

Collaboration and Partnership under the Concept of 7 Greens: A Case Study of Samui Island

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Koh Samui Profile

- 700 kms. to the South of Bangkok
- An area of 247 sq. km.
- Third largest island after Phuket and Koh Chang
- Population: 55,000
- 1.5 million tourists/ year
- International airport
- Famous for high quality coconut (1.2 million coconut trees)

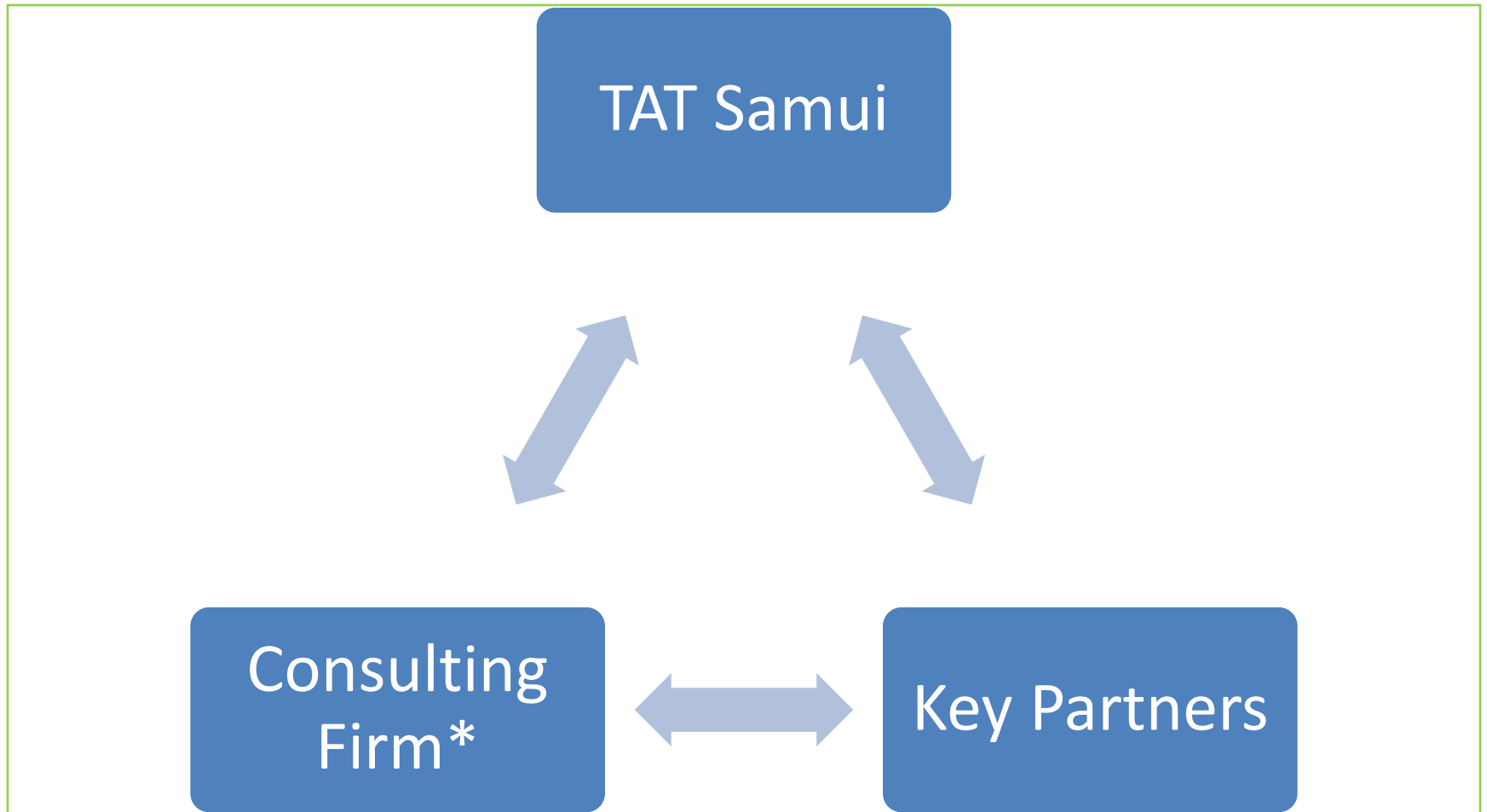


Pilot Project: Samui Going Green

- Duration: 5 months (May – September, 2012)
- Objective: To help tourism stakeholders to develop Samui as a green island
- Concept: 7 Greens
- Model: ABC Samui Model
- Focus: By community and for community

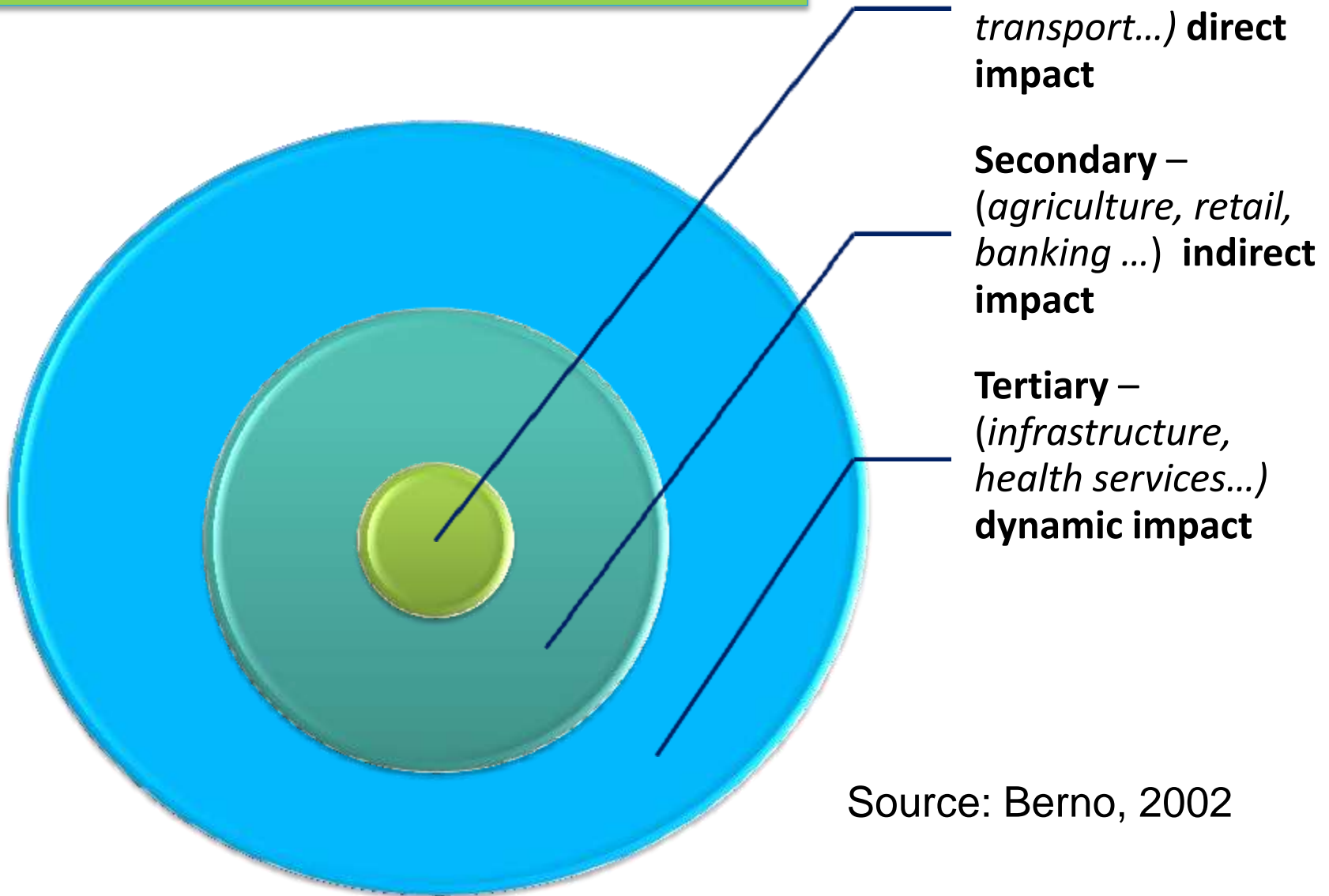


Triangular Collaboration & Partnership



*PerfectLink Consulting Group

Think Outside the Inner Circle..

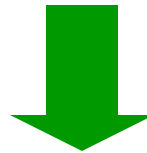


Source: Berno, 2002

'7 GREENS' Concept by TAT

PATA Grand Award 2012

Green Logistics



Green Attraction



Green Community



Green Activity



Green Service



Green Plus



Green Heart

A B C Samui Model*

A = Advocacy, Acceptance “ Yes, we can.”

B = (Self) Benchmarking “Yes, we are good.”

C = Carry Forward “Yes, we will continue to do better.”

*Source: PerfectLink Consulting Group

A = Advocacy, Acceptance “ Yes, we can.”

- Identify key partners and stakeholders
 - 8 key partners and 430 tourism partners
- Create awareness and understanding of the project – Samui going green.
 - Arranging meetings with key partners and tourism stakeholders for better understanding
 - Logo to create awareness
- Find existing *green* activities and give support to urgent needs
 - Completing questionnaires and summary of results

8 Key Partners

Partner	Action
1. Samui Municipal Office	Join campaign and give awards
2. CP All company	Campaign to reduce using plastic bags at 7-11 shops (70)
3. Bangkok Airways	On-flight announcement of Samui-going -green efforts
4. Krungsri Bank	Campaign logo at ATM booths
5. DASTA (Designated Areas for Sustainable Tourism Administration)	Resource person and know-how for waste management
6. Tourism Association of Koh Samui (TAKS)	Information and list of members
7. Thai Hotel Association (THA)	Information and list of members
8. Fair House Beach Resort and Hotel	Beds and meals support

430 Tourism Partners

Sector	Number
❖ Tourism mass media	2
❖ Travel agents	4
❖ Tourist attractions	5
❖ Public and private enterprises	20
❖ Tourist associations/clubs	21
❖ Restaurants and food shops	24
❖ Accommodations	66
❖ Other tourism related services	286
Total	430

Campaign Logo



Samui-Going- Green in Actions

Say no to plastic bags
at  shops.



krungsri
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Size : W210mm. X H297mm. (A4)



Krungsri Bank conserves Samui

Meetings of Key Partners and Stakeholders



3 Key Actions to Support

1. Green Team – Dedicated Leaders and Idea Champions
2. Green Energy – Waste and Water Management
3. Green Menu – Promote Local Products and Use Less Energy to Transport Products





ร่วมผนึกกำลังสู่เกาะสีเขียว
I am simply green....

Decarbonising Mission



Green Team

มีแผน มีคน มีจิตสำนึก มุ่งมั่น ทำจริง



Green Energy

Waste, Water.....

มีข้อมูล มีเป้าหมาย



Green Menu- logistics and community

ของดี ของสด ลดระยะทางสายอาหาร



B = (Self) Benchmarking “Yes, we are good.”

- Give partners knowledge to know how to reduce waste and to save energy
 - Resource persons from key partners
 - Hotels, spa, restaurants, food shops
 - Taxi drivers
- Give GIZ tools to calculate carbon emissions
- Exchange views between locals and expatriates, e.g. create new coconut menus
- Evaluate the results

Green Menu – Low Carbon



Green Menu – Local Product



Samui Taxi – Green Service



Garbage Management



C = Carry Forward “Yes, we will continue to do better.”

- Recognizing the green efforts by all partners
 - Give certificates
 - Make commitments
- Future action plans
 - Distribute more tools and manuals
 - Coordinate with international organizations for more assistance on know-how's of sustainable tourism
 - Tourists' involvement in the project

Key Success Factor Collaboration and Partnership



Green Heart

- ✓ Sense of Belonging to the place :

WE

- ✓ Sense of Ownership:

OUR

- ✓ Responsibility:

'OURSELVES'

“Yes, we can and we will do better.”



Thank You

