point, Bird watching activities, Butterfly viewing activity, Dong Ma Fai Waterfall, and Watch sandalwood stump – although current products are limited and infrastructure and marketing can be improved.</li> </ul>
<b>Khao Sam Roi Yot National Park</b>  (established 1966, the first coastal NP of Thailand)	9,808 ha	<ul style="list-style-type: none"> <li>· Includes diverse range of terrestrial, coastal and marine habitats with 10 distinct habitat zones.</li> <li>· Forms part of Khao Sam Roi Yot IBA/KBA (15115). Most important site in Thailand for the Manchurian/White-browed Reed Warbler (VU) and habitat for several other globally-threatened bird species.</li> <li>· Forested mountain areas protect dusky leaf monkey (NT), Southern serow (VU), Sunda pangolin (CR), Stump-tailed Macaque (VU), Northern Pig-tailed Macaque (VU), Fishing Cat (VU) and plants Afzelia xylocarpa (EN), Burretiodendron esquirolii (VU) and Wrightia lanceolata (VU).</li> </ul>	<ul style="list-style-type: none"> <li>· Range of natural habitats provides diverse biodiversity-based tourism potential.</li> <li>· Direct access to bays, beaches and islands for marine-based tourism.</li> <li>· The nearby famous Phraya Nakhon Cave is heavily visited.</li> <li>· Illegal hotel developments on beachfront in adjoining areas closed down in 2018 by district police.</li> </ul>

<p><b>Pranburi River and Estuary</b></p>	<p>1,000 ha core area of significant mangroves and coastal habitats, broader indirect impact area of 97,040 ha</p>	<ul style="list-style-type: none"> <li>· The river basin originates from Kuiburi National Park and runs through the terrain of Pranburi landscape reaching the Gulf of Thailand at Pranburi Estuary, providing important ecosystem services.</li> <li>· Significant mangrove forest areas.</li> <li>· Pran Buri Estuary supports very high species diversity of plants (344 species of flora, 273 genera and 105 families). There are 12 species of mammals, 68 species of birds, 15 species of reptiles, and 7 species of amphibians, and 158 species of fish.</li> <li>· The regionally unique representation of agricultural and human settlement landscapes intermixed with mangrove forest, alluvial flood plain, sandy beach, coastal, and marine habitats are not protected by any legal status.</li> </ul>	<ul style="list-style-type: none"> <li>· The landscape is earmarked for intense tourism development for accessibility, facilities, and accommodation.</li> <li>· Risks from increased waste and water use of tourism, and potential conflict with existing land uses such as agriculture.</li> <li>· Direct access to bays, beaches and islands for marine-based tourism. Risk from maritime and harbor development, and tourism activities that damage sensitive coastal and marine habitats.</li> </ul>
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