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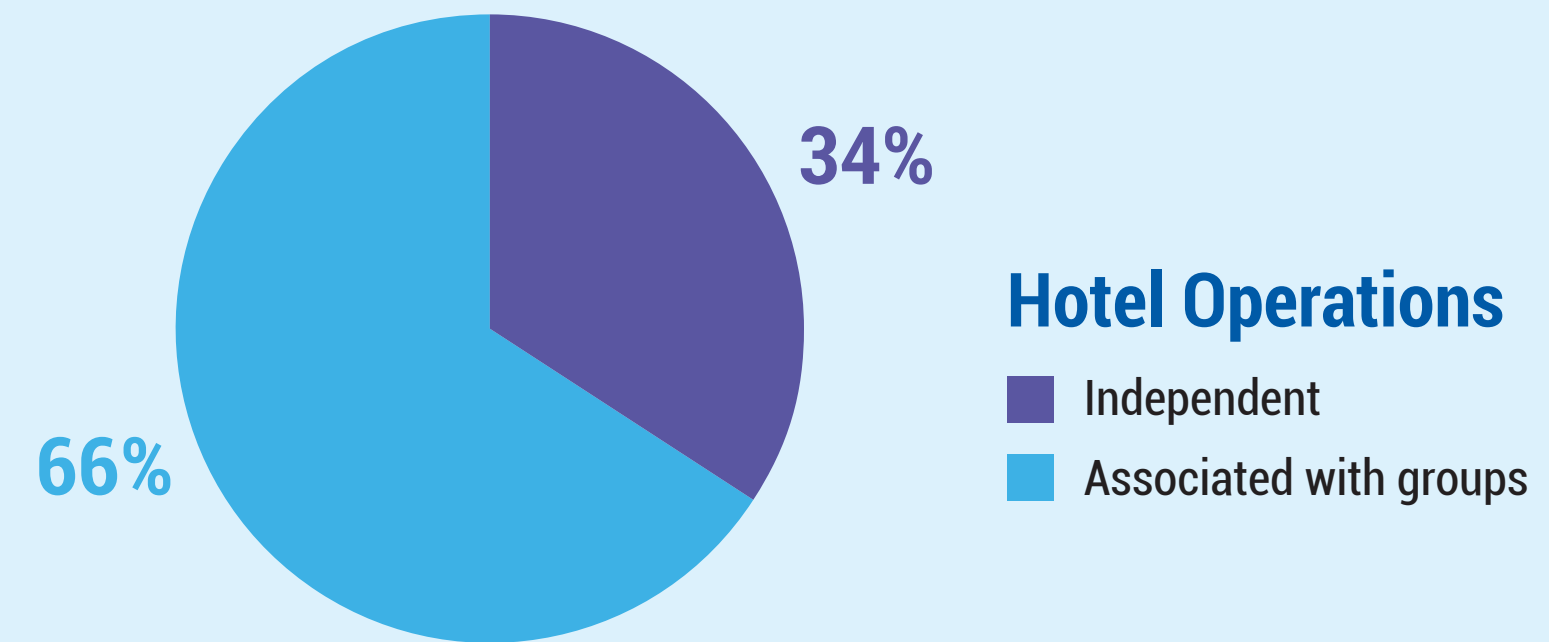
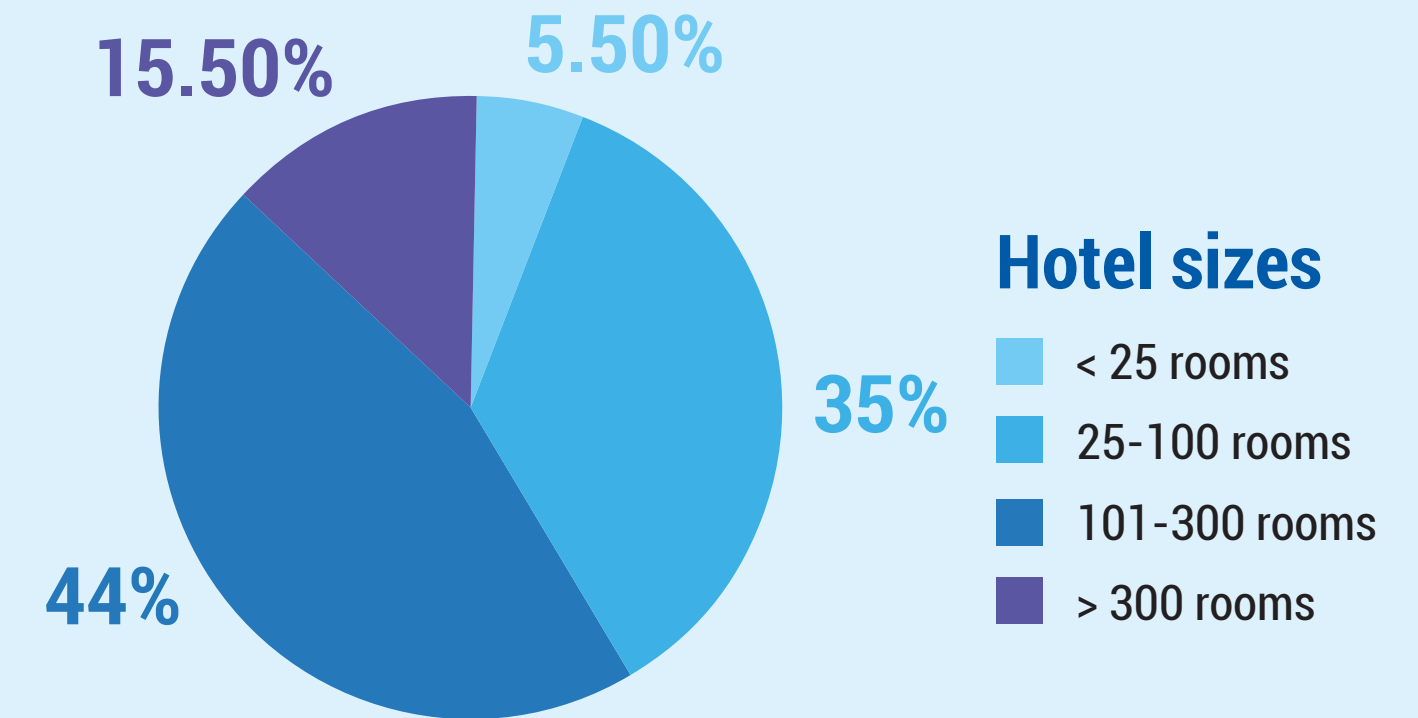
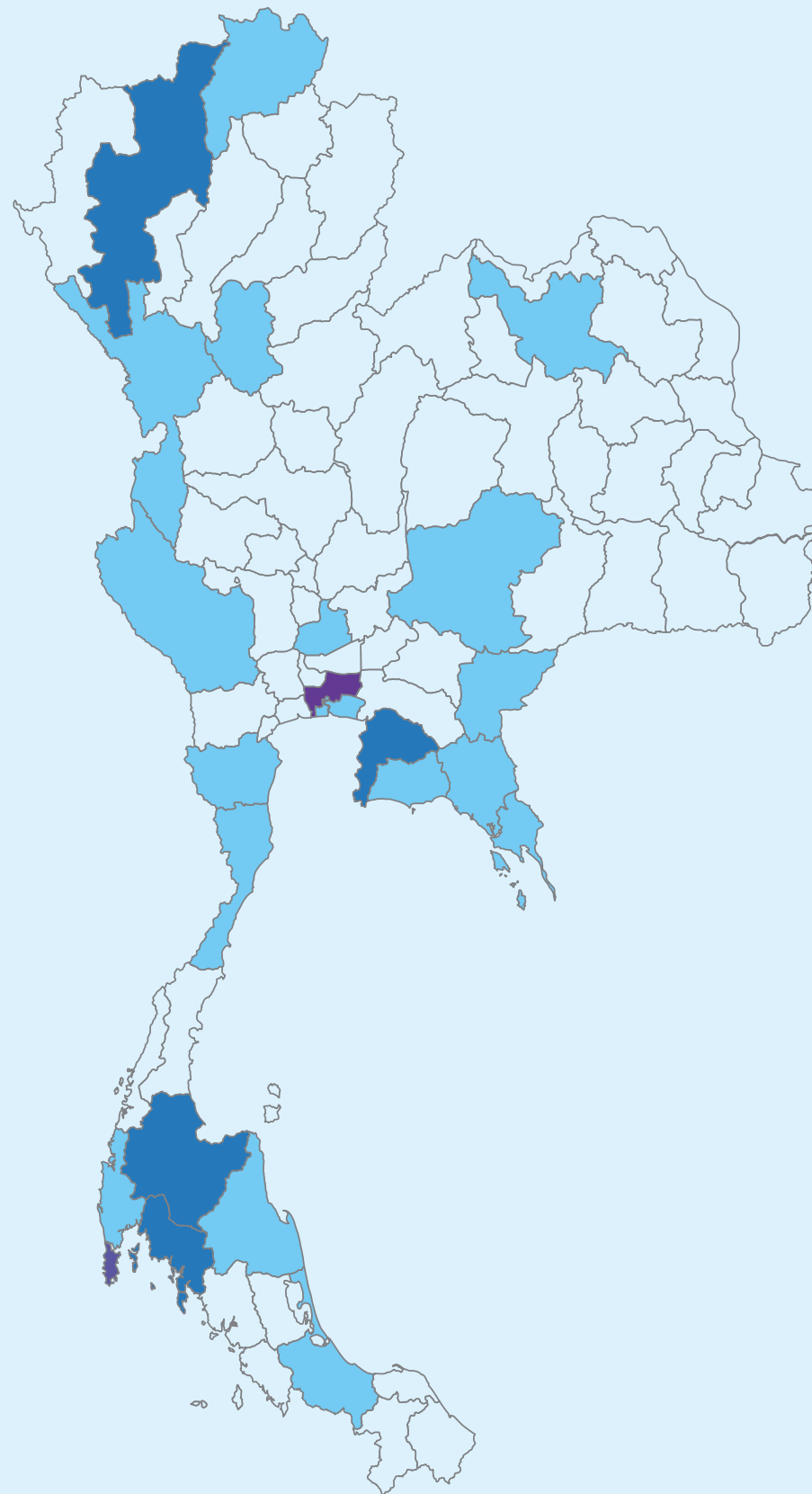
Thai hotels commit to reduce plastic waste, promote local culture and support local communities

The UNESCO Sustainable Travel Pledge invited hotels to take action to minimize tourism's negative impacts in destinations, to support sustainable tourism and to safeguard heritage, in line with the internationally recognized Sustainable Development Goals. This infographic presents the commitments Thai hotels made over the 2019-2020 period.

Who took the pledge?

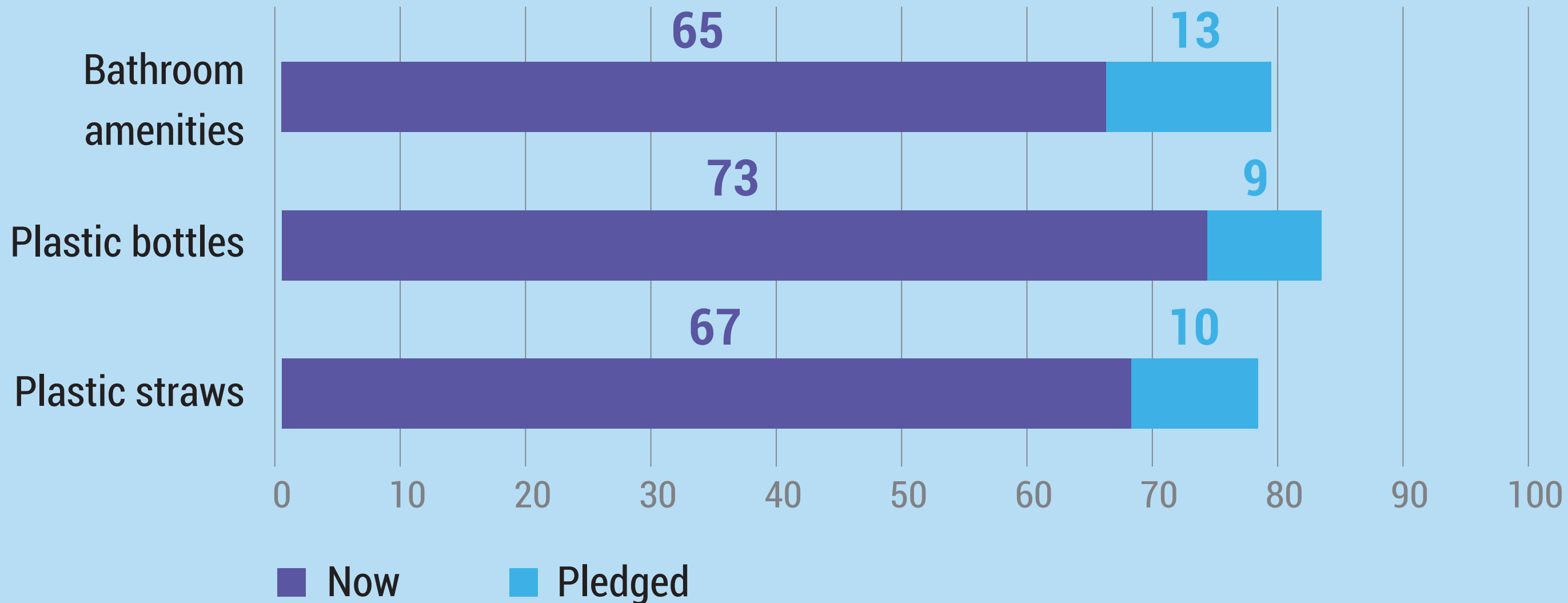
The majority of hotels that signed the pledge concentrate in popular tourist destinations. Pledged hotels come in all sizes and forms of operations.

It has proved to be feasible for small and/or independent hotels to commit to sustainable actions.



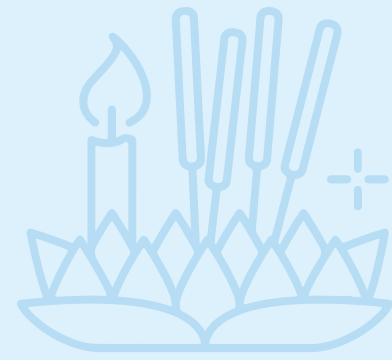
What did they pledge?

Percentage of hotels commit to reduce...



**More than
8 out of 10
hotels in
Thailand
are addressing
plastic waste.**

58% sponsor community events, while additional **13%** commit to do so.



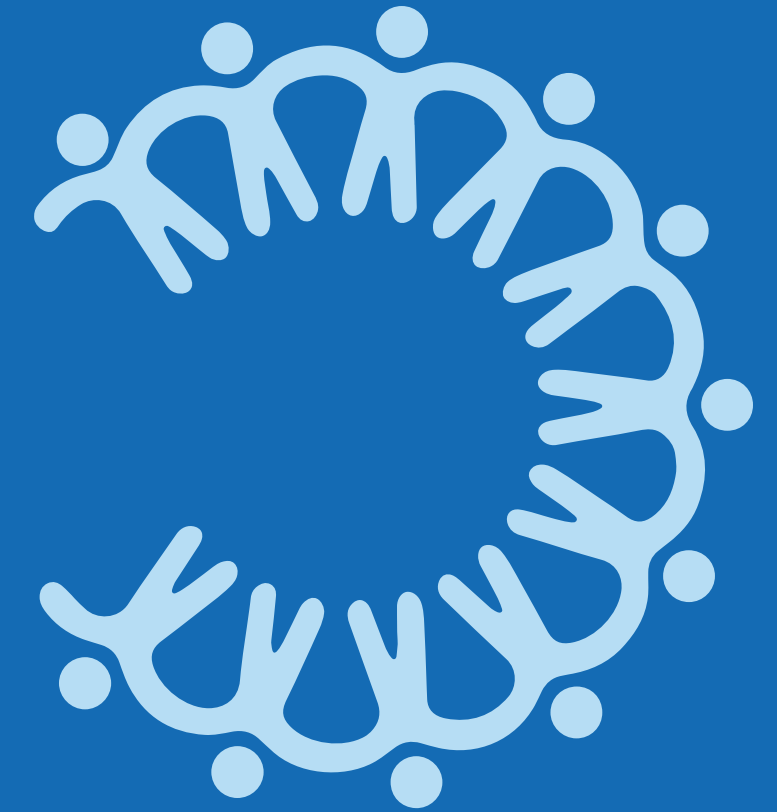
43% of small hotels feature local cultural elements in their hotels and additional **15%** commit to do so.



More than 60% of hotels actively engage with their local communities through:

- ✓ Incorporating local cultural elements
- ✓ Sponsoring local community activities and events
- ✓ Donating to and sharing profits with local institutions and organizations

61% of large hotels pledge to make donations to communities, while **52%** are currently doing so.



Studies showed that craft products made with environmentally friendly materials and local artisanal skills can provide hotels with alternatives for single-use plastics while supporting local communities.

Currently, local producer groups sell **30-50%** of their products to hotels.



Some good stories



© Prince Theater Heritage Stay

Prince Theater Heritage Stay in Bangkok, which turned its property from a former casino in the early 1900s into a wholesome movie house and then into a cinema-themed hotel, regularly organizes local artists' performances and artworks, and hosts film festivals promoting small and independent directors, and the local choir.

Chala Number 6 Hotel in Chiang Mai frequently participates in local events and activities, and donates essentials to local institutions.





© Aonang Princeville Villa Resort and Spa

Aonang Princeville Villa Resort and Spa in Krabi facilitates trash collection in the community, renovates local mosques and promotes locally made products in a “resort marketplace”. In addition, a large number of products used in the resort are made locally – for example, bed sheets made from traditional batik.

Six Senses Koh Yao Noi in Phang Nga, in addition to taking common measures, such as using reusable glass bottles and refillable ceramic jars for bathroom amenities, also grows vegetables and herbs, and raises ducks, chickens and goats on the resort grounds, and only works with suppliers that comply with their sustainable purchasing policies.



Where do we go from here?

- Encourage more hotels to sign the Pledge, especially independent and/or small hotels.
- Further promote actions that protect the environment and support local communities.
- Initiate actions to promote local craft products and make linkages with neighbouring hotels.

* Data analyzed from 512 Thai hotels signing the UNESCO Sustainable Travel Pledge during its pilot phase.

** The UNESCO Sustainable Travel Pledge is powered by a partnership between UNESCO and Expedia Group. Tourism Authority of Thailand was a partner of the Thai pilot.