

Retrospective and prospective Tourism & Pandemic

Sustainable Tourism after the Pandemic

Outline

Presentation

- Sustainable development goals
- Tourism Retrospective
- Tourism in Thailand
- Tourism & pandemic

Pause (15 min)

Discussion

- Role play (prospective tourism in Thailand)
- Blitz

Introducing 😊

Name: Warsinee Thongkam

Origin: Bangkok, Thailand

Education: M.A. Medical Anthropology, (SAI) Heidelberg



WUS & 17 Sustainable development Goals




[1]

https://www.youtube.com/watch?v=M-iJM02m_Hg

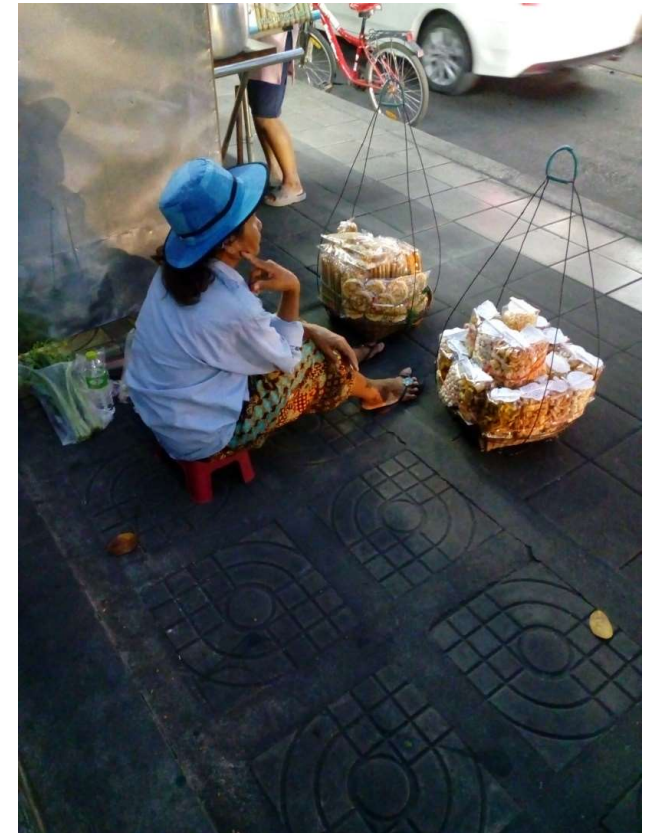
SDG 8

Decent Work & Economic Growth

8
decent work
& economic
growth



[2]



Tourism Retrospective

**Tourism as
Recreational
activity**

“Activity done for enjoyment when one is not working” (Oxford Dictionary). [1]

Human mobilities
Pilgrim
Expedition
Tourism

Annually, it is estimated to be worth US\$ 30 000 million and contributes to 9 per cent of global GDP and represents 1 of 11 jobs in the world (UNWTO 2013).[2]

**Tourism, business
–Industries**

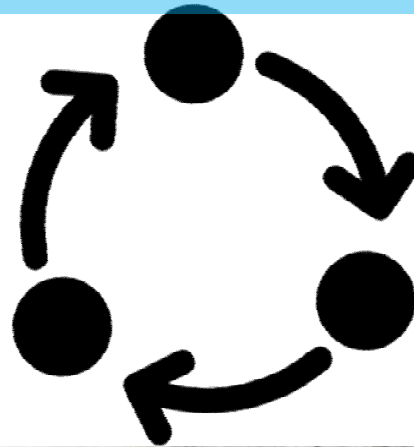
Industrialization
Social Change
Technology
Vacation

[5]

The Effects of tourism boom



Economy



Society



Ecology



Thailand (The Land of Smile)

Quiz

1. What is Thailand's area? 8,672 km from Germany [3]
2. What is the current population of Thailand? [4]
3. Approx. 40 Mio (2019) [5] Thailand in 2019?
4. 20% (2019) [6] Percentage does the tourism business contribute to Thai GDP?
5. Approx. 860000 German tourists visit Thailand annually (2019) [7]

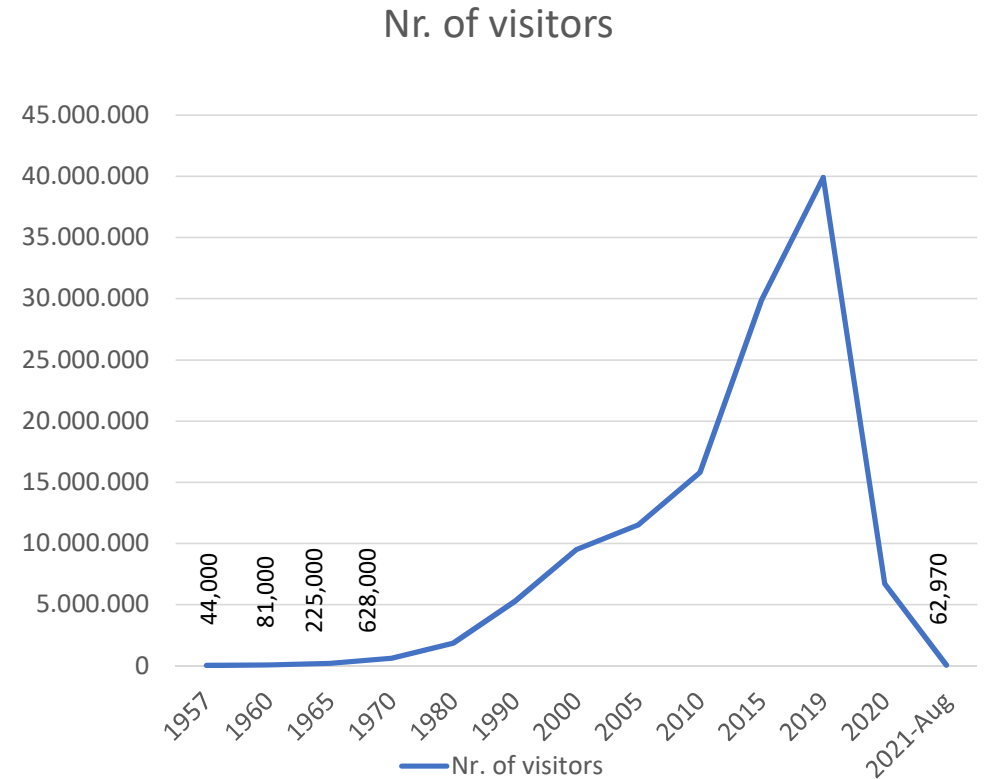


[11]

<https://www.youtube.com/watch?v=u-Pv7eMILzI>

Tourism in Thailand

- Initiated in the 70s
 - **Vietnam War 60s** (Ouyyanont 2001)
- The national level (policy in tourism)
 - establishment of TOT (Tourist Organization of Thailand) in 1959 (Ouyyanont 2001)
- Amazing Thailand Campaign



Ministry of tourism and sport [8]
(Ouyyanont 2001)[9]

Tourism in Thailand



Tourism in The Pandemic

Tourism as a vector und a victim of the Pandemic

Restriction of Traveling (Human Mobility)



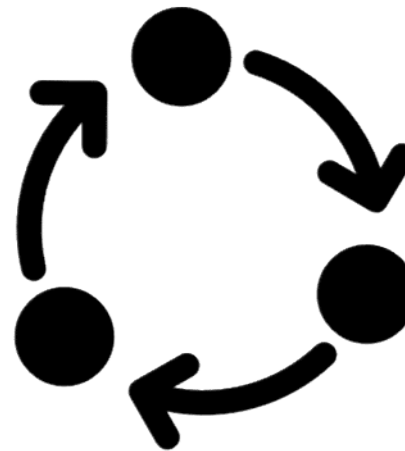
Effects of Pandemic on tourism



- 7 million tourism jobs are affected
- unemployment rate 1.96% expected to reach 2.5% [10]

society

Economy



Ecology

- low vaccination rate
- Decline of income from tourism

Positive effect to the nature

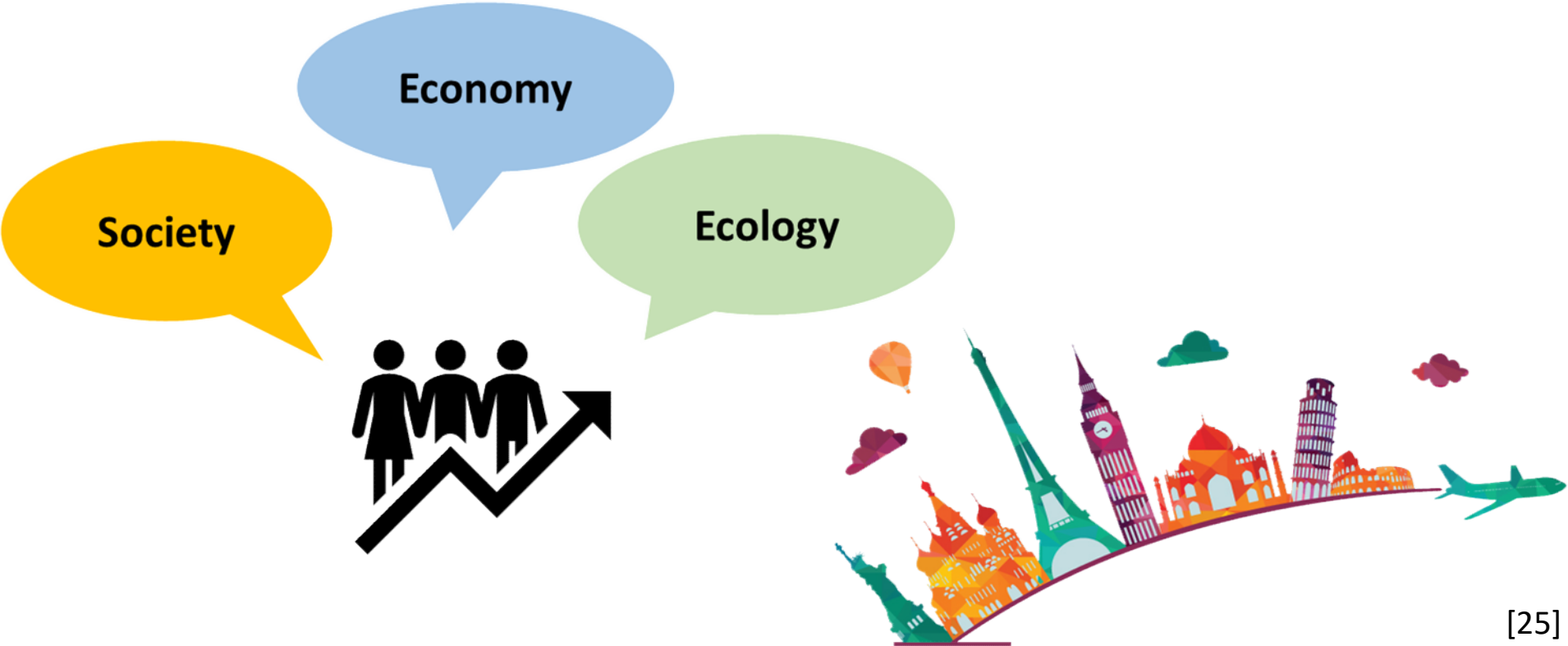
<https://www.dw.com/en/coronavirus-how-long-can-thailand-survive-without-foreign-tourism/a-54802819>

SDG 8

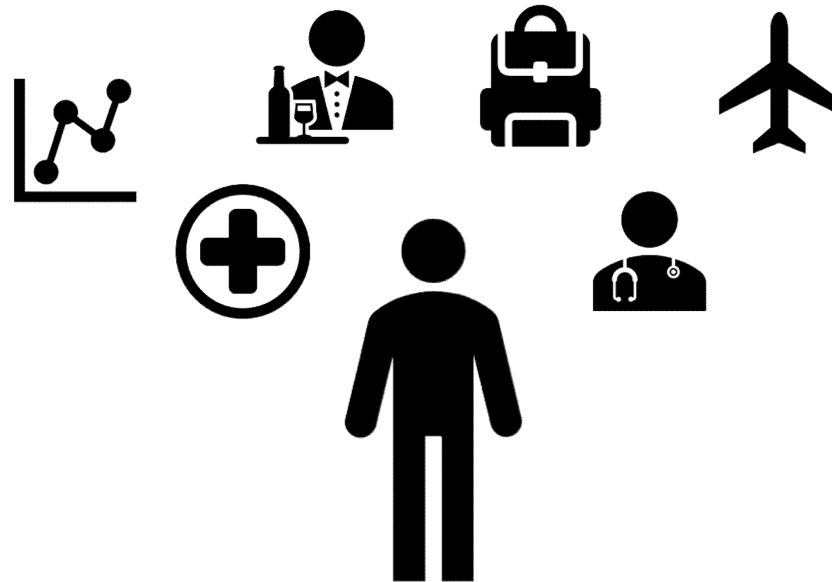
Promote inclusive and sustainable economic growth, employment and decent work for all



Effects of Pandemic on tourism and its prospective



Discussions Opportunities of tourism development after Pandemic (Role play)



8
decent work
& economic
growth

[26]

Prime Minister
Hotelier **Gastronomy**
Tourism and sport minister
Fisherman **Doctor**
Health minister
 Environmental
Tourist NGO
Health expert
 Service
 Hotel staff

Round Table Covid-19 and Tourism (ZOOM live)

Policeman
Director of the local hospital

Phuket Town
(online)



“Tuk Tuk” Restaurant owner
“Sabai” massage salon owner
5-star hotel CEO
“Suk” Home stay owner
Diving school teacher and
SAFE OCEAN NGO member

Local fisherman

Receptionist

and room keeper at the 3-star hotel “Sawatdee”

Oversea
Participants
(online)



Government
Broadcasting
Center
(online)



Prime Minister
Health minister

Tourism and sport minister

The health care expert (Virologist)

Mr. Markus (tourist)

Mr. Cheng (Tourist)

Image sources

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**Thank you
for your attention & cooperative work**

