" Entry Thailand "

The Single Gateway for Traveller to Thailand



Department of System Development, Office of the Permanent Secretary,
Ministry of Tourism and Sports

Preface

The Ministry of Tourism and Sports has developed the system “Ease of Traveling”, accessed via the Entry Thailand web portal. This is the only official tourism-related web portal that addresses the Thai government’s policy of prioritizing the development of electronic systems, involving how to get easy access to the Kingdom of Thailand for travellers. It aims to develop an eservice system based on the resolution of the cabinet meeting on August 3, 2014, in order to enhance convenience for tourists to enter to the Kingdom of Thailand during the COVID 19 pandemic. This is intended to minimize the complexity that tourists face from their arrival in Thailand until they return to their country. This system was initially developed to facilitate tourists and travelers during the COVID-19 pandemic. The Ease of Traveling system on the Entry Thailand Web Portal focuses on travel and tourism, adhering to Thailand’s public health measures.

Now, as the COVID-19 situation improves, travel and tourism are revitalizing. Also, tourist behavior has shifted, with travelers seeking convenience in accessing information about tourist attractions and services. With a change in the context of tourism towards leisurebased travel, aligning with tourists’ interests, the Ease of Traveling system needs to focus on presenting information and services related to tourism.

This book, New Chapter of Entry Thailand, introduces the Ease of Traveling system, which has been redesigned to match current travel and tourism behavior. This new chapter caters to the whole value chain of tourism services. The system comprises three key categories: (1) tourism service systems, (2) tourism service information, and (3) tourism information for each province in Thailand. This is to provide convenience and helpful insights for tourists and travelers, fostering tourism and generating tourism revenue for Thailand, ultimately supporting the government’s policy of revitalizing Thailand’s economy through tourism.

Department of Administrative System Development,
Office of the Permanent Secretary,
Ministry of Tourism and Sports



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History of Travel Facilitation Systems

The Thai tourism industry has been a key sector in driving economic growth and social development for many years. Not only the tourism industry is being a major source of revenue that brings foreign currency exchange to the country, it also generates significant domestic revenue circulation. Tourism creates jobs and livelihoods for people in a variety of businesses, such as hotels and other accommodation, food and beverage, transportation and sports and recreation, which helps to distribute income to communities, reduce inequality and develop infrastructure, including transportation, electricity and water supply systems. These developments in turn facilitate the public, tourists, and travelers, and enhances overall tourism competitiveness in the country.

When the COVID-19 outbreak occurred in December 2019, it had a significant impact on tourism worldwide, including Thailand. The slowdown in international travel greatly reduced the number of tourists and travelers entering Thailand. [1] According to the latest data from the Tourism and Sports Economics Division, Office of the Permanent Secretary, Ministry of Tourism and Sports, the number of tourists and travelers who entered Thailand between January and December 2020 was 6.7 million, down from approximately 39.9 million in the same period in 2019, a contraction of about 83.2%. The COVID-19 pandemic thus resulted in a significant decline in Thailand's tourism revenue. Total revenue from tourists and travelers between January and December 2020 was 332,013 million baht, down from 1,911,808 million baht in the same period in 2019 (a decrease of 82.6%). This decline is attributed to the government's necessary measures to control the spread of COVID-19, including various regulations issued under Section 9 of

[1] Economics Tourism and Sports Division, Office of the Permanent Secretary, Ministry of Tourism and Sports

the Emergency Decree B.E. 2548, in conjunction with the Communicable Disease Act B.E. 2558, These measures mandated a quarantine period for all individuals entering Thailand, requiring them to stay in designated quarantine facilities. As a result, the process of entering Thailand became significantly more complex. Tourists or anyone seeking to enter the country were obliged to adhere to a multitude of conditions, requiring them to navigate through various websites of relevant ministries and agencies. This process included obtaining a Certificate of Entry (COE), purchasing health insurance, booking flights, reserving alternative quarantine accommodations, and more. This complexity often led to confusion for those seeking to travel to Thailand.

From these challenges, the concept of establishing an integrated collaborative mechanism to facilitate ease of travel emerged.



Discussions were held among relevant agencies, and the Ministry of Tourism and Sports, which has the responsibility to promote, support, and develop the tourism industry, was assigned the task. This led to the development of a web portal called “Entry Thailand” (www.entrythailand.go.th)

The Ministry of Tourism and Sports has integrated its work with relevant government agencies in accordance with the 3-year action plan (Roadmap) (2022-2024) as follows:

2022 Roadmap

The Ministry of Tourism and Sports signed a memorandum of understanding on cooperation, regarding the integration of Disease Control, the Office of the Permanent Secretary (Ministry of Digital Economy and Society) the Office of the Insurance Commission, the Office of the Permanent Secretary (Ministry of Tourism and Sports), the Tourism Authority of Thailand, Airports of Thailand Public Company Limited, the Department of Consular Affairs, the Tourist Police Bureau, and the Revenue Department.The implementation of the 2022 Roadmap aims to facilitate entry into Thailand for tourists and travelers during the COVID-19 pandemic. This includes the following services:



Agency	Service
Ministry of Digital Economy and Society	Thailand Pass application: An online application for Thai and foreign travelers to provide travel and health information. Once the application is approved, the traveler will receive a QR code to present to the immigration upon entry into Thailand.
Department of Disease Control	The Vaccine Certificate or Vaccine Passport: This service allows individuals to receive a vaccine certificate or vaccine passport for international travel. The passport can be issued in physical or digital form and is used to facilitate traveller by certifying vaccination status according to the Department of Disease Control's guidelines.
Department of Consular Affairs	e-Visa service: An online service to obtain an electronic visa for entering Thailand. This service facilitates the visa application process, making more convenient for tourists and travelers.
Office of the Insurance Commission	Adjusting health services for foreign travelers in Thailand to provide COVID-19 insurance for tourists, ensuring safety and compliance with COVID-19 prevention and treatment. This service also includes handling quarantine and medical care for tourists in Thailand.
The Office of the Permanent Secretary (Ministry of Tourism and Sports)	Thailand Tourism Directory: An information service that provides necessary data on travelling within Thailand to assist tourists and travelers in planning their trips.
The Tourism Authority of Thailand	- TAT News / www.tatnews.org: An information service providing news and updates beneficial to tourists and travelers. - SHA / SHA+ hotels: Certified hotels that meet safety standards in terms of COVID-19 prevention. This certification ensures that the hotel adheres to quality and safety standards, making it a safe place for tourists to stay.
The Revenue Department	"Tourist Police I Lert U application" : An app Tourist Police I Lert U allows tourists and travelers to quickly and easily contact the tourist police in case of emergencies. The app helps ensure safety and security for tourists and travelers throughout their stay in Thailand.
Tourist Police Bureau	Tourist Police I Lert U application: An app that allows tourists and travelers to quickly and easily contact the tourist police in case of emergencies. The app helps ensure safety and security for tourists and travelers throughout their stay in Thailand.
Airports of Thailand Public Company Limited (AOT)	Allows travellers to check flight schedule. The travellers will not miss the flight and can plan their trip.

Roadmap 2023

The Ministry of Tourism and Sports has signed a memorandum of understanding on cooperation, regarding of traveller facilitation system in January 27th, 2023. The agreement was made in collaboration with Thai Meteorological Department, Department of National Parks, Wildlife and Plant Conservation, Department of Disaster Prevention and Mitigation and Office of the Permanent Secretary (Ministry of Culture). After COVID 19 pandemic has less affected on tourism industry, the 2023 roadmap thus focused on traveller facilitating in entry into the country. The implementation of the 2023 roadmap include the following services :

Agency	Service
Thai Meteorological Department	Weather forecast system – a weather warning for tourists.
Department of National Parks, Wildlife and Plant Conservation	National park reservation system. Tourists can make and check available type of accommodation through this system.
Department of Disaster Prevention and Mitigation	Providing information on daily disaster situations through the electronic system and the Thai Disaster Alert application.
Office of the Permanent Secretary for the Ministry of Culture	Cultural calendar: Providing information on Thai festivals and cultural events through the electronic system.
The Fine Arts Department	Tourists can use AR Smart Heritage technology, Smart Museum exhibitions, Virtual Historical Park exhibitions.





Roadmap 2024

The Ministry of Tourism and Sports signed a memorandum of understanding on cooperation, regarding the virtual services in tourism industry. The agreement was made in collaboration with the Department of Community Development, the Department of National Parks, Wildlife and Plant Conservation, Sports Authority of Thailand, and the State Railway of Thailand, Bangkok Mass Transit Authority and S.R.T. Electrified Train Company Limited. in December 1st, 2023. The goal is to improve cleanliness and service quality for walking routes across Thailand.

The implementation of the 2024 roadmap includes the following services:

Agency	Service
De partment of Community Development	Information in purchasing a community product (OTOP) in rural area of Thailand.
Department of National Parks, Wildlife and Plant Conservation Department of National Parks, Wildlife and	Information on camping and accomodation reservation on National Park.
Sports Authority of Thailand	Information on sports calender and how to purchase sport product.
S.R.T. Electrified Train Company Limited	Information on electrified Train. (schedules and travelling expense)
Bangkok Mass Transit Authority	Public transport service information updates and bus fare.
State Railway of Thailand	Information on travel schedules, station cleanliness, and connection points for railway across the country.



A New Look for the Traveler Convenience System on the Entry Thailand


“ New Chapter of Entry Thailand
: The Single Gateway for Traveller to Thailand ”



Development of Travel Faciliatation Systems through the Entry Thailand Web Portal

The development of a system to facilitate Ease of Traveling on the Entry Thailand Web Portal focuses on creating a comprehensive travel experience covering all value chains in line with the definition of the “Tourism Industry.” This industry was officially defined by the Royal Decree on the promotion of tourism in Thailand in 1979 (B.E. 2522). The decree outlines that the tourism industry encompasses the provision of services in various tourism-related sectors, including:

1. Tourism business
2. Hospitality business
3. Recreation center and related facilities
4. Retail businesses selling goods to tourists
5. Sport tourist business
6. Tourist activities, including recreational services, cultural events, exhibitions, and shopping.

This development aims to enhance the tourism industry’s efficiency by systematically collecting and managing tourism information, ensuring that all levels of travel services are covered. The focus is on providing an efficient and comprehensive service platform that enhances the tourism experience for visitors and travelers, particularly within the framework of the 20 year National Strategy (2018-2037), which emphasizes:

1. Creative tourism.
2. Business tourism. (MICE)
3. Medical and wellness tourism.
4. Coastal maritime and river tourism.
5. Connectivity tourism.
6. Responsible tourism.

The ultimate goal is to improve the tourism service model to align with international standards and to develop an “Ease of Traveling” system on the Entry Thailand Web Portal to make travelers visits to Thailand as simple and convenient as possible.





Providing services and information that cover all aspects related to the tourism value chain, including tourist behavior, has led to the introduction of a model for delivering comprehensive tourism services and information across all sectors of the tourism industry, which is now available on the Entry Thailand Web Portal.

The Transition to an Ease of Traveling System through a New Format of the Entry Thailand Web Portal

Since the global outbreak of the COVID-19 virus in 2019, travel behavior among tourists and travelers around the world, including in Thailand, has significantly changed. The focus of travel has shifted from tourism purely for leisure to tourism that emphasizes health and safety. This change has necessitated the development of a comprehensive system to manage and control travel services, ensuring they meet various safety standards.

[2] According to statistics from the Office of the National Economic and Social Development Council (NESDC), 84.3% of tourists and travelers prioritize destinations and activities that are safe from COVID-19, with only 64.3% being satisfied with the previous system. This has led to the improvement of the system to better manage data and provide convenient access to tourism services.

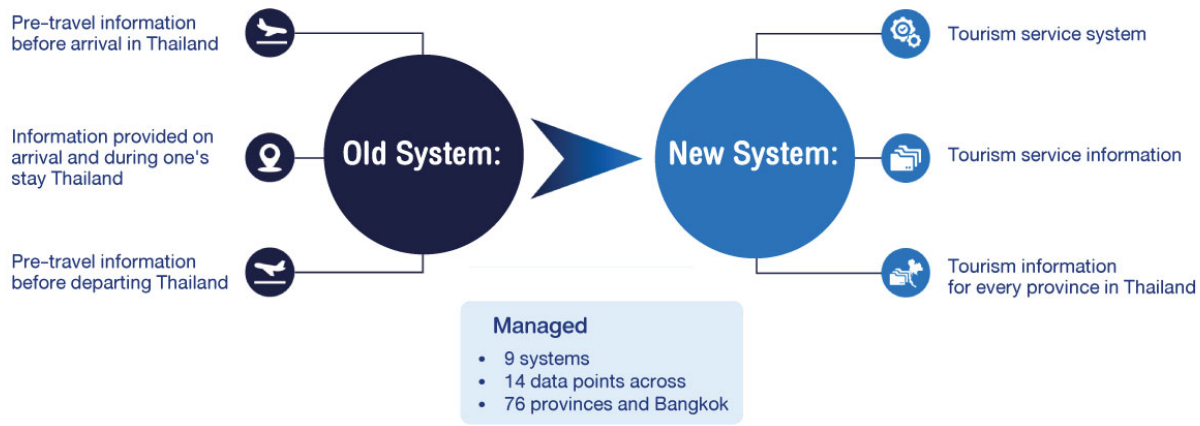
[2] Online Economic Base: Analyzing Tourist and Traveler Behavior in the Post-COVID Era, February 23, 2023.

The integration of digital technology under the 4.0 framework aims to enhance the tourism experience by providing integrated services. This includes the development of new service models that emphasize the safety and convenience of tourists and travelers, ensuring that these services are reliable and accessible.

During the implementation of the“Ease of Traveling”system via Entry Thailand, procedures were set up for tourists to register before traveling to Thailand during the COVID-19 pandemic. This included providing information in three phases:

Before Arrival: Registering before coming to Thailand. During Stay: Updating information during their stay. Before Departure: Providing information before leaving Thailand. With the less affected of COVID-19 and the reopening of Thailand to tourists starting from July 1, 2022, the previous entry processes were updated.

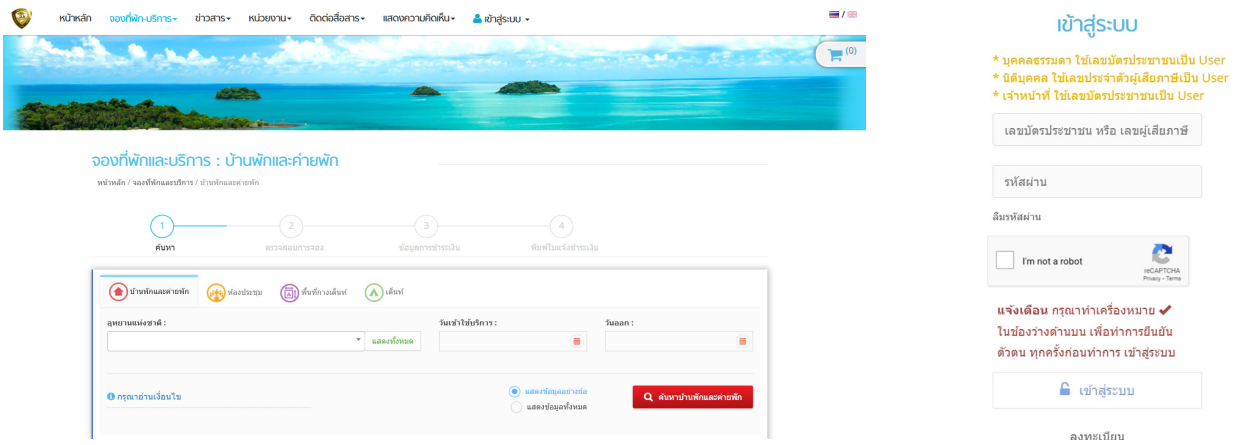
Now, the “Ease of Traveling” system on Entry Thailand is evolving, with a new roadmap in place for the year 2023-2024. This update aims to provide a seamless experience by integrating tourism services and data across all tourismrelated agencies in Thailand.



New Chapter of Entry Thailand

1. Tourism Service System

(1) National Park Reservation and Service System: The tourism service system comprises 9 subsystems, including: This is for tourists and travelers who enjoy exploring nature. It allows them to easily book national park accommodation through an online system managed by the Department of National Parks, Wildlife, and Plant Conservation. This system is integrated with the “Ease of Traveling” system on Entry Thailand, making it convenient for users to make reservations for national park accommodation and other services. The system is designed to manage reservations and payments online, promoting efficient and sustainable tourism management. There are currently 156 national parks in Thailand where tourists can make a reservation for different types of accommodation.



To ensure efficient and sustainable access and management of accommodation in national parks, a booking system for accommodation and services within national parks has been developed and made accessible through the Entry Thailand Web Portal

This online system is managed by the Department of National Parks, Wildlife and Plant Conservation. It offers significant benefits for tourists and travelers seeking overnight stays within national parks.The system allows for convenient and efficient advance planning and booking, saving time and reducing the risk of finding no accommodation during the desired travel period. It helps manage accommodation efficiently, reducing duplicate bookings and enabling staff to effectively plan for the accommodation that has been reserved from tourists.

According to statistics from the National Economic and Social Development Board (NESDB), [3] over 84.3% of tourists and travelers prefer to plan and manage their travel itineraries themselves increase from the pre COVID period, when only 64.3% did so. This is due to the availability of diverse platforms and applications that provide convenient travel management options, leading to significant cost savings and shorter travel durations. Moreover, information retrieval is now more readily accessible through online channels.

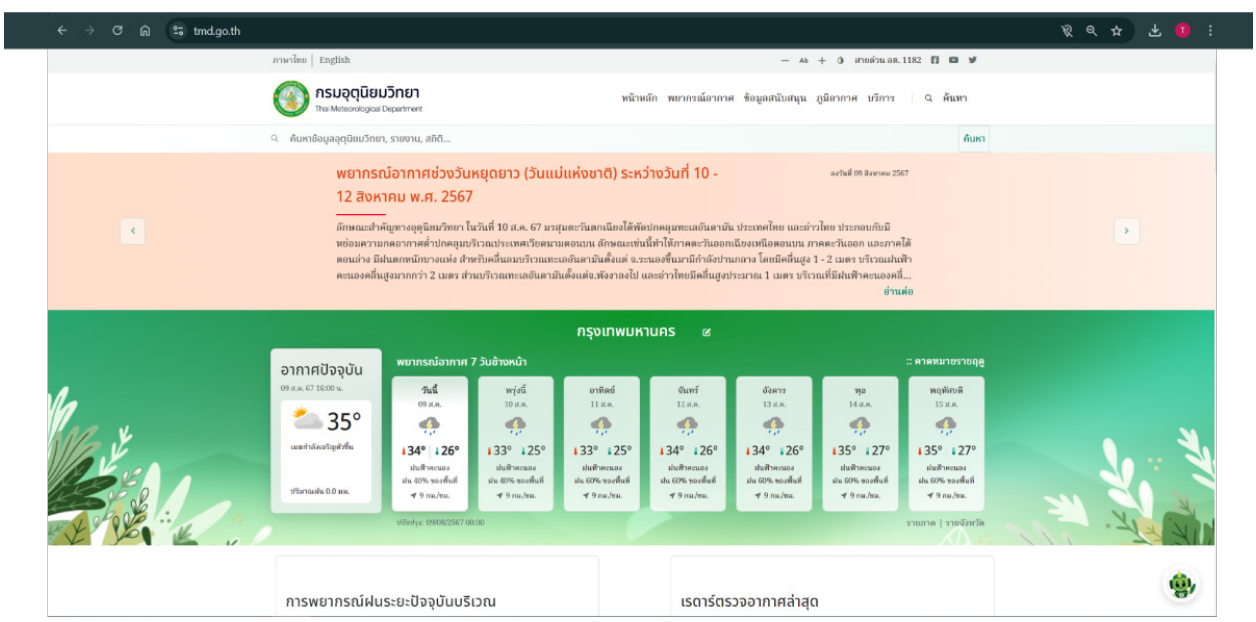
Recognizing this trend, the Office of the Permanent Secretary, Ministry of Tourism and Sports is promoting tourism in the era of 4.0 by incorporating digital technology to deliver information, news, and tourism services, as well as developing enhanced experiences for tourists

[3] Passenger Volume in Public Transportation System in Thailand, Information and Communication Technology Center, Office of the Permanent Secretary for Transport, May 11,

(2) Weather Warning System: This system provides weather forecasts and alerts to help tourists and travelers plan their trips effectively according to weather conditions. This also helps avoid dangers associated with heavy rainfall, flash floods and landslides, as well as avoiding sea, land and air travel during such events. Tourists and travelers can access the Ease of Traveling system via Entry Thailand, click on the Weather Warning section of the Meteorological Department, and then view weather information to plan their trips independently.

Rapid and extreme weather changes are an increasingly significant problem, impacting the tourism industry. Changeable weather can make it difficult for tourists to decide on travel destinations. Thus, a reliable and efficient weather warning system becomes vital for tourists and travelers to prepare and stay alert for natural disasters.

The Meteorological Department will issue alerts immediately when adverse weather conditions are anticipated, such as typhoons, flash floods and strong winds. This serves as a key tool to minimize the risk posed by natural disasters, allowing tourists and travelers to plan their trip and avoid danger that might occur during their journey. This information includes the type of severe weather, the anticipated time and location of the event, and recommendations for safe preparation and conduct. Tourists and travelers can access the Ease of Traveling system on Entry Thailand, click on the Weather Warning section of the Meteorological Department, and check weather information immediately to plan their trips independently.



(3) Train Ticket Booking System: This system enables tourists and travelers to book train tickets for travel within Thailand through the online booking system of the State Railway of Thailand, accessible through the Ease of Traveling system on Entry Thailand. Currently, train travel is the most popular mode of transportation among tourists, with approximately 9,386,119 tourists traveling by train, representing 54% of all travel modes including rail, road, water, and air, across a total of approximately 17,184,853 tourists (data as of July 11, 2024).

The advanced train ticket booking system allows tourists and travelers to conveniently and quickly book and purchase train tickets. The system integrates information with the Ease of Traveling

system on Entry Thailand, linking to the State Railway of Thailand website at https://dticket.railway.co.th This online train ticket booking method is also known as booking train tickets via the D-Ticket system. Once on the website, visitors can click on **"Sign Up"** to create an account and access the booking system. The system is user-friendly and provides comprehensive information on train schedules, ticket prices, and seat availability. Tourists and travelers can select their preferred seats and pay electronically using debit or credit cards. Upon successful payment, electronic tickets are immediately issued and sent to the registered email address. The email will display the electronic ticket in PDF format to show railway staff during ticket checks, eliminating the need for printed tickets. The D-Ticket website also keeps a purchase history, allowing customers to review booking information, which adds convenience for tourists and travelers. This reduces queue times at ticket counters, enhances trip planning efficiency and increases transparency in ticket sales.

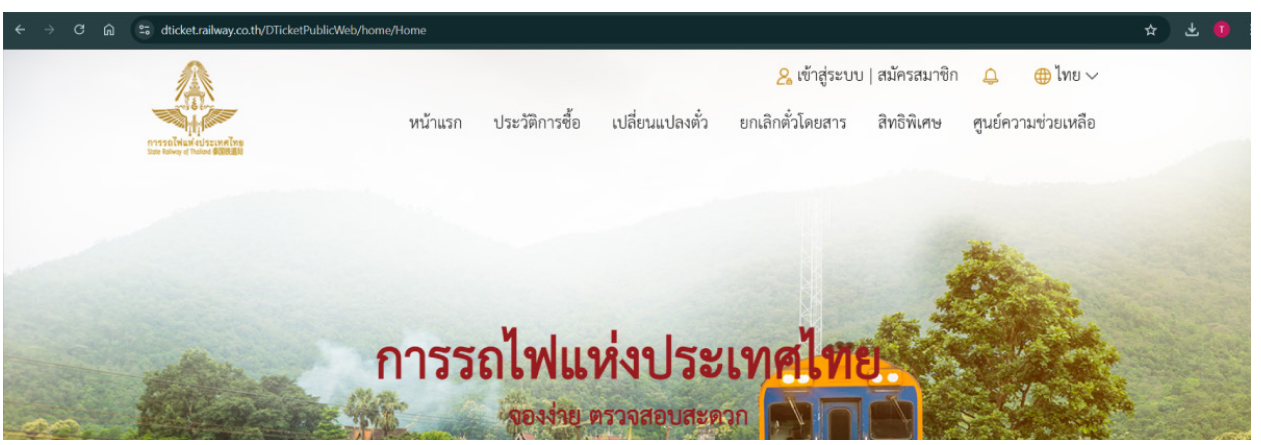


Online Train Ticket Booking:

(1) Express and Special Express Trains: Passengers can purchase tickets up to 180 days in advance of their travel date.

(2) Fast and Sightseeing Trains: Passengers can purchase tickets up to 180 days in advance of their travel date.

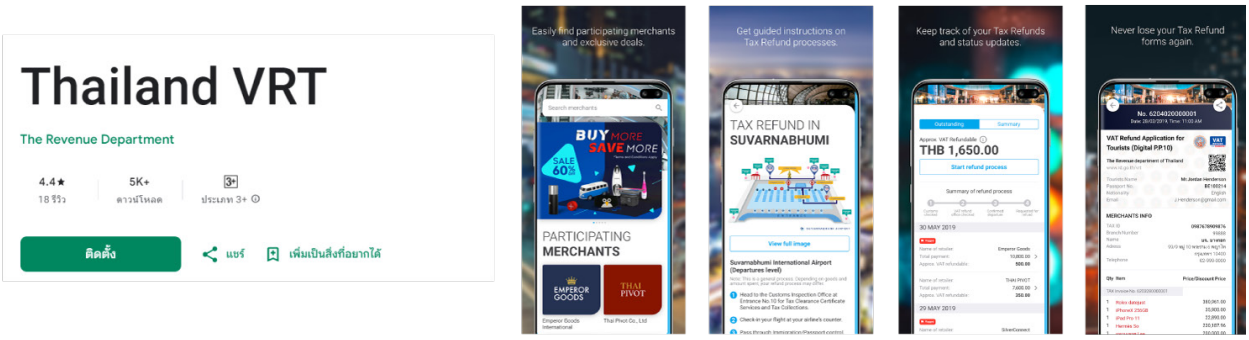
(3) Ordinary, Commuter, Local, Unreserved Seating and Special Fare Trains: Tickets can be purchased on the day of travel, no later than 2 hours before the train departs.



(4) The "Thailand VRT Application" System by the Revenue Department: This system upgrades the VAT refund service for tourists. The Revenue Department, in collaboration with the Customs Department, Immigration Bureau, and Krungthai Bank Public Company Limited, has incorporated blockchain technology to enhance the VAT refund service for international tourists. This marks the development of a fully electronic VAT refund system for tourists (VAT Refund for Tourists via Blockchain) via a mobile application, a World first innovation system.

Businesses registered in the VRT system can submit electronic VAT refund applications. Additionally, tourists can now claim refunds through the mobile application: Thailand VRT, encouraging more tourists to apply for refunds via the mobile application: Thailand VRT and claim refunds through electronic channels. This also encourages tourists to purchase goods from VRT businesses that submits electronic applications. It motivates VRT businesses to transition from paper-based applications to electronic ones. As of March 21, 2024, the Revenue Department has added a new channel for claiming refunds through kiosk machines, available at Suvarnabhumi, Don Mueang and Phuket International Airports.

Using the "Thailand VRT" mobile application enhances trust, convenience and speed for international tourists. They can claim VAT refunds at any time : 24 hours a day, eliminating the need to wait in line at the airport's VAT refund counters. The system is also secure and reliable, protecting personal information according to data security standards. Furthermore, it encourages tourists to purchase goods within Thailand, allowing them to claim VAT refunds, which supports the government's tourism promotion policies.



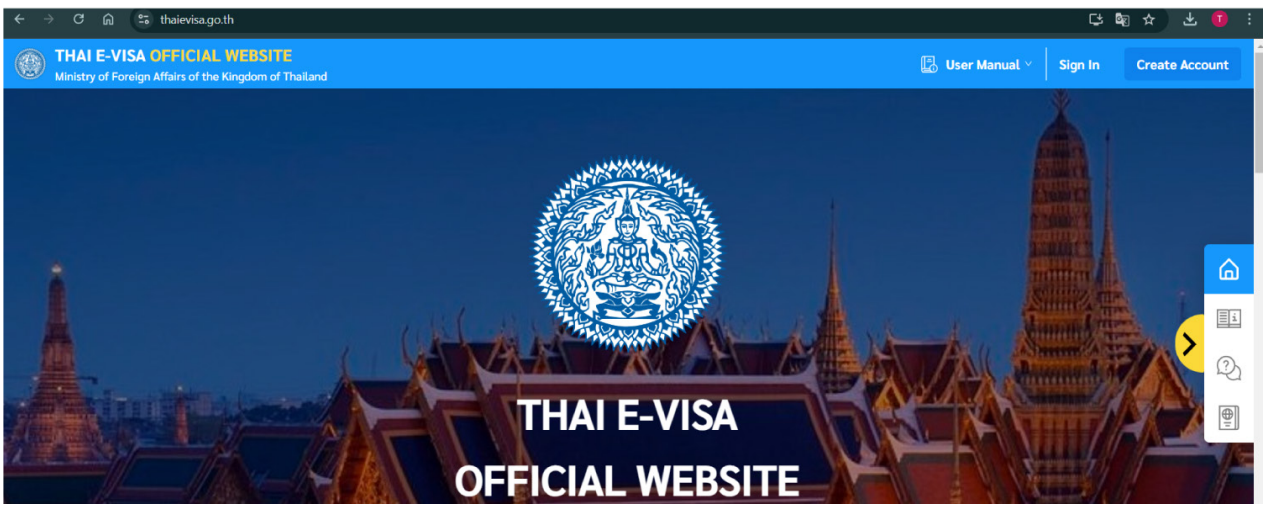
The process for claiming VAT refunds through the Thailand VRT Application system is currently available in Chinese and English.

1. User Registration: Tourists and travelers need to register for an account on the Thailand VRT Application system. They must provide personal information, such as their name, passport number, nationality, date of birth, and email address, or scan their passport.

2. Purchase from VRT Businesses: Tourists must purchase goods from VRT businesses that have submitted electronic VAT refund applications. Tourists will receive the original tax invoice with a Mini Slip detailing the purchase. This purchase information will be sent to the e-VRT refund system in real time.

3. Departure: Before checking in, if the total value of purchased goods per person is less than 20,000 baht, the goods do not need to be presented to the custom for inspection and stamping. However, if the total value of purchased goods per person is 20,000 baht or more, tourists must present their passport and goods to the custom for inspection and stamping. Afterward, tourists can claim their VAT refund through the Thailand VRT App immediately after passing through passport control. This must be done within 60 days from the date of purchase. Tourists can choose their preferred refund method: e-Wallet or credit/debit card.

(5) The e-Visa or Electronic Visa System of the Consular Department, Ministry of Foreign Affairs: This system aims to facilitate visa applications for tourists and travelers through an online self-service process for entering Thailand. It modernizes and enhances Thailand's visa system. The e-Visa system is an electronic system linked to the Travel Facilitation system on Entry Thailand, connecting to the website https://www.thaievisa.go.th, which was developed by the Consular Department, Ministry of Foreign Affairs.



Visa system allows tourists and travelers to apply for a visa, pay fees, and complete the visa process online. This enables tourists and travelers to conveniently plan their trips without needing to visit Thai embassies or consulates abroad. Currently, this service is available at 48 embassiesconsulates in Europe, America and Asia.

Individuals located in countries where the embassy/consulate providing the e-Visa service is situated/within their jurisdiction/contact point can apply for an e-Visa. The e-Visa system has received positive feedback from tourists and travelers. They can apply for visas 24 hours a day in every day, without waiting in line or traveling to submit documents at Thai embassies or consulates abroad. This process has three key advantages:

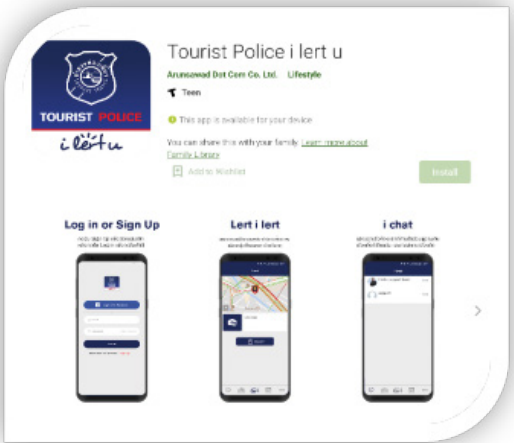
(1) Speed and convenience: Tourists and travelers can initiate the e-Visa application process online, from filling out forms and submitting documents to electronic payments (e-Payment) and receiving stickerless e-Visas.

(2) Accessibility and flexibility: The online system can be accessed anytime and anywhere using smartphones or computers.

(3) Security: The payment system utilizes global standard secure technology.



(6) Tourist Police I Lert U Application (Android): Currently, the Tourist Police I Lert U Application is available on Android. By fiscal year 2024, a new application, Thailand Tourist Police Application (compatible with both Android and iOS), will be launched by the Tourist Police Headquarters. This app will enable tourists and travelers to seek immediate assistance from the Tourist Police via their mobile phones in the event of incidents such as accidents, natural disasters, personal safety or property security concerns, or seeking tourism information.

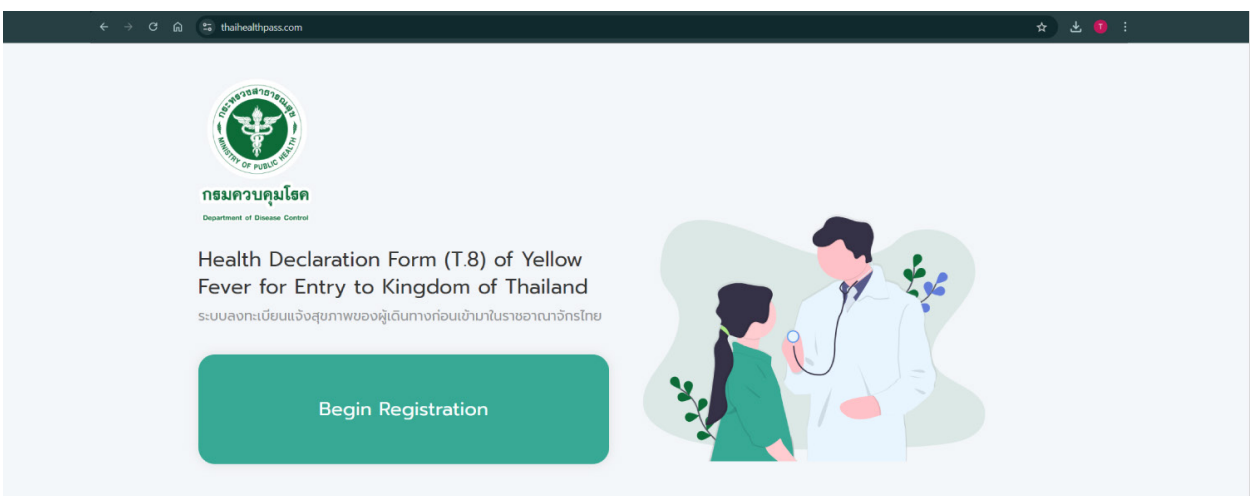


Tourist Police I Lert U Application (Android) and Thailand Tourist Police Application are smartphone apps developed by the Tourist Police Bureau to comply with government policy regarding emergency reporting and facilitating tourists and travelers to seek assistance. The apps allow tourists and travelers to seek immediate assistance from the Tourist Police via their smartphones in case of any emergencies during their travels in Thailand. When an emergency arises, they can press the "Request Assistance" button. The system will send the location of the incident, as well as the contact information of the tourist or traveler seeking assistance, to the 1155 Emergency Response Center. The officer on duty closest to the incident location will then contact the tourist or traveler at the provided phone number using the same language as the tourist or traveler or another common international language. Tourists and travelers can download the Tourist Police I Lert U application from Google Play Store and Thailand Tourist Police (Android/iOS) application without any change. After installation, tourists and travelers must register with their personal and contact information so that Tourist Police officers can contact them promptly in case of an emergency. The main functions of the application include:

- **Emergency Reporting:** Tourists and travelers can quickly report emergencies. The application automatically records the GPS location and sends the information to the Emergency Response Center.
- **Contact Tourist Police**: Tourists and travelers can directly contact the Tourist Police through the application via phone, email, or online chat. Tourist Police officers will provide assistance and guidance.
- **Tourist Attraction Search:** The application has a database of significant tourist attractions in Thailand along with useful information such as location, opening hours and travel tips.
- **Receive Information:** Tourists and travelers can receive various information related to tourism in Thailand, such as warnings, alerts and announcements from the Tourist Police.



(7) The Thai Health Pass System, a health declaration system for travelers entering Thailand, managed by the Department of Disease Control, helps facilitate the screening of travelers from yellow fever endemic areas: This system aims to monitor, prevent and control yellow fever ; a dangerous infectious disease. According to the Ministry of Public Health's announcement in 2017, 42 countries or territories outside Thailand are classified as yellow fever endemic areas. Travelers from these endemic areas must present their electronic health declaration (Health Questionnaire) or the T.8 form upon arrival in Thailand and undergo screening by public health officials at the international disease control checkpoints. The process involves travelers registering through the Thai Health Pass system by providing general information, travel history, health information as per the T.8 form (Health Questionnaire), and vaccination details. Officials verify information in the system, such as pretravel vaccination documents, ensuring faster screening at checkpoints, reducing paper contact. Travelers only need to register once and can present their QR code at each entry point to Thailand. During screening at checkpoints, officials use a screening program for travelers and store health documents electronically (quarantine form/observation form). While in Thailand, if a traveler falls ill after entering the country, they can report symptoms to receive guidance from officials through the Thai Health Pass. If quarantine is necessary, the quarantine facility has a program to track the traveler's symptoms and laboratory results. This also enables immediate management of quarantined individuals.

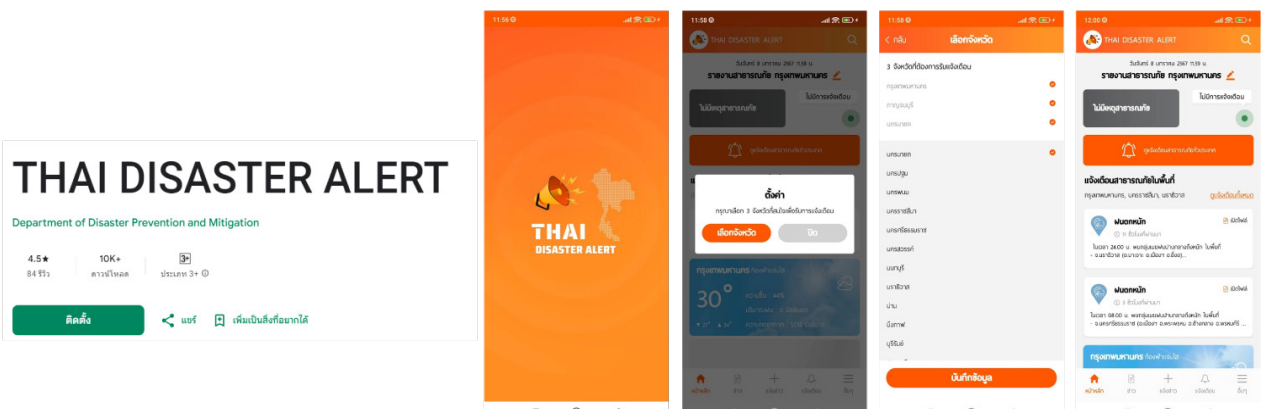


(8) Daily Disaster Report System by Department of Disaster Prevention and Mitigation: Tourists, travelers, and the general public can access and receive warnings or notifications about disasters in tourist destinations in various provinces through the online Thai Disaster Alert Application (TDA) on the Ease of Traveling system on Entry Thailand. This system acts as a 24/7 disaster alert tool, providing real-time alerts for all types of disasters, including floods, earthquakes, tsunamis and etc. Tourists can install and change their preferred provinces to receive notifications based on their travel plans or areas of interest. They can also access information and important events, such as weather conditions, rainfall forecasts, disaster reports and disaster warnings in every province in Thailand displaying by map, statistical, and provincial report formats.

To use the application, there are three simple steps: 1) Provide information, 2) Select the area (province) to receive information and 3) Enable location. Users can select up to three provinces, including their residence, the residence of their family members and areas where they are particularly

interested in receiving disaster alerts. It is also possible to receive information from anywhere in Thailand by enabling location access for the TDA application.

The TDA application will issue an alert when a disaster is forecasted in a selected province. The system will send instant disaster alerts to users as a notification on the smartphone screen. Users can read a brief summary of the information, or learn more detailed information by clicking on the various menus of the application, which stores past disaster alerts for user access. The application also features a map of Thailand that displays a color-coded band on provinces that are at risk of disaster. Users can click on a province to view specific alerts for that province. If users wish to change their location for receiving notifications, they can modify the settings anytime. The application also includes a menu that compiles emergency hotlines from various agencies to facilitate contact in case of emergencies. The TDA application is an effective channel to inform the public, tourists, and travelers about disasters, ensuring a wider reach of information. This promotes public safety, enables tourist and travelers to plan their trips and activities safely and allows for preparedness and prevention before disasters occur.



(9) Now Muay Thai website, a platform for Muay Thai information by the Sports Authority of Thailand: Now Muay Thai is a booking platform that connects Muay Thai enthusiasts worldwide with leading gyms and trainers. This platform simplifies finding and booking training sessions, offering secure and reliable payment methods. It provides comprehensive information, making it suitable for all skill levels, from beginners to professional athletes, and promotes Muay Thai as both a sport and a cultural experience.

Now Muay Thai features a sales tracking and review system for gyms, allowing tourists to learn about various gyms and choose those that meet their needs. It also has a tracking system for trainers' working hours and reviews, enabling users to select experienced and skilled trainers who align with their requirements. Through collaboration with organizations like the Tourism Authority of Thailand, Now Muay Thai has launched campaigns to integrate Muay Thai with tourism experiences. With a user-friendly interface, the platform aims to make Muay Thai training accessible and appealing, encouraging fitness, personal development and appreciation of Thailand's soft power as well as cultural heritage.

In the future, the platform will evolve into a comprehensive tourism platform that allows bookings for accommodation, flights, car rental, tours and various other tourism experiences in Thailand. It not only aims to help tourists manage all aspects of their trip of one goal but also to promote health tourism and physical wellbeing through Muay Thai training. This enables tourists to experience authentic Thai soft power and Thai culture.





Due to its convenience and comprehensive services, Now Muay Thai is a platform that tourists and Muay Thai trainees seek to use for a smooth and enjoyable travel and training experience. The platform primarily operates in Thai and English. It also offers Arabic, Chinese, and other languages, depending on the campaign and its service area.

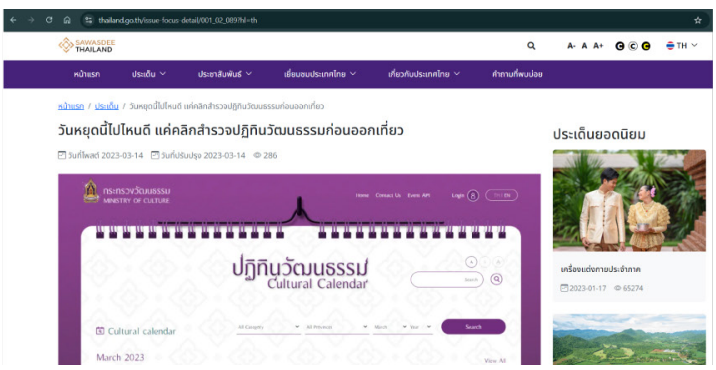
2. Tourism Service Information

Tourism Service Information: This section comprises 14 pieces of information.

(1) Cultural Calendar Website: provides information about various cultural events, accessible through the Ease of Traveling system on Entry Thailand. This includes festivals and traditional events, music festivals, theater and film performances, tourism activities, food festivals, traditional performances, exhibitions, showcases of Thai cultural products and art and craft exhibitions. The system allows users to choose the category of event, the province where it is held, and the time period. It also provides detailed information about the events and directions to the event location. It acts as a cultural calendar for tourists and travelers to plan trips based on their desired schedule to explore traditional events across 76 provinces throughout the year.

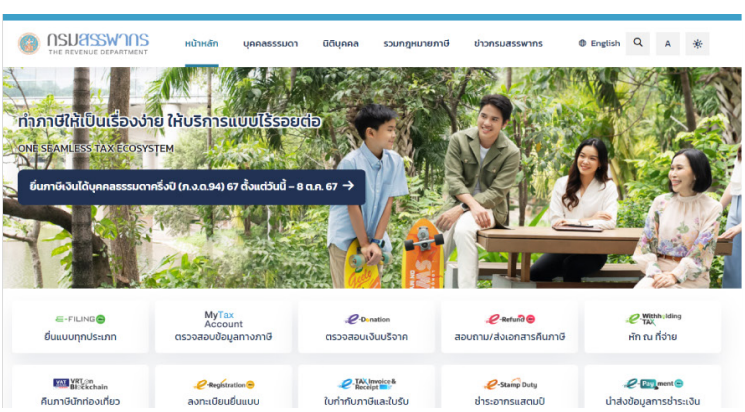
Accessing information about cultural events in Thailand through the electronic system is convenient and easy for tourists and travelers. It provides concise information about each event, such as the Loi Krathong Festival in Nakhon Phanom province, the Loy Krathong Festival in Sukhothai province, the Buffalo Running Festival in Chonburi province, the Jad Deun Sib Parade in Krabi province, the Elephant Ordination Ceremony in Surin province and the Nora Performing Arts Festival in Phatthalung

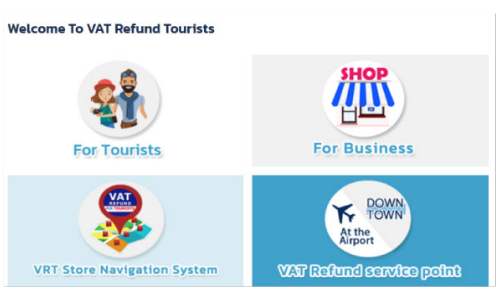
province. The Office of the Permanent Secretary (Ministry of Culture) supports, connects, and manages this information through the Entry Thailand website. The goal is to promote and enhance festivals and traditional events to reach global standards for wider recognition both domestically and internationally. By showcasing Thai arts and culture through electronic platforms, the overall image of the country is enhanced. It attracts both domestic and international tourists, enabling them to explore and learn about Thai arts and traditions. It also creates jobs, generates income for communities and boosts the national economy.





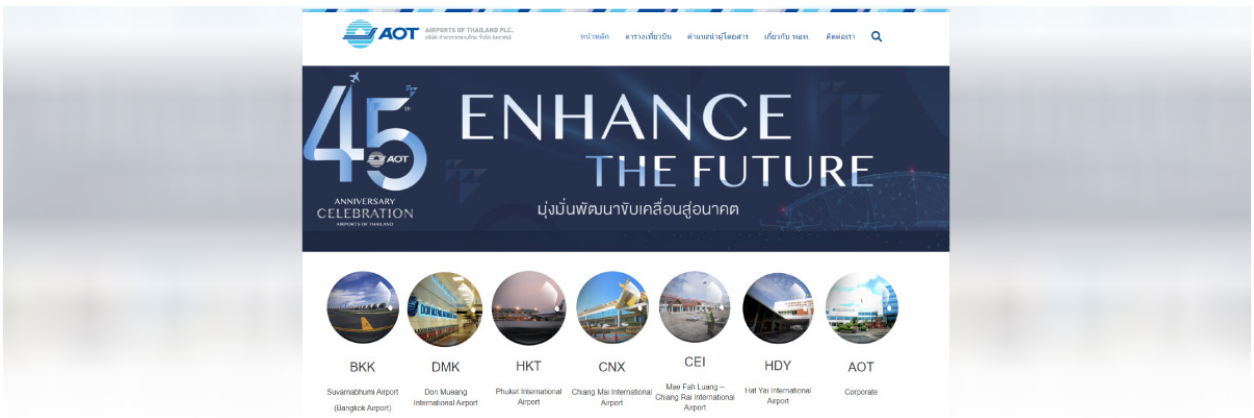
(2) The VAT Refund for Tourists website of the Revenue Department is a promotional platform designed to increase awareness and understanding among foreign tourists, vender (VRT operators) and the general public interested in learning about the criteria for VAT refunds for foreign tourists who wish to claim a refund by purchasing goods from VRT operators. The website includes the VAT Refund for Tourists system and a VRT operator search system. Additionally, it features maps of VAT refund service points at 10 international airports, available in both Thai and English.





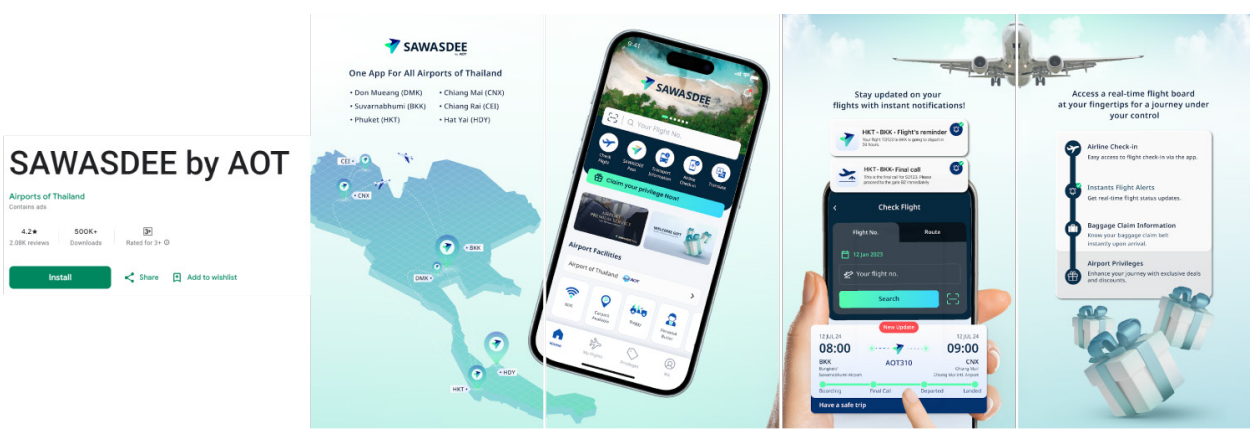
(3) Flight Schedule Information from SAWASDEE by AOT Website and Application by Airports of Thailand Public Company Limited (AOT): Tourists and travelers can access flight schedules through the SAWASDEE by AOT website and application. Airports of Thailand Public Company Limited (AOT) provides the following flight schedule information for Entry Thailand:

3.1 The websites of the 6 airports under AOT's management, including Don Mueang Airport, Suvarnabhumi Airport, Phuket Airport, Chiang Mai Airport, Mae Fah Luang Chiang Rai Airport and Hat Yai Airport, provides flight schedule information, including real-time flight status, baggage claim belts for arriving passengers, and check-in counters for departing passengers. Additionally, passengers can search for flights by flight number for both arriving and departing flights at airports under AOT's management.



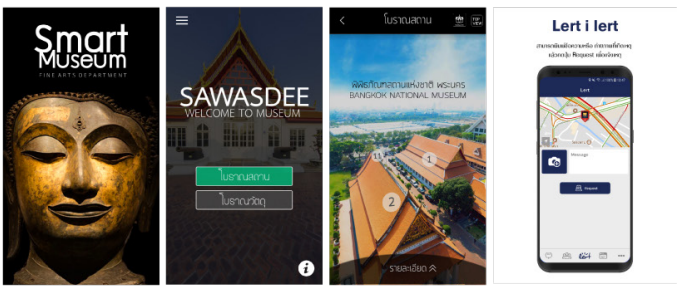
3.2 The SAWASDEE by AOT application provides flight schedule information, including real time flight status, baggage claim belts for arriving passengers and check in counters for departing passengers. Passengers can also search for various flights by flight number and origin-destination. The app also allows for flight status alerts when flight schedule has been changed or cancelled. It also includes information about airport services and travel within the airport.

3.3 API connection between AOT's e-Service system and the Entry Thailand system. The API connection test has been successfully completed. However, the accuracy and completeness of the information are currently being reviewed and validated by the Ministry of Tourism and Sports.

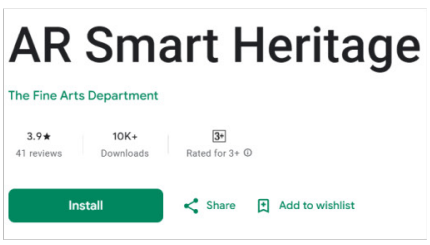


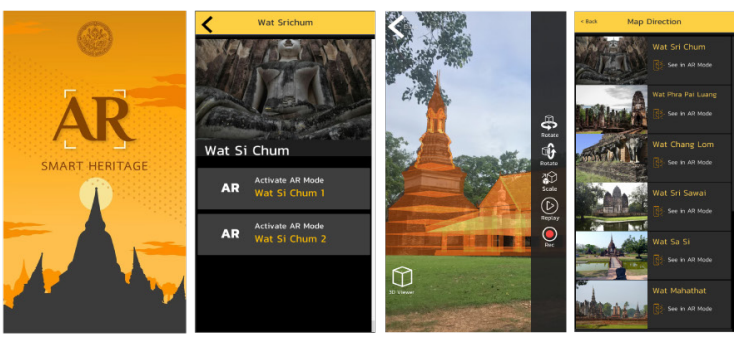
(4) Smart Museum Information (Website/Application) by the Fine Arts Department: This initiative provides information about national museums, enabling interested individuals to explore museums virtually through websites or mobile devices (smartphones or tablets) by downloading the application available on both iOS and Android platforms. It aims to engage the younger generation in Thailand's cultural heritage. The system reads QR and AR codes to display information about important artifacts from the national museums in different exhibition halls in the form of 360 degree virtual objects. It also features information about ancient structures within the museum in 3D models, exhibits of paintings that bridge culture and machine learning (titled "Living Paintings"), and interesting rotating exhibitions using AR and VR technology.





(5) AR Smart Heritage Application by the Fine Arts Department: This application, compatible with smartphones and tablets on both Android and iOS platforms, has been developed by the Cultural Heritage Information Technology Center of the Fine Arts Department to create a new immersive learning experience for exploring historical sites through Augmented Reality (AR) technology. It uses the concept of reviving past glories to instill pride in the present. The application integrates virtual representations of historical structures with real-world historical sites, enabling visitors to imagine the grandeur and beauty of Thai architecture, and the magnificence of Thailand's world heritage sites. This includes the Sukhothai Historical Park, Sri Satchanalai Historical Park, Kamphaeng Phet Historical Park, and Ayutthaya Historical Park. There are 36 virtual historical sites in total, allowing visitors to enjoy a new and enriching experience of exploring these sites. This readily accessible and convenient technology enhances the value of historical sites, encouraging tourists and visitors to further explore and learn about Thai historical sites and architecture.





(6) The Virtual Historical Park (Website) by the Fine Arts Department compiles 12 historical parks in Thailand into an online virtual resource for tourists and travelers interested in exploring Thailand's cultural heritage and history. The parks included are:

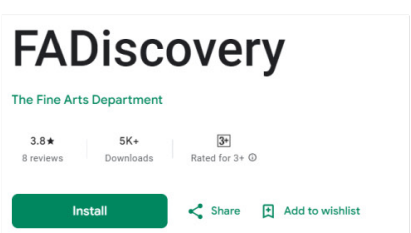
- Si Satchanalai Historical Park, Sukhothai Province
- Sukhothai Historical Park, Sukhothai Province
- Kamphaeng Phet Historical Park, Kamphaeng Phet Province
- Mueang Sing Historical Park, Kanchanaburi Province
- Phra Nakhon Khiri Historical Park, Phetchaburi Province
- Phra Nakhon Si Ayutthaya Historical Park, Phra Nakhon Si Ayutthaya Province
- Phu Phra Bat Historical Park, Udon Thani Province
- Phanom Rung Historical Park, Buriram Province
- Prasat Muang Tam, Buriram Province
- Phimai Historical Park, Nakhon Ratchasima Province
- Sdok Kok Thom Historical Park, Sa Kaeo Province
- Si Thep Historical Park, Phetchabun Province

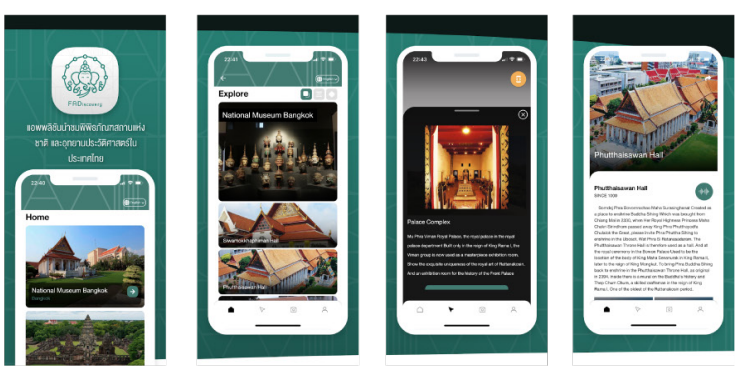
This resource caters to tourists and travelers who wish to visit national museums located in Thailand. It provides historical narratives, maps of ancient sites, and images of the sites, including aerial views. Users can zoom in on the images and listen to narrated descriptions, offering an experience similar to visiting the sites in person.






(7) FADiscovery Application by the Fine Arts Department: This application guides visitors through national museums and historical parks in Thailand. It provides navigation information, details about important artifacts and gathers comprehensive data about user preferences and interests from the moment visitors arrive. The system meticulously records user preferences,



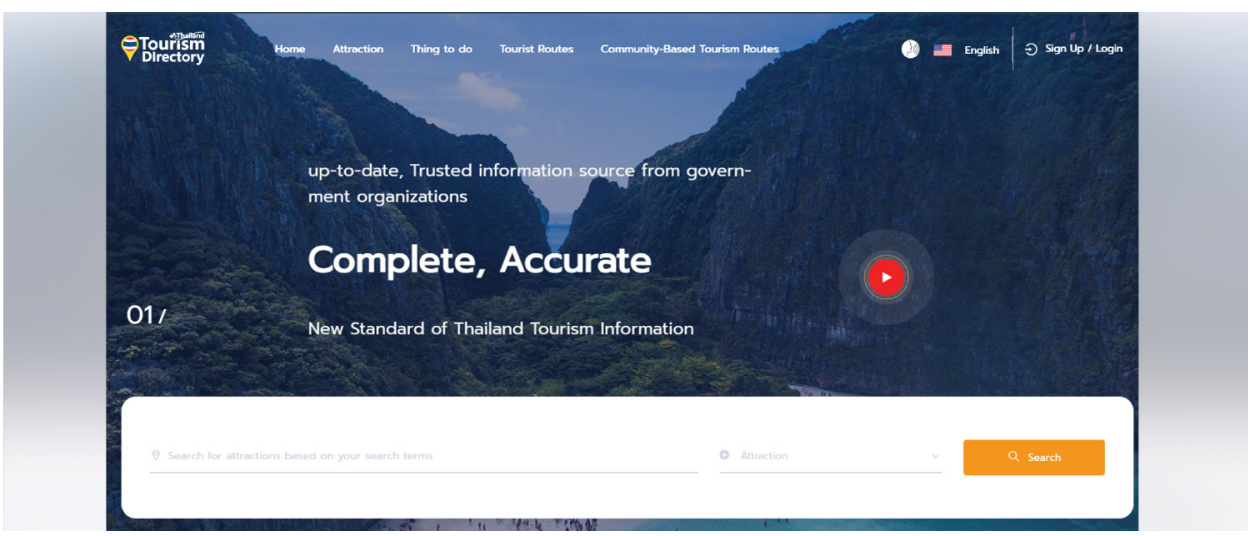


interests, and information needs, categorizing users and compiling real-time data. This helps to understand the specific interests of each visitor. The system then relays the most relevant information to each user individually. The system analyzes public interest in different areas, searches for relevant books or academic articles and shares the information with users. This enables users to study and learn further through information that aligns with their interests.

(8) The information from the Thailand Tourism Directory website, managed by the Office of the Permanent Secretary (Ministry of Tourism and Sports), includes details about interesting tourist attractions in Thailand and community based tourism routes.

The COVID-19 pandemic has led to a social phenomenon known as the "New Normal," referring to changes in the behavior and needs of tourists and travelers who now place greater emphasis on safety and hygiene standards. This includes greater importance being placed on digital technology as a key tool to access and utilize tourism information and services in Thailand. Examples include searching for tourist attractions, booking accommodation and services and planning travel. The platform gathers essential information for tourists and travelers, such as attractions, activities, accommodation, tour operators, spas, restaurants, shops and tour guides. The platform operates on the principle of allowing everyone the right to create and update information (All User Generated Content) with the accuracy of the information verified before official publication.

The Thailand Tourism Directory integrates tourism collaboration from various sectors across Thailand, with the government as the central body responsible for creating digital tourism information from local community representatives across all 77 provinces. This is facilitated by Digital Tourism Operation Centers, both at the central and regional levels, to ensure completeness, accuracy and up to date information. Tourists and travelers can use the Thailand Tourism Directory to discover new recommended tourist routes and tourist attraction created by the communities. Thailand Tourism Directory offers services to tourists and travelers via both the website and mobile application, available in three languages: Thai, English and Chinese. Additionally, there is a Change Report system that allows users to report and update tourism information to ensure that it is as complete, accurate, and current as possible.



(9) Information about Bus Service and Destination, Types of Services, Service Frequency, Vehicle Types, and Operating Hours of Public Buses by the Bangkok Mass Transit Authority (BMTA): The Bangkok Mass Transit Authority (BMTA) provides public bus services for passengers in Bangkok and its surrounding areas. As public transportation is a service provided by the government to the public, the BMTA's primary focus is on ensuring convenient, fast, safe and cost effective travel for passengers. Currently, many tourists and travelers choose to travel around Bangkok and its surroundings using BMTA buses to reach various tourist attractions within shorter distances, such as Chatuchak Weekend Market, Khaosan Road and Wat Phra Kaew. This is due to the affordable travel costs.

Fare Rates :

Ordinary Bus (Red): 8 baht for the entire route

Express Bus (Blue): Starting at 13 baht

Express Bus (Orange): Starting at 14 baht

Express Bus (Blue): Starting at 15 baht

Note :

Tollway surcharge: 2 baht

Night Bus surcharge: 1.50 baht



Public Bus Operating Hours :

Morning: 5:00 AM - 10:00 PM

Night: 11:00 PM - 5:00 AM



(10) Timetable, station, and platform connecting information of SRT Electrified Train Co., Ltd. (SRTET) pertains to the Red Line suburban railway. The Red Line was developed to extend the prosperity of the densely populated capital to other areas, enabling tourists and travelers to conveniently and quickly connect between suburban areas and the city center, or between the city center and the surrounding metropolitan areas.

The Red Line operates under the Red Line Suburban Railway Project (Red Line SRTET), operating from 5:00 AM to 12:00 AM. It consists of two routes: the Thani Ratthaya Line, running from Krung Thep Aphiwat Central Station to Rangsit Station, covering a distance of 26 kilometers with 10 stations; and the Nakhon Withi Line, running from Krung Thep Aphiwat Central Station to Taling Chan Station, covering a distance of 15 kilometers with 3 stations. Krung Thep Aphiwat Central Station serves as the interchange for both routes, facilitating seamless travel between stations located near tourist attractions or offering convenient connections to air and rail transport.

• **Taling Chan Station:**

- Connects to the Long Distance Train.

• **Bang Bamru Station:**

- Connects to the Long Distance Train.

• **Bang Son Station:**

- Connects to the MRT Purple Line (Chalong Ratchatham Line).

• **Krung Thep Aphiwat Central Station:**

- Connects to the MRT Blue Line (Chalerm Ratchamongkol Line).

- Connects to the Long Distance Train.

• **Lak Si Station:**

- Connects to the MRT Pink Line Monorail.

• **Don Mueang Station:**

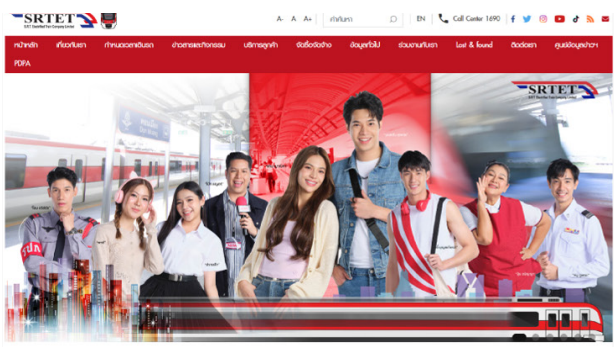
- Connects to Don Mueang Airport.

- Connects to the Long Distance Train.

• **Rangsit Station:**

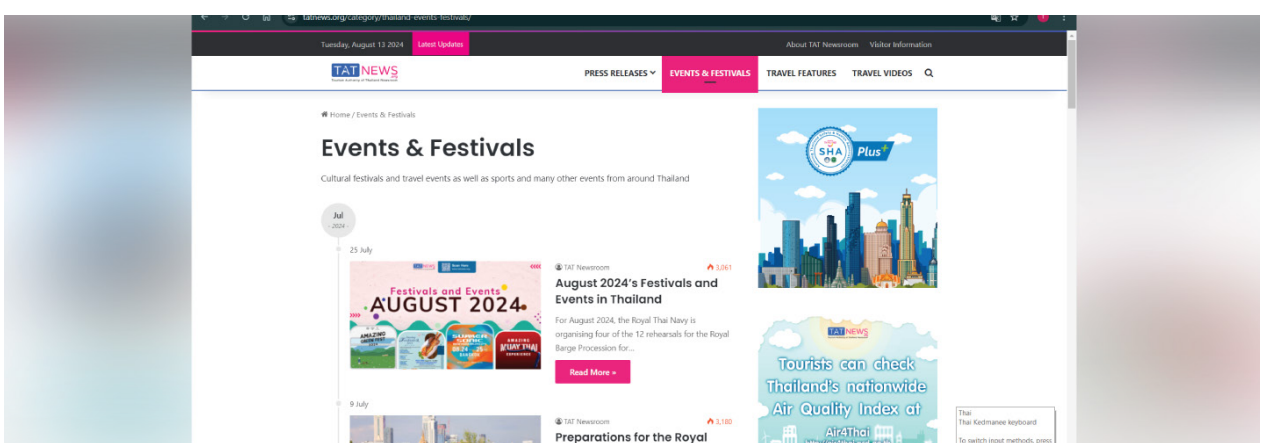
- Connects to the Long Distance Train.

Additionally, Don Mueang Station stands out for its convenience for travelers and tourists. It connects directly to Don Mueang Airport, a major hub for travel to various provinces across the country. Don Mueang Station also provides easy and quick connections from the airport to various locations within Bangkok





(11) TATNews is the official tourism news website of the Tourism Authority of Thailand (TAT). It features news, events, activities and articles related to the tourism industry in English. It aims to support international media by providing news updates from the tourism industry, information about festivals and events and other relevant tourism news in Thailand. The website also features articles and videos about interesting tourism promotional package in Thailand to encourage the country to be a leading travel destination for global travelers.



(12) The Government Directory includes links to the websites of the Cabinet, ministries, government agencies, the House of Representatives, the Supreme Court and other government entities. It serves as a "Government Directory" for tourists and travelers, allowing them to access information about government agencies. The directory provides links to the websites of the Cabinet and various government agencies, including the Ministry of Defense, Ministry of Finance, Ministry of Foreign Affairs, Ministry of Tourism and Sports, Ministry of Social Development and Human Security, Ministry of Agriculture and Cooperatives, Ministry of Transport, Ministry of Natural Resources and Environment, Ministry of Digital Economy and Society, Ministry of Energy, Ministry of Commerce, Ministry of Interior, Ministry of Justice, Ministry of Labor, Ministry of Culture, Ministry of Higher Education, Science, Research and Innovation, Ministry of Education, the House of Representatives, the Supreme Court, and other government agencies. Tourists and travelers seeking additional information about various government agencies can access these links for further details.



(13) Information on OTOP products and how to order them in Thailand is provided through an electronic system maintained by the Department of Community Development (OTOP Shopping Mall). This system allows tourists and travelers to browse OTOP products online, displaying various details such as images, prices, product types, usage instructions, the province ; where the product is made, and producer contact information. Direct purchase options include phone numbers, emails, websites, Facebook and LINE, with the option to automatically add the producer's LINE from the website. Additionally, the system features recommended items, new arrivals and regional highlights for customers to explore as they wish.



The benefits of the OTOP shopping system for both tourists and travelers and OTOP producers are as follows:

For tourists and travelers:

• They can purchase OTOP products conveniently and quickly online directly from the producers.

• There is a wide variety of OTOP products available from across the country.

• Products can be easily searched by type, province or regional highlights.

• They can book tour packages and creative tourism programs in “OTOP Nawatwithi communities”, where OTOP products are made through the online system.

• The system supports secure and convenient payment options.

For OTOP producers:

• They gain a broad sales channel that reaches tourists and travelers worldwide.

• They can effectively promote their OTOP products online.

• They gain access to information about tourists and travelers, including purchasing behavior.



(14) The Creative Tourism Program in “OTOP Nawatwithi Communities” (OTOP Nawatwithi Tourism Nationwide) provides detailed information about activities in community tourism areas. Tourists and travelers can access this information through the Department of Community Development’s electronic system, available on the Ease of Traveling platform via Entry Thailand. This creative tourism program allows tourists to engage in hands-on activities and offers cultural and lifestyle tourism routes in OTOP product-producing communities across the country. Tourists and travelers can choose a tourism program or select a preferred route and directly book tour packages with the community. The community supports electronic payment through the government’s secure PromptPay system, enhancing convenience and safety in purchasing OTOP products.







3. Tourism Information for Every Province in Thailand

The Ease of Traveling system, now revamped as a "Single Gateway for Travelers to Thailand," presents tourist information for all Thailand's provinces. This system provides essential tourism information that travelers should know before visiting an area. It includes interesting details on each province, such as popular and must-see tourist attractions, recommended tourism communities, restaurants, souvenir shops, and local specialties. Tourists can use this information to plan their trips, and it also serves as a way to promote tourism in each province, encouraging visitors to explore different destinations.

Tourist Attractions

Information on recommended tourist attractions in each province includes both well known sites and those still off the beaten track. This allows travelers and tourists to choose destinations according to their individual interests.





Recommended Community Tourism

Tourists and travelers can experience local community lifestyles and participate in community based tourism activities.





Restaurants, Souvenir Shops, and Local Specialties

Local specialties that tourists and travelers can enjoy on-site and also take back home.





The provision of interesting travel information for each province in Thailand on the Entry Thailand Web Portal aligns with the government's policy to promote secondary cities for tourism. Promoting secondary cities or attractive travel destinations is consistent with the Ignite Tourism Thailand initiative, through which the government aims to enhance tourism in these lesser known areas, highlighting each location's unique charm, leading to income distribution and improving quality of life for locals. This includes efforts to upgrade accommodation standards, restaurants and facilities to better accommodate tourists and travelers, developing tourism products, services and activities by creating narratives that connect travel routes in each province, and enhancing public transportation systems to conveniently link tourists to attractions. The initiative also stimulates spending in secondary cities across various provinces by focusing on each area's unique strengths, such as beautiful tourist spots, products of interest to travelers, local traditions, regional cuisine and traditional sports.

Ignite Tourism Thailand aims to propel the country toward becoming a major global tourism hub. The strategy to drive this policy is based on the concept of "Primary Cities and Attractive Tourist Destinations", ensuring strong travel routes from primary cities to nearby regions, dispersing tourists and travelers across different areas and distributing income to secondary cities. Additionally, the government focuses on promoting tourism in 55 secondary attractive provinces. This promotion requires various key factors to be in place, such as tourist attractions, accommodation, transportation, local identity, and delivering experiences via the 5 Must Do It in Thailand initiative, which showcases the charm of Thailand through:

- **Must Eat:** Savor local cuisine
- **Must See:** Immerse in vibrant culture
- **Must Seek:** Discover unseen attractions
- **Must Buy:** Purchase exquisite handicrafts
- **Must Beat:** Engage in thrilling sports challenges



These elements serve to attract a wide range of tourists and travelers, enhancing the popularity of traveling within Thailand.

Comprehensive tourism information for every province in Thailand is integrated into the Ease of Traveling system on the Entry Thailand Web Portal. This aligns with the Ministry of Tourism and Sports' policy to support the 5 strategies driving the Ignite Tourism Thailand policy.

Strategy 1: Facilitating Travelers to Create a Positive Experience.

The goal is to ensure that tourists and travelers have a pleasant experience, feel confident and safe in their travels, and enhance Thailand's tourism and service capabilities, thereby stimulating the national economy. The development approach includes:

• Upgrading airport services with real-time flight schedules that tourists and travelers can easily check without needing to visit the airport.

• Developing applications for tourism service providers, including the Tourist Police I Lert U app, the Thai Disaster Alert app, and the Thailand VRT app, all available on the Entry Thailand Web Portal.

• Enhancing the public transportation system through the Entry Thailand Web Portal, which includes train ticket booking, train tracking, information on the Red Line metro, and bus information, allowing tourists and travelers to plan their trips effectively.

• Facilitating tax refunds via the Thailand VRT app on the Entry Thailand Web Portal, enabling tourists and travelers to process VAT refunds on their own.

Strategy 2: Creating a Tourism Experience through Thai Identity (5 Must Do It in Thailand)

This strategy aims to make Thailand's unique products and services widely recognized and leave a lasting impression on tourists and travelers. The five aspects of Thai identity attract more spending in Thailand and include:

• **Must Beat:** Promoting Muay Thai for tourists to watch, learn and engage in, leading to health benefits and added value to related products.

• **Must Eat:** Promoting Thai cuisine globally.

• **Must Seek:** Promoting religious and cultural tourism through faith-based routes.

• **Must Buy:** Elevating Thai textiles as popular items for tourists and pushing them onto the global fashion stage.

• **Must See:** Supporting Thai culture as part of travelers' itineraries, gaining worldwide recognition.

The 5 Must Do It in Thailand initiative also highlights the local identity of each province, allowing tourists to experience the richness and variety of Thai culture.

Strategy 3: Developing All Cities as Tourist Destinations.

This strategy aims to raise the standard of tourism products and services, enabling local communities to promote their unique identity and stories through their products, leading to income generation from tourism. This also involves spreading tourists from primary cities to secondary cities through linked travel routes. The development approach includes:

• Upgrading accommodation, restaurants and basic tourism facilities.

• Improving and developing tourist attractions and surrounding landscapes to accommodate groups of tourists.

• Developing tourism products and services to align with tourist behavior.

• Creating stories to connect the tourism routes of each province.

• Enhancing the efficiency of public transportation to link cities and conveniently connect to tourist attractions.

Strategy 4: Promoting ASEAN as a Destination for Global Tourists.

This strategy aims to integrate cooperation among ASEAN member states to open air, land and sea routes between ASEAN member states. It also seeks to enhance Thailand's tourism connectivity within the ASEAN region. The development approach includes:

• Connecting air travel routes as a single destination.

• Connecting land travel routes as a single destination.

• Connecting sea travel routes as a single destination.

• Enhancing tourism services across all dimensions.

Strategy 5: Promoting Thailand as a World-Class Event Hub.

The goal is to promote Thai festivals and traditions to attract tourists from around the world, increase employment and distribute income to communities through world class events. The development approach includes:

• Promoting Thai festivals and local traditions globally.

• Coordinating to bring world-class events to Thailand.

• Preparing and enhancing capabilities to host world-class events.

• Coordinating and pushing for business tourism events.









The Single Gateway for Traveller to Thailand

"The Entry Thailand Web Portal is the only official system provided by the government that offers accurate and reliable information and services to travelers and tourists."

Every province in Thailand features unique tourist attractions, local communities and distinctive souvenirs, allowing both domestic and international tourists to visit destinations that suit their interests. The travel information for each province displayed on the Entry Thailand Web Portal helps tourists and travelers to plan their itinerary based on their preferences. Those who prefer nature tourism often visit provinces with beautiful beaches, white sand and clear waters suitable for activities like snorkeling and exploring diverse marine life, such as Krabi, Phuket, Surat Thani, Phang Nga, Chonburi, Rayong, Phetchaburi and Prachuap Khiri Khan. They may also enjoy refreshing waterfalls, lush mountains with scenic viewpoints and caves with natural stalactites and stalagmites in provinces like Nakhon Nayok, Kanchanaburi, Chiang Rai, and Mae Hong Son.

For those interested in historical tourism, provinces in the northern and northeastern regions of Thailand offer visitors to ancient temples that showcase the cultural heritage of past civilizations, as well as experiences of local communities and folk traditions. Meanwhile, tourists seeking entertainment, exhibitions and nightlife often choose destinations like Bangkok, Ayutthaya and Pattaya.

The Ease of Traveling system on the Entry Thailand Web Portal includes 9 service systems related to tourism:

- National Park Accommodation Booking System
- Weather Alert System
- Thailand VRT Application for VAT refunds for tourists
- Thai e-Visa System
- Train Ticket Booking System
- Thai Health Pass System
- Tourist Police I Lert U Application (Android)
- Daily Disaster Situation Reporting System
- Now Muay Thai Website by the Sports Authority of Thailand

Additionally, it features 14 tourism service information systems:

- Thai Festival and Tradition Information
- VAT Refund for Tourists Website
- Flight Information from the SAWASDEE by AOT Website and Application
- Smart Museum (Website/Application)
- AR Smart Heritage (Application)
- Virtual Historical Park (Website)
- FADiscovery (Application)
- Thailand Tourism Directory Website

• Information on bus routes, types, service rates, and schedules

• Train schedules, station details and connections by the State Railway of Thailand

• TAT News

• Government Directory

• OTOP Product Purchase System

• Creative Tourism Programs in OTOP Villages

Tourists and travelers can utilize these systems via the Entry Thailand Web Portal before planning their trips, during their travels within the provinces and before leaving Thailand:

1. Before Traveling to Various Provinces: Tourists and travelers can use the systems and information on the Entry Thailand Web Portal to plan their trips, such as using the Thai e-Visa system for online visa applications, checking flight and train schedules to reach their destination, booking national park accommodation and accessing Thailand Travel Safety information for secure travel within the country.

2. During Travel: The Entry Thailand Web Portal offers various resources, including information on OTOP products unique to each province, travel details for local communities, weather updates, disaster information for safe travel, monthly festival schedules, sports event information, and quick access to tourist police services in emergencies.

3. Before Leaving Thailand: Travelers can report any incidents experienced during their trip and easily contact the tourist police for assistance. They can also request VAT refunds via the Thailand VRT application, without having to queue in person.

The Ease of Traveling system on the Entry Thailand Web Portal serves as a “Tourism Gateway,” seamlessly providing tourists and travelers with the resources they need to conveniently explore the diverse provinces of Thailand. It highlights unique attractions, local communities with distinct traditions and special souvenirs from various provinces, aligning with the Ignite Thailand policy to position Thailand as a tourism hub and a global destination. This system emphasizes convenience by enabling tourists and travelers to access complete travel information anytime, anywhere, enhancing their travel experience and encouraging repeat visits, thereby significantly contributing to Thailand’s tourism revenue. Examples of interesting provincial travel information available on the websites or Facebook pages of provincial tourism and sports offices, accessible via the Entry Thailand Web Portal include:



Northern Region of Thailand

The northern region consists of 9 provinces: Chiang Rai, Nan, Phayao, Chiang Mai, Mae Hong Son, Phrae, Lampang, Lamphun, and Uttaradit.



Chiang Rai Province

In 2023, Chiang Rai welcomed 6,084,337 tourists and visitors, generating a tourism revenue of 44,313.06 million baht. The region's attractions are characterized by natural landscapes, high mountains, and cold weather, with temperatures occasionally dropping low enough to create frost, known locally as Mae Kaning, which fascinates tourists. Chiang Rai is the northernmost province of Thailand. Its geographical and climatic features draw visitors, especially its high mountains and chilly winters. Notable tourist spots include Phu Chi Fa, Doi Pha Tang, Doi Mae Salong, and Doi Tung. Local products like northern-style food and snacks, such as Sai Oua (spicy sausage), Nam Prik Noom (northern chili dip), and pork crackling are popular attractions. Other unique offerings include tea products from Doi Mae Salong, Phulae pineapple, and traditional cotton fabric items. Community based tourism often involves villagers showcasing handicrafts, such as broom making, carpet weaving, composting, and coffee production. Visitors can also experience hill tribe culture at places like Akha homestays, where traditional games like Akha top spinning are demonstrated.

Nan Province

In 2023, Nan received 1,563,532 tourists, generating 4,324.54 million baht in revenue. The province is known for its serene natural beauty, scenic views, and tranquil atmosphere. Doi Phu Kha National Park is a popular destination for tourists who come to photograph the once a year blooming of the rare Chomphu Phu Kha tree flowers. Doi Samer Dao is another key attraction where visitors can camp and stargaze at night. Local souvenirs include Nan woven fabric, which reflects the wisdom of the local weavers, and the unique Mafai Chi fruit, which is large, thick-skinned, and has sweettangy flesh, often made into dried Mafai Chi. Community tourism in Nan typically involves exploring homestays and visiting temples repurposed as cultural centers.

Phayao Province

In 2023, Phayao had 1,006,992 visitors, generating 2,298.26 million baht in tourism revenue. The province's main attraction is Kwan Phayao, the largest freshwater lake in northern Thailand, located in the city center. The lake's serene atmosphere is a signature charm of the province. Popular souvenirs include OTOP products like woven water hyacinth baskets from Ban San Pa Muang, a local craft that has evolved into a successful export. Community tourism involves exploring the riverside lifestyle of the Eastern Lanna multi-ethnic communities, such as the Thai Lue and Isan Lanna groups.

Chiang Mai Province

In 2023, Chiang Mai attracted 10,441,207 tourists, generating 84,173.11 million baht in revenue. The city's unique blend of culture, traditions, and natural beauty has made it one of Asia's top travel destinations. Visitors experience diverse hill tribe cultures alongside stunning landscapes. Popular local products include northern cuisine, handmade bags and clothing, and Bo Sang umbrellas, available in three styles: traditional saa (mulberry paper), cotton, and silk. Community tourism is prominent in places like Mae Kampong Village, famous for attractions such as Mae Kampong Waterfall and Doi Mon Lan, the highest viewpoint in Mae On District. There are also trails for nature walks around the village.

Mae Hong Son Province

In 2023, Mae Hong Son welcomed 1,163,924 visitors, generating 5,495.70 million baht in revenue. The province is a mountain town surrounded by rugged terrain along the Thongchai and Daen Lao mountain ranges, often shrouded in mist. Its picturesque natural scenery and diverse flora have earned it the nickname "the Switzerland of Thailand." Popular tourist spots include Wat Phra That Doi Kong Mu, Pai Canyon, and Pang Ung. Local products include northern foods, handmade bags and clothing, and Bo Sang umbrellas. Community tourism in Mae Hong Son often involves exploring mountain villages like Rak Thai Village and Santi Chon Village, where visitors can enjoy activities such as tea plantation tours and boat rides on scenic lakes.

Phrae Province

In 2023, Phrae received 1,281,381 tourists, generating 2,936.88 million baht in revenue. The province is known for its intricate architecture, such as the ancient Phra That Chae Haeng temple and the famous Phae Mueang Phi Forest Park, a unique geological site formed by erosion. Popular attractions and souvenirs include Nam Prik Nam Yoi, a chili paste commonly enjoyed with various dishes, and Mo Hom shirts, dyed using natural indigo. Community tourism focuses on OTOP Nawatwithi initiatives, promoting local identity, culture, and craftsmanship.



Lampang Province

In 2023, Lampang hosted 1,643,671 tourists, generating 5,120.68 million baht in revenue. The province retains a vintage charm, with horse-drawn carriages still used for transport and wellpreserved colonial architecture in areas like Kad Kong Ta. Visitors can explore the city by bicycle or take a tram ride through historic sites. Popular items include traditional Nam Poo, a northern condiment similar to shrimp paste but made with crab, and items like handmade fabrics, bamboo crafts, model horse carriages, and rooster emblazoned ceramics. Community tourism here also emphasizes OTOP Nawatwithi projects that highlight local identity, craftsmanship, and cultural heritage.

Lamphun Province

In 2023, Lamphun had 1,246,496 visitors, generating 1,763.48 million baht in revenue. Although small, Lamphun boasts a rich history dating back to the Hariphunchai Kingdom over a thousand years ago, with landmarks such as Wat Phra That Hariphunchai and the Queen Chamadevi Monument. Popular souvenirs include traditional woven textiles from Wiang Yong and Sri Muang Yoo villages, available in various fabrics like silk and cotton. Community tourism highlights the lifestyle of the Tai Yong ethnic group, showcasing traditional weaving techniques inspired by local life, beliefs, and Buddhist influences.

Uttaradit Province

In 2023, Uttaradit attracted 1,025,168 tourists, generating 1,939.96 million baht in revenue. The province is known for its natural beauty, local food, fru its, and cultural heritage. Major attractions include the Giant Teak National Park, Phu Soi Dao National Park, and the mysterous town of Lap Lae, known for its legends. Local souvenirs include sturdy Tong Kong brooms, known for their durability due to the traditional weaving techniques passed down for generations. Community tourism involves experiencing the Lao Wiang culture, traditional attire, local cuisine, and crafts like coconut leaf broom making.



Central Thailand

Central Thailand consists of Bangkok and 21 other provinces: Phitsanulok, Sukhothai, Phetchabun, Phichit, Kamphaeng Phet, Nakhon Sawan, Lopburi, Chai Nat, Uthai Thani, Singburi, Ang Thong, Saraburi, Phra Nakhon Si Ayutthaya, Suphanburi, Nakhon Nayok, Pathum Thani, Nonthaburi, Nakhon Pathom, Samut Prakan, Samut Sakhon, and Samut Songkhram.






Bangkok Province:

In 2023, the number of tourists and travelers visiting Bangkok was 54,051,989, generating a tourism revenue of 694,115.04 million baht. Popular architectural attractions include the Temple of the Emerald Buddha, the Wat Arun Pagoda, Wat Pho, the Golden Mount, and various top shopping centers that attract tourists, such as IconSiam, Asiatique, and Chatuchak Market. Souvenirs of interest in Bangkok include Thai silk products, herbal inhalers, coconut oil, and handicrafts.

Phitsanulok Province:

In 2023, the number of tourists and travelers visiting Phitsanulok was 2,888,021, generating a tourism revenue of 7,801.81 million baht. Phitsanulok, also known as the “City of Two Rivers,” is rich in history and beautiful nature. It is renowned for natural attractions like Phu Hin Rong Kla National Park, a complex mountain range with a cool, refreshing breeze, making it ideal for relaxation. The province is famous for dried bananas from Bang Krathum, which are highly popular nationwide.

Community tourism here features small villages surrounded by limestone mountains where locals engage in agriculture. Activities include learning about traditional lifestyles, making tiedye fabrics, and observing millions of bats flying out in the evening. Visitors can also savor local dishes like fish salad, steamed curry in banana leaf, and ripe olive chili paste.

Sukhothai Province

In 2023, the number of tourists and travelers visiting Sukhothai was 1,167,449, generating a tourism revenue of 2,903.83 million baht. Visitors mainly come to explore the province's historical significance and pay homage to ancient sacred sites from the Sukhothai era. The main attraction is the Sukhothai Historical Park, a UNESCO World Heritage Site since 1991, which houses numerous ancient monuments and artifacts, offering a glimpse into the old city. Popular souvenirs include pottery, Sangkhalok ceramics, and woven cloth. Community tourism involves visiting old villages where visitors can ride traditional trucks and witness demonstrations of making Sangkhalok ceramics and teakwood quail carvings. Local performances include long drum dances and Sukhothai traditional dances.



Phetchabun Province

In 2023, the number of tourists and travelers visiting Phetchabun was 2,560,290, generating a tourism revenue of 8,672.83 million baht. Phetchabun is ideal for those who love tranquility and being close to nature. Its most famous attraction, Phu Thap Boek, is the highest peak in the province, popular for camping and experiencing the cold weather surrounded by misty mountain views. Nearby is Phu Hin Rong Kla National Park, known for both its natural beauty and historical significance. Popular souvenirs include tamarind products, as the province is known as the "Land of Sweet Tamarind." Community tourism offers opportunities to explore areas rich in aquatic life, with unique freshwater jellyfish and various butterfly species. Visitors can learn about local culture and engage in eco friendly activities such as boating and admiring wildflowers along the path.

Phichit Province

In 2023, the number of tourists and travelers visiting Phichit was 762,261, generating a tourism revenue of 1,403.91 million baht. Phichit is an ancient city in Thai history, known as the hometown of the legendary crocodile tale of Chalawan. It serves as a gateway to major cities. Key attractions include historical sites like the Old City Park, which contains ancient walls, moats, pagodas, and Wat Mahathat, where ancient artifacts are discovered. Another significant site is the Chalawan Cave, a tunnel dug underground with statues of Krai Thong and Chalawan at its entrance. The province's famous souvenir is the Tha Khoi pomelo, which is highly regarded. Community tourism is centered on the Wang Krot Old Quarter, or Wang Krot Community, which was a thriving riverside trading area almost 100 years ago. The old Wang Krot railway station is still preserved for visitors to admire.

Kamphaeng Phet Province

In 2023, there were 823,014 tourists and travelers visiting Kamphaeng Phet Province, generating tourism revenue of 1,610.05 million baht. Kamphaeng Phet is an ancient city of historical significance, located in the lower northern region of Thailand. Originally called Muang Chakangrao, it features important ancient sites like Kamphaeng Phet Historical Park, which includes city walls, moats, fortresses, and ancient temples such as Wat Phra Kaeo, Wat Chang Rob, and Wat Phra Si Iriyabot, which remain beautiful with their distinctive laterite architecture. The park has been recognized as a UNESCO World Heritage site. Local souvenirs include the famous Chakangrao grass jelly and Mae Chalorng's crispy rice. Community tourism can be found in Nakhon Chum, a community over 800 years old situated along the Ping River with the Sawanmak Canal, which provides water from the Thongchai Range's headwaters, known as "Khun Klong Suan mak", between Kamphaeng Phet and Umphang District in Tak Province.

Nakhon Sawan Province

In 2023, Nakhon Sawan welcomed 2,220,768 tourists and travelers, generating 5,960.03 million baht in tourism revenue. Known as Pak Nam Pho, this city marks the confluence of the Ping and Nan rivers, forming the Chao Phraya River. Notable attractions include Bueng Boraphet, the largest freshwater lake in Thailand, home to over 140 species of animals, including the rare Princess Sirindhorn bird, and Mokochu Peak, the highest peak in Mae Wong National Park, a destination for adventurers. Local souvenirs include knifefish balls and lotus root. Community tourism is represented by Wat Si Suphan Community, known for its Lanna craftsmanship, with the Wat Si Suphan Lanna Craft Center being selected as one of the top model markets by the Ministry of Culture and receiving the OTOP Nawat Withi award from the Community Development Department.

Lopburi Province

In 2023, Lopburi attracted 4,052,078 tourists and travelers, generating 6,251.34 million baht in tourism revenue. Lopburi is a fascinating central province with convenient travel routes, making it ideal for short getaways. Attractions include the Phra Prang Sam Yod, an important historical and archaeological site with distinctive Bayon style Khmer architecture, believed to have been built during the reign of King Jayavarman VII. It consists of three prangs connected by a central hall. Local souvenirs include white clay, reed mats, and traditional Thai Puan silk. Community tourism features the Ban Thai Boeng community, descendants of the Thai Korat people who settled in Khok Salung subdistrict, known for their unique language and culture, and where visitors can enjoy various activities such as visiting the Thai Boeng folk museum, learning traditional weaving techniques, exploring temples, and purchasing local products.



Chai Nat Province

In 2023, Chai Nat welcomed 960,735 tourists and travelers, generating 1,339.47 million baht in tourism revenue. Chai Nat, with its many rivers, is a fertile province with a long history dating back to the Sukhothai era. It features many important historical sites. Local souvenirs include famous handicrafts such as basketry, pottery, weaving, and Benjarong ceramics, made by various local artisan groups. Community tourism is highlighted by the Sap Ya Tourist Community Enterprise, which has developed the old Sapphaya Market into an eco-friendly sustainable tourism destination.

Uthai Thani Province

In 2023, Uthai Thani had 976,377 tourists and travelers, generating 1,572.78 million baht in tourism revenue. Uthai Thani is a central province rich in natural and historical attractions, with beautiful temples along the Sakae Krang River and interesting natural features such as the Hup Pa Tat cave, a limestone cave where the roof has collapsed, forming a valley filled with vegetation, including the rare Tat palm. The cave is also home to the pink dragon millipede, which is only found here. Local souvenirs include traditional Lao Khrang textiles, with patterns like the Naga and Khaw motifs. Community tourism includes the Rabam Community Tourism Enterprise, ideal for those interested in eco friendly activities such as boat tours, wildlife watching, and exploring the Thap Salao reservoir.

Sing Buri Province

In 2023, Sing Buri received 976,377 tourists and travelers, generating 1,572.78 million baht in tourism revenue. Known for its rich history and cultural heritage, Sing Buri hosts unique traditions like the Kam Fa ceremony, a sky worship tradition of the Thai Puan people. The annual Fish-Eating Festival, another unique event, highlights the province's famous Mae La River snakehead fish. Community based agricultural tourism follows Sufficiency Economy principles, with mixed farming, including rice cultivation, fruit and vegetable gardening, and livestock raising. Visitors can engage in learning activities such as herbal medicine, rice farming, goat farming, and cooking traditional riceberry sweets.

Ang Thong Province

In 2023, Ang Thong had 936,133 tourists and travelers, generating 1,143.05 million baht in tourism revenue. Ang Thong is rich in natural, historical, and cultural attractions. Notable sites include the Bang Sadet Court Doll Center at Wat Tha Sutthawat, where visitors can learn about the traditional craft .of making royal court dolls. Souvenirs include Kae Son Lum Jiek, a unique local sweet resembling the Lum Jiek flower, made with soft coconut filling and pandan-scented glutinous rice flour, steamed and shaped like a flower. Community tourism includes the Bang Chao Cha community, known for its exquisite bamboo and rattan crafts, where visitors can enjoy craft demonstrations and herbal garden tours.

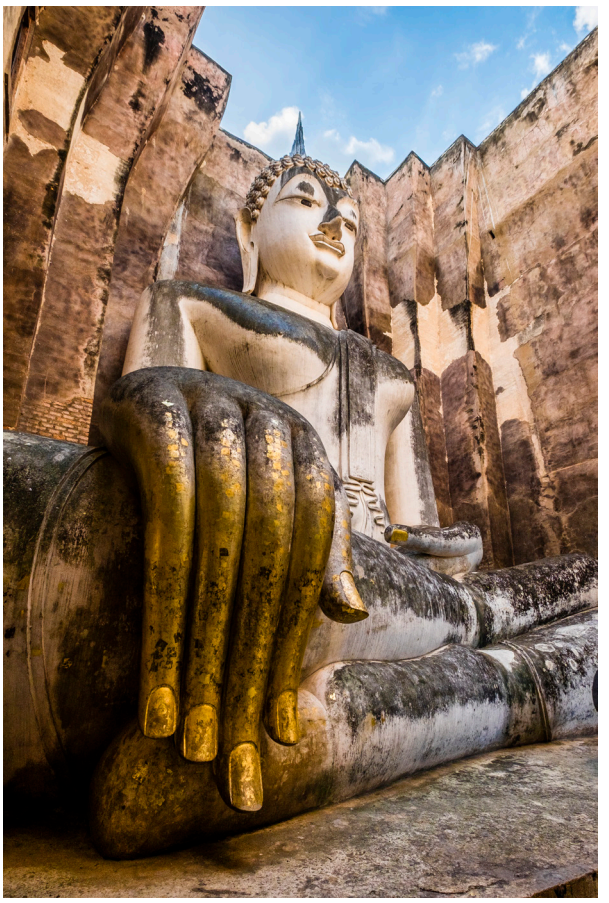
Saraburi Province

In 2023, Saraburi saw 4,272,392 tourists and travelers, generating 7,279.77 million baht in tourism revenue. Saraburi offers a mix of natural and man-made attractions, such as the Namtok Chet Sao Noi National Park, a lush waterfall area suitable for year-round visits, and ideal for both day trips and camping. Another highlight is the Thai-Danish Dairy Farm, perfect for family visits, offering activities like photo spots, fish feeding, a petting zoo, discovering spring water sources, farm tours, and cow milking.

Local souvenirs include products from the Thai-Danish Dairy Farm and curry puffs. Community tourism highlights the diverse ethnic groups living along the Pasak River, with a heritage that spans over 150 years, including Tai Yuan, Lao Wiang, Phuan, Mon, and Chinese, contributing to Saraburi's rich cultural and historical tapestry.

Phra Nakhon Si Ayutthaya Province

In 2023, Phra Nakhon Si Ayutthaya welcomed 9,726,298 tourists and travelers, generating 19,393.29 million baht in tourism revenue. Ayutthaya is renowned for its rich cultural heritage, which leaves a lasting impression on international visitors. The Ayutthaya Historical Park, with its grand remnants of past glory, is a testament to ancient Khmer and Ayutthaya Kingdom heritage and is a UNESCO World Heritage site. The annual Ayutthaya World Heritage Fair celebrates this heritage at the historical park. Ayutthaya Floating Market, a daily destination for tourists, offers a variety of shops, food stalls, OTOP products, health massage services, boat tours, and cultural performances. Local souvenirs include food products like cantaloupes from Phachi District, Ban Chang desserts from Tha Ruea District, grilled fish or traditional sweets from Ban Phraek and Maha Rat Districts, and handcrafts such as basketry from Bang Sai, Bang Ban, and Phak Hai Districts. Other unique items include palm leaf fish, wooden carved boat models from Phra Nakhon Si Ayutthaya District, and the famous Aranyik knives from Nakhon Luang District. Notable textiles include checkered cloth from Phachi District, tie-dye from Lat Bua Luang District, and royal silk from Wang Noi District. Community tourism features the conservation-oriented Ban Sai Homestay, offering activities like traditional brick-making, learning Muay Thai from the master Khanom Tom, sustainable farming, sacred tree propagation, making auspicious Thai desserts, feeding elephants, and visiting the Toy Museum.



Suphan Buri Province

In 2023, the number of tourists and travelers visiting Suphan Buri was 6,132,530, generating 9,124.58 million baht in revenue. One key attraction is the Sam Chuk 100-Year Market, a historic riverside Chinese community preserved in its traditional form. Other highlights include Khun Chamnong Museum, a three-story wooden building featuring old photos of local life, an ancient photo studio still in operation, herbal medicine shops, and local snacks like Salih cakes, local brassware, and woven crafts. Famous community tourism spots include Ban Laem, offering demonstrations of local cooking, boat rides, and buffalo mud baths



Nakhon Nayok Province

In 2023, Nakhon Nayok had 1,744,249 visitors generating 4,334.14 million baht in revenue. Known for its natural scenery rivers, forests, and mountains it is a popular weekend retreat near Bangkok. Attractions include Khun Dan Prakarn Chon Dam and Wang Takrai Park. Local souvenirs include marble products, bamboo crafts, and woven rugs. Notable community tourism sites include Ban Wang Ri, where visitors can experience the traditional Lao ethnic culture through food, attire, and local crafts, with activities like cycling tours and nature craft workshops.

Pathum Thani Province

In 2023, Pathum Thani welcomed 2,693,823 visitors, generating 3,878.91 million baht in tourism revenue. Major attractions include Wat Sing, a historical temple, and the National Science Museum. The culture of Thai-Mon descendants along the Chao Phraya River is also notable. Local specialties include ancient Mon-style crispy rice, salted egg chili paste, and water hyacinth crafts. Ban Khlong Sam is a wellknown community for its culinary traditions and local dishes like Look Yone rice ball, Yaku rice and red chili paste, and visitors can enjoy the making of unique local desserts.

Nonthaburi Province

In 2023, Nonthaburi had 3,522,384 visitors, generating 5,384.02 million baht in revenue. Nonthaburi's slogan highlights its landmarks, such as Koh Kret, a renowned island with ancient temples, markets, and traditional sweets, accessible by ferry with options to explore by bicycle. Popular local specialties include pottery and Nonthaburi durians. Ban Salakul is a famous community offering pottery museum tours, cycling, and traditional Mon dishes like frying potetoes and Rice soaked in cool water .



Nakhon Pathom Province

In 2023, Nakhon Pathom attracted 3,392,488 tourists, generating 4,721.73 million baht. This province near Bangkok offers a mix of gardens, temples, museums, and cafes. Famous specialties include pomelos, chili pastes, and desserts. Ban Saladin Village is a key community for agricultural tourism, preserving local farming traditions. Visitors can learn about self-sufficient farming and explore local culture.

Samut Prakan Province

In 2023, Samut Prakan recorded 3,256,215 visitors, generating 5,378.17 million baht in tourism revenue. This province offers a mix of parks, temples, and museums near Bangkok. Local specialties include dried shrimp and Bang Bo fish. Bang Ko Bua community offers activities such as herbal compress workshops, cycling through scenic routes, and local cuisine made from young coconut shell. Traditional crafts include natural-dye fabric and herbal spa treatments.

Samut Sakhon Province

In 2023, Samut Sakhon had 1,065,739 visitors, generating 1,722.35 million baht in revenue. Known for coastal markets, temples, and fruit farms, attractions include Phanthai Norasing Floating Market, offering traditional foods and OTOP products, along with boat tours. Its seafood products are particularly valued. Community tourism in Samut Sakhon spans three main themes: agricultural, cultural, and historical routes.

Samut Songkhram Province

In 2023, Samut Songkhram attracted 6,314,169 visitors, generating 6,345.89 million baht in revenue. Amphawa Floating Market remains a famous site, known for its boat vendors and evening firefly tours. The Amphawa community's conservation of local architecture earned recognition from UNESCO. Local specialties include razor clams and Mae Klong mackerel, while notable community attractions include Ban Rim Klong, where coconut farming is an important industry, offering products like woven crafts and coconut sugar. Visitors can enjoy bike rides along the canals, sample local coconut based dishes, and experience riverside living.



Northeastern Region of Thailand

The Northeastern region consists of 20 provinces: Nong Khai, Nakhon Phanom, Sakon Nakhon, Udon Thani, Nong Bua Lamphu, Loei, Mukdahan, Kalasin, Khon Kaen, Amnat Charoen, Yasothon, Roi Et, Maha Sarakham, Chaiyaphum, Nakhon Ratchasima, Buriram, Surin, Si Sa Ket, Bueng Kan, and Ubon Ratchathani.



Nong Khai Province

In 2023, Nong Khai saw 2,974,366 visitors, generating 6,707.20 million baht in tourism revenue. Located along the Mekong River, which runs parallel to the province for several kilometers, Nong Khai is rich in aquatic species. The river keeps the weather cool year-round, directly enhancing the scenic views from the high cliffs of various mountain ranges. Popular places for shopping for community products or OTOP goods in Nong Khai include Tha Sadet Market and the Nong Khai Walking Street. These areas are also ideal for strolling and enjoying the riverside atmosphere. On weekends, the Tha Sadet Market area becomes the central walking street where locals and tourists come to shop for food and goods after sunset. Popular local souvenirs include Naem Nueang (Vietnamese style fermented sausage) and coconut jelly. A notable community tourism site is Pakho Community, which offers activities such as exploring local ancient sites, visiting the ancient Lan Chang-style Vihara, worshiping the sacred Phra That Phon Chik Wiang Ngu, observing hand-sculpted frescoes at Wat Nam Mai, and admiring the beauty of the traditional Sin Teen Kham skirt, a feature of local cultures along the Mekong River.

Nakhon Phanom Province

In 2023, Nakhon Phanom welcomed 2,079,285 visitors, generating 3,412.72 million baht in tourism revenue. Nakhon Phanom is a peaceful and charming town with many historical and cultural attractions. A renowned site is Phra That Phanom, a place of longstanding religious significance for both Thais and Laotians. It houses the Buddha's chest relic. The Phu Langka National Park, with its iconic Kaokao Si Bunnao Pagoda or Phra That Phu Langka at the summit, is another site of local reverence. Popular local specialties include Kalame

(traditional sweets). Notable community tourism includes the Tai Kwan Cultural Tourism Community, where visitors can learn about traditional and modern blacksmithing techniques, participate in reforestation by planting rubber trees, learn about organic farming and nontoxic vegetable production, engage in local weaving, and take part in traditional Bai Sri and Khwan Mak ceremonies.

Sakon Nakhon Province

In 2023, Sakon Nakhon had 1,586,362 visitors, generating 2,651.24 million baht in tourism revenue. Sakon Nakhon is an ancient town rich in religious and natural heritage. Fossils of dinosaurs have been unearthed in the Phu Phan mountain range in Waritchaphum District, along with prehistoric cave paintings and other significant archaeological evidence. Sakon Nakhon is abundant in natural resources, from forests home to diverse flora and fauna to rivers and lakes. Phu Phan National Park is a key attraction. Local culinary specialties include Pone Yang Kham beef, Moo Yor (Vietnamese sausage), and Naem Nueang. Notable community tourism includes Kok Pla Siw Community, where visitors can enjoy kayaking and rafting on the Phung River, passing through three rapids: Huay Khun, Yan Nu, and Yai Sri Prom.

Udon Thani Province

In 2023, Udon Thani welcomed 4,084,639 visitors, generating 10,832.66 million baht in tourism revenue. Udon Thani is famous for Kamchanod, a forest island said to be inhabited by a mythical serpent, the Naga. The area spans over 20 rai, surrounded by water and covered in tall Kamchanod trees. It is renowned for its spiritual significance, with three key sites: the shrine of Luang Pu Sri Suttho, the sacred well, and the large Kamchanod tree courtyard, where people come to pray. Popular local souvenirs include Naem Nueang, Khao Piak Sen (thick rice noodle soup), and woven silk and cotton products. A famous cultural tourism community is Ban Chiang Subdistrict, known for its unique pottery, traditional local costumes, indigo dyed cotton, basketry, and traditional Tai Puan dance.

Nong Bua Lamphu Province

In 2023, Nong Bua Lamphu saw 321,472 visitors, generating 362.91 million baht in tourism revenue. Nong Bua Lamphu is a small and relatively new province in the northern part of Isan, separated from Udon Thani. The province is renowned for its textile craftsmanship, which promotes creative economic development and adds value at both the community and provincial levels. This local wisdom enhances the preservation of cultural heritage while also providing unique and beautiful traditional attire. Tourists interested in local OTOP products that reflect the identity of traditional Thai clothing often visit Nong Bua Lamphu to purchase such goods. Popular souvenirs include Khao Hang (steamed rice) and handcrafted pottery from Ban Khong Sawan. A notable community tourism site is Tad Hai Community in Khok Muang Subdistrict, offering activities such as renting a boat to explore Huai Bong Reservoir while enjoying the rich forest scenery along the way.

Loei Province

In 2023, Loei had 2,086,881 visitors, generating 4,619.18 million baht in tourism revenue. Loei is a popular destination for adventure travelers, especially those interested in hiking up Phu Kradueng in Phu Kradueng National Park. Key attractions on Phu Kradueng include Pha Nok Aen, a famous sunrise viewpoint offering panoramic views of the valleys and mountains below, and Pha Lom Sak, a wide rocky area with stunning sunset views, making

it a popular spot for photographers. Local souvenirs include coconut jelly and Phi Ta Khon (Ghost Mask) products. Community tourism includes four areas: Chiang Khan Fishing Community, Tai Dam Community, Ban Pha Wai Phu Pa Po Community, and the ecotourism agriculture community of Phu Luang. Activities include nature based adventures in Ban Pha Wai Phu Pa Po, cultural tourism at Ban Tai Dam, riverside community experiences with Chiang Khan's fishing community, and creative agricultural tourism.

Mukdahan Province

In 2023, Mukdahan Province welcomed 1,696,629 tourists, generating 3,191.10 million baht in revenue. Mukdahan is an important border province, home to the Second Thai Lao Friendship Bridge, which serves as a gateway to the fast growing Indochina region. The province is notable for its diverse ethnic composition, with various indigenous groups contributing to its rich cultural heritage. Mukdahan is known for its stunning natural attractions, such as Phu Pha Thoep National Park and Phu Mu Forest Park. Popular local souvenirs include Naem Nueang (fermented pork sausage), handwoven textiles, and premium beef. The renowned community based tourism site, Ban Phu Cultural Tourism Village, offers activities like natural dyeing workshops, herbal soap making, handicraft sessions, and traditional cultural performances.

Kalasin Province

In 2023, Kalasin Province attracted 886,817 tourists, generating 1,336.14 million baht in revenue. The province is famous for its Pha Khao Phraewa silk weaving in Ban Phon, Kham Muang District, recognized nationwide for its intricate designs. Kalasin is also home to notable dinosaur fossil sites, housing one of the most comprehensive dinosaur museums and research centers in Southeast Asia. The province's diverse ethnic groups, including Lao, Khmer, Chinese, Vietnamese, Phu Thai, Ka leong, Thai Ka, Thai dum and Yoa, among others, contribute to its rich cultural tapestry. Local souvenirs include Pha Khao Phraewa silk, Khao Wong sticky rice, and fermented fish (Pla Som). The Ban Non Buri Moral Community in Sahatsakhan District is a model of local tourism, showcasing cultural traditions and cooperative living centered around the village temple and the fishing lifestyle at Lam Pao Dam.

Khon Kaen Province

In 2023, Khon Kaen Province recorded 3,862,628 tourists, generating 10,972.45 million baht in revenue. As the central hub of Northeast Thailand, Khon Kaen boasts modern infrastructure alongside a rich cultural heritage. The province is known for its historical sites, temples, natural attractions, and vibrant silk weaving industry. Khon Kaen has been designated as a regional development center and a key economic hub in the Greater Mekong Subregion (GMS), as well as a UNESCO Global Geopark. Popular souvenirs include Mudmee silk products. The famous Nong Bua village offers community based tourism with activities like crafting silk keychains, making silk protein soap, producing local snacks, and learning traditional weaving techniques.

Amnat Charoen Province

In 2023, Amnat Charoen Province welcomed 241,818 tourists, generating 403.92 million baht in revenue. This quiet and serene province offers picturesque attractions, such as Phu Sing Phu Pha Phueng Forest Park, known for its sandstone mountains and natural beauty. The province is famous for its hand-dyed cotton cloth and woven products. The Ban Pla Khao community is known



for its cultural activities, including traditional Isan performances, local fabric weaving demonstrations, and handicraft workshops.

Yasothon Province

In 2023, Yasothon Province had 479,791 tourists, generating 504.60 million baht in revenue. As the smallest province in the Lower Northeast, Yasothon is famous for its Rocket Festival, celebrated to honor the rain god during the early rainy season. The festival features grand parades, elaborate decorations, and live music performances. Yasothon is also home to the revered Yasothon Buddha's footprint and ancient Lao stupas believed to be over 1,200 years old. Local souvenirs include bamboo-patterned silk and plain silk fabrics.

Roi Et Province

In 2023, Roi Et Province attracted 775,708 tourists, generating 1,083.03 million baht in revenue. The province is known for its natural beauty, including waterfalls, wildlife sanctuaries, and misty viewpoints. It is also home to historic temples such as Wat Klang Ming Mueang and the grand Phra Maha Chedi Chai Mongkol, blending Central and Northeastern architectural styles called Pha Nam Yoy. Popular local products include Wua Lamphi silk, pork sausage, and fermented pork. The village of Ban Suan Por offers insights into rural Isan life, featuring cultural performances and textile workshops.

Maha Sarakham Province

In 2023, Maha Sarakham welcomed 766,766 tourists, generating tourism revenue of 1,206 million Baht. Located in the heart of northeastern Thailand, the province is known for its peaceful atmosphere and serves as an educational hub, earning it the nickname "Takshila of Isan." The province is home to beautiful temples, such as Wat Pa Wang Nam Yen, Ku Maha That, and Prang Ku Ban Khwao. Natural

attractions include Kaeng Loeng Chan, a large reservoir with a fish breeding station that supplies freshwater fish to several northeastern provinces. The area features a spacious and shady health park, ideal for relaxation and exercise. Notable local products include handicrafts and Thai silk cocoons. Popular community tourism spots include Ban Dong Noi Cultural Village, known for its cultural activities, including art and music performances, and puppet shows.

Chaiyaphum Province

In 2023, Chaiyaphum attracted 1,462,246 tourists, generating 2,276.70 million Baht in tourism revenue. Popular tourist destinations include geological attractions like Lan Hin Rong Kla Viewpoint, featuring vast stone platforms with deep fissures. The viewpoint, perched at 700-800 meters above sea level, offers stunning views, while Prasat Rock Forest showcases stone formations resembling ancient castles. Another highlight is the Stonehenge of Thailand. Notable local products include silk, Thahin Ngom pineapples, and Chaiyaphum sausages. The Nyah Kur Village is famous for its cultural heritage, where visitors can explore the unique way of life and witness traditional performances.

Nakhon Ratchasima Province

In 2023, Nakhon Ratchasima, also known as Korat, saw 7,444,749 visitors and generated 14,251.31 million Baht in tourism revenue. Key attractions include Wat Luang Pho To, home to the largest Luang Pho To statue in Thailand, Khao Yai National Park, a popular camping destination with night safaris, and Lam Takhong Dam, an eco-tourism site offering beautiful mountain and water views. Visitors can also enjoy cycling and photography with the wind turbines. Local specialties include Korat stir-fried noodles and pork sausage. The Ban Prang Nakhon community is known for its cultural heritage, featuring ancient Korat architecture and local cuisine.

Buriram Province

In 2023, Buriram welcomed 3,441,789 tourists, generating 6,938.34 million Baht in tourism revenue. Buriram is an excellent destination for relaxation, offering a variety of attractions, including natural, historical, and religious sites. Huai Chorakhe Mak Reservoir, a large freshwater lake, is home to migratory birds during winter, while Phanom Rung Historical Park, located on an extinct volcano, features Thailand's most well-preserved Khmer temples. Notable local products include fermented shrimp, processed meats, and traditional desserts. The Ban Sanuan Nok community offers visitors a glimpse into traditional southern Isan textile weaving.

Surin Province

In 2023, Surin attracted 1,104,228 visitors, generating 2,228.69 million Baht in tourism revenue. Known for its silk weaving, Surin's Ban Tha Sawang Village is famous for its ancient gold brocade silk, selected for APEC leaders' attire in 2003. The village's famous 1,416 heddle silk is a masterpiece of traditional craftsmanship. Notable local products include caramel candy and Chinese sausage. The Ban Taklang Elephant Village, also known as the Elephant Study Center, is a unique community tourism destination where visitors can observe elephants in their natural habitat.



Sisaket Province

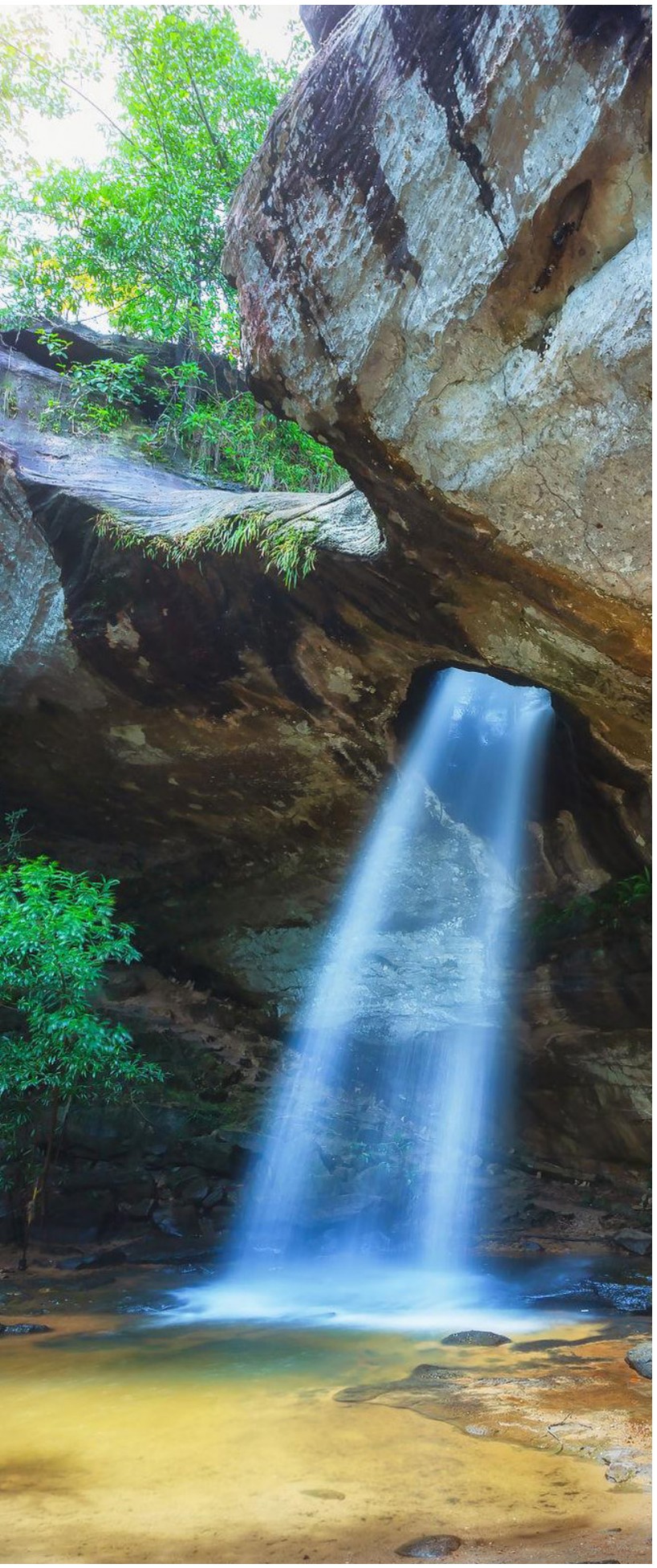
In 2023, Sisaket hosted 849,686 tourists, generating 1,100.94 million Baht in tourism revenue. Sisaket is rich in history, blending ancient Khmer culture with local Isan traditions. Natural attractions include Pha Taem National Park, characterized by high cliffs along the Mekong River, vast stone platforms, and unique rock formations called Sao Chaleong. The park also features a forest of deciduous dipterocarp trees and a field of wildflowers that bloom in late rainy and early cool seasons. Notable local products include handwoven textiles and agricultural produce. The Wanawasun community is a model of innovative tourism, blending nature and culture for an immersive visitor experience.



Bueng Kan Province

In 2023, Bueng Kan welcomed 806,576 tourists, generating 1,507.14 million Baht in tourism revenue. Bueng Kan is a remarkable destination in the Isan region due to its unique geography and rich natural environment. Notable attractions include the Three Whales Rock, which consists of three large rocks perched on a high cliff, resembling a family of whales from a distance. These rocks are estimated to be around 75 million years old. Phu Sing, located in a conservation area within a national forest reserve, features cliffs, caves, and various rock formations scattered throughout, creating a stunning natural landscape. Notable local products include traditional loincloths and tie dye silk. A well known community tourism destination is Ban Suksakon Village, which was separated from Don Yha Nang Village due to its large size. The village was named by Phra Kru Baworn Dhamma Rakkhit (Luang Ta Lert), the district abbot, as it is located in the fertile lowland area along the Nong Loeng River.





Ubon Ratchathani Province

In 2023, Ubon Ratchathani attracted 2,793,051 tourists, generating 7,129.55 million Baht in tourism revenue. Ubon Ratchathani is a border town in southern Isan, one of eight Thai provinces bordering the Mekong River. The province boasts numerous stunning natural attractions, including waterfalls, high cliffs, and the “Grand Canyon of Thailand,” Sam Phan Bok. This large sandstone gorge has been shaped by natural water erosion over thousands of years, creating unique and striking rock formations. Another highlight is Pha Taem National Park, famous for its Sao Chaliang stone pillars, which resemble mushrooms formed by millions of years of erosion. Notable local products include pork sausages and Vietnamese noodles. A famous community tourism destination is the cultural villages of Khong Jiam, Na Waeng, and Chiat, where visitors can experience the Candle Festival, visit Wat Phu Tham Phra Silathong Museum, and participate in handdyeing and weaving cotton.



Southern of Thailand

Southern Thailand consists of 14 provinces: Chumphon, Ranong, Surat Thani, Nakhon Si Thammarat, Krabi, Phang Nga, Phuket, Phatthalung, Trang, Pattani, Songkhla, Satun, Narathiwat, and Yala.



Chumphon Province

In 2023, Chumphon had 1,469,182 visitors, generating 5,154.14 million baht in revenue. Chumphon's beaches are known for their beauty, ideal for snorkeling and diving, due to the abundance of marine life. The province features fine white sandy beaches teeming with fish and coral, with popular attractions including Sairee Beach, Pha Daeng Beach, Chumphon Archipelago, Kiem Bridge, Deer Watching on Suspension Bridge , Doi Tapang Viewpoint. Local products include Lebmuernang banana, Khao Thalu coffee, and processed seafood such as dried shredded shrimp, shrimp paste, crispy squid tentacles, and processed fruits. Community tourism experiences include learn about the islanders' way of life with the Ban Koh Phithak community, which organizes fun activities such as diving, looking for clams, fishing, squid fishing, taking a boat to see fireflies, observing the villagers' way of life, and visiting tourist attractions on the shore of Pathio District.

Ranong Province

In 2023, Ranong had 695,697 visitors, generating 2,617.39 million baht in revenue. The first southern province along the Andaman Sea coast, Ranong offers a variety of natural attractions, as well as cultural and community tourism sites. Notable attractions include Koh Chang Phueak, Ranong Canyon, Koh Phayam (known as the Maldives of Thailand), Koh Phayam Temple, the floating church, Raksawarin Hot Springs, and the Moken Village. Local culinary specialties include shrimp paste, dried shrimp, salted fish, cashew nuts, and Thab Li steamed buns. Community tourism, such as Ban Nai Wong

community, is a village surrounded by mountains. It is a flat plain in the middle of a valley. There are viewpoints that are tourist attractions of the community. It is a place to see the sea of mist, such as Ban Mor Lam viewpoint. You will see mist flowing and leaning against the mountains in the morning. There are also many places to see Rafflesia Kerrii around the village.

Surat Thani Province

In 2023, Surat Thani welcomed 6,707,843 visitors, generating 74,640.32 million baht in revenue. The province has numerous attractions close to the city, such as the Khao Tha Phet Wildlife and Nature Education Center, which is surrounded by lush scenery and offers a clear view of the city. Other major attractions include Khao Sok National Park, Ratchaprapa Dam (Cheow Lan Lake), Phra Borommathat Chaiya Temple, and Nang Yuan Island. Notable local products from Surat Thani include rubber leaf products, oysters, Krajood products, sator beans, fermented fish, fermented shrimp, Phumriang silk, Phumriang hats, Jin Daet snacks, and Chaiya salted eggs. Community tourism experiences include visiting Ban Khao Thep Phitak community, known for its handmade textiles, luk vue , and fermented fish products.

Nakhon Si Thammarat Province

In 2023, Nakhon Si Thammarat had 3,553,828 visitors, generating 11,523.29 million baht in revenue. The province is famous for its sacred sites, such as the Ai Khai at Wat Chedi, and features a variety of attractions including Hin Ngam Beach, Kiriwong Village, Khanom Grand Canyon, Pak Phanang Municipality Market, Krung Waterfall, Su Chat Shadow Puppet House, Wat That Noi, Thapae Waterfall, Khao Phlai Dam, National Park Khanom Beach Southern Sea Islands and Khao Wang Thong Cave. Local souvenirs include Nakhon Mangosteen, Nakhon's khanom la, gaeng tai pla, Tubtim Siam pomelo, and traditional silver and niello crafts. Community tourism highlights include Kiriwong Village is an old community that migrated to live at the foot of Khao Luang, which is the route to the top of Khao Luang. The villagers have a peaceful way of life like relatives. The main occupation is mixed fruit farming called "Suan Somrom". The community is surrounded by mountains, one of which is Khao Luang, which is the highest mountain in the South. It is a watershed forest area with Khlong Tha Dee as the main canal that flows through the village. Ban Khiriwong has a way of life like a gardener, living with nature. It received the Tourism Industry Award in 1998 for being a model community award in eco-tourism business management in the city and community category.

Krabi Province

In 2023, Krabi had 3,357,960 visitors, generating 45,495.28 million baht in revenue. Krabi is a popular seaside destination, known for its mountains and numerous islands, as well as its mangrove forests. The province boasts various natural attractions, including Hat Noppharat Thara National Park, Phi Phi Islands, Khao Phanom Bencha National Park, Koh Lanta, Khao Khanap Nam, Railay Beach, Koh Poda, Ao Nang, Koh Ngai, and Maya Bay. Local products include Lanta's sand cookies, Tao Sor, shrimp chili paste, cashew nuts, batik fabrics, and pearl necklaces. Community tourism activities include visiting Laem Sak, a community known for its diverse tourism activities, including kayaking and cycling.

Phang Nga Province

In 2023, there were 2,574,493 visitors, and tourism revenue was 26,069.97 million baht. Phang Nga Province has a variety of tourist attractions, including beaches, seas, natural attractions, community attractions, cultural

attractions, and others. It is a city that can be visited all year round, such as Khao Khai Nui, Koh Yao Noi, the Moken community, Surin Islands National Park, Similan Islands, Ao Toh Li Viewpoint, Khao Na Yak, Hat Nang Thong, Koh Panyi, Benjaran Museum, Khlong Sang Neh, Koh Yao Yai, Lad Long Lae, Takua Pa Walking Street, Samet Nang Chee Viewpoint, Sea Turtle Conservation Center, Phang Nga Naval Base, 3rd Naval Area, "Bamboo Rafting" at Wang Kiang Khu, etc. Souvenirs from the province include Tao So, dried fish from Koh Yao, Mu Lao (puffed sesame), local desserts from Phang Nga, instant fish entrail curry, stir sticky rice, Khao Rai Dok Kha, ancient Phang Nga Kalamae, fresh boxwood, pickled stink beans, and Ko Phra Thong shrimp paste. Community tourism "Ban Tha Khao" is a tourism activity by the Ban Tha Khao community, Koh Yao Noi District, Phang Nga Province. Local fishing lifestyle, rare marine animals, sevencolored lobsters, which are the economy of the Koh Yao Noi community, coconut plantations on the island, learning how to make batik.

Phuket Province

In 2023, Phuket welcomed 10,493,098 tourists and travelers, generating 353,019.39 million baht in tourism revenue. Known as the "Pearl of the Andaman," Phuket is one of Thailand's most famous tourist destinations. It boasts unique characteristics and attractions, including Patong Beach, Phi Phi Islands, Promthep Cape, Surin Beach, Maiton Island, Black Rock Viewpoint, Coral Island, Mai Khao Beach, and the Sino-Portuguese buildings of Old Phuket Town. Souvenirs of the province include Tao So, Chili Paste Shrimp, Egg Custard, Cashew Nuts, Coffee Beans, Batik, Real Pearl Jewelry, Postcards and Paintings, and Knitted Bags. Community Tourism, such as "Baan Koh Lon" Community Tourism, learn activities and try making batik and tie-dye fabrics, experience the way of life of the sea people. "Phuket Old Town" Community Tourism, experience the way of life, culture, stories from the past, contemporary art, join in preserving the blacksmithing profession, the legend of local desserts amidst the atmosphere of old buildings.

Phatthalung Province

In 2023, Phatthalung welcomed 1,211,279 tourists and travelers, generating 2,109.02 million baht in tourism revenue. Phatthalung has important tourist attractions such as Thale Noi Waterfowl Park, 80th Anniversary Chalermprakiat Bridge, Pak Pra Canal, Ok Thalu Mountain, Saen Suk Lam Pam Beach, Grand Canyon, Khuan Noi, local souvenirs, banana chips, fish dumplings, fried catfish eggs, and Kalamae. Community tourism, learning about community lifestyles and culture, "Manora Rong Kru Wat Tha Kae", a general entertainment performance, and Manora Rong Kru, a performance to honor "Kru Mor Nora", the ancestors who carried on the performance lineage who have passed away. There is also "Yo Yak at Pak Pra Canal", a local fishing lifestyle where the invention of a trap to catch fish, especially a structure made of bamboo. Bullfighting is a local sport in the South and watching the carving of original shadow puppets with exquisite craftsmanship that is valuable in the South.

Trang Province

In 2023, Trang welcomed 1,310,174 tourists and travelers, generating 6,620.90 million baht in tourism revenue. Trang is an interesting tourist province in the South. It is famous for its beautiful charm as a city by the sea, beautiful beaches, clear water, many photo spots, and a peaceful atmosphere of the province. Tourists and travelers can therefore find fresh seafood to sample. The best souvenirs include pandanus mats or Panan Muk mats, stingray leather products such

as bags and shoes, woven from the Lesser reedmace, products made from Theptaro wood and artificial neem wood from Ban Nong Prue, toys made from rubber wood, and Na Muen Sri woven cloth. Community tourism at "Ban Huai Yai" allows tourists and travelers to experience the community up close to learn about their way of life, paddle boats in the reservoir, and taste the sweetness of fresh honey from the hive.

Pattani Province

In 2023, Pattani welcomed 373,527 tourists and travelers, generating 1,235.34 million baht in tourism revenue. Popular attractions include Losin Island, known for its pristine underwater nature with coral reefs and marine life, the Pattani Skywalk, Central Pattani Mosque, Lim Ko Niao Shrine, Old Pattani Town, Bang Pu Mangrove Forest, Saikhao Waterfall, and Krue Se Mosque. Local products Such as dried squid, budu sauce, fish crackers, Luk Yi Kuan, brassware, batik cloth and etc. Community tourism allows visitors to experience the lifestyle of the two religions Thai Buddhist Muslim community and the Barahom community, including having fun with adventure activities and tasting local food, Nasi Idae Kampong, chicken/beef satay and Pattani-style Royao. Tourist attractions include the Pattani Central Mosque, Krue Se Mosque (Sultan Muzaffarza Mosque), Lim Ko Niao Shrine or Leng Chu Kiang Shrine, Kue Da Chinese Community, Wat Rat Burana (Chang Hai Temple), Barahom Tourism Community, Ban Sai Khao Tourism Community.

Songkhla Province

In 2023, Songkhla welcomed 4,631,762 tourists and travelers, generating 32,042.05 million baht in tourism revenue. Songkhla is a famous province in the South that is not only good in Hat Yai District. Because Songkhla is another important tourist destination in Thailand that is full of abundant nature. There are also many tourist attractions such as Koh Yo or the island in the middle of Songkhla Lake that is peaceful and friendly. Tourists and travelers can learn about the culture of Songkhla people through the Koh Yo villagers with homestays. The Tinsulanon Bridge is the longest concrete bridge across the lake in Thailand. Ton Nga Chang Waterfall is known as the most beautiful waterfall in the South. Khu Khut Waterfowl Park (Songkhla Lake Wildlife Sanctuary) and Khao Tang Kuan have a viewpoint. You can see Songkhla city and Songkhla Lake. Souvenirs from the province include Kai Krob, pickled mango, green mango, bird's nest, and triangular boiled egg. Community tourism includes the Songkhla Community Tourism Promotion Association that has an activity called "Weekday at the Evening Pier" which has a place, stage, sound system for relaxation, exercise, and outdoor movies.

Satun Province

In 2023, Satun welcomed 1,929,865 tourists and travelers, generating 8,800.94 million baht in tourism revenue. Popular attractions include Koh Lipe, Koh Khai, Koh Adang, Tarutao National Marine Park, Stegodon Cave, and Satun National Museum ,Kuden Mansion. Souvenirs of the province include Buangaputa or Lamchiak flower dessert, authentic Andaman pearls, Chachak Bangwon, Phukrak dessert, batik. Community tourism "Tourism in Tung Wa Subdistrict Community" is a type of tourism that is close to the community. You can experience the way of life of the sea people, learn how to make local desserts such as Phukrak dessert and Buangaputa dessert, and try living like the sea people. See the villagers of Tak Pla Kem. In addition, there are other tourism communities such as Ban Tha Kham Kwai tourism, Ban Lom Puen community tourism, Tanyong Po tourism

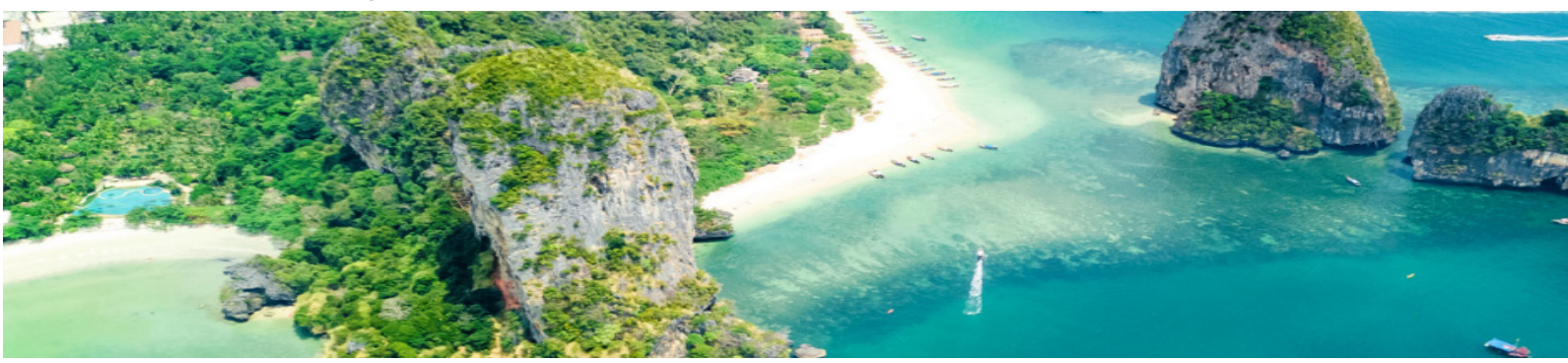
community, the gateway to Tarutao Island and etc.

Narathiwat Province

In 2023, Narathiwat welcomed 699,973 tourists and travelers, generating 2,683.86 million baht in tourism revenue. Narathiwat is a province rich in multicultural charm, where Muslim, Thai Buddhist, and Chinese communities coexist. This makes tourism conveyed in many dimensions, whether it is food, religion, architecture, resulting in a variety of lifestyles and cultures. Traditional Muslim foods that should be tried when visiting Narathiwat Province include Nasi Dae Gae, Nasi Lue Mao, La Sae, and many other ancient desserts. There are also many other cultural diversity hidden in Narathiwat, such as Sungai Kolok Railway Station, Pajo Waterfall, Ban Thon Beach, Wat Chonlathara Singhe, Khao Nam Sai Sea of Mist, Krue Po. The province's famous souvenirs include longkong, batik, salted goura fish, sataw or nutmeg, and budu. Community tourism is located in the tip of the Malay Peninsula, one of the three southernmost provinces bordering Malaysia. In addition to having a variety of beautiful and unique natural resources, including rivers, seas, forests, mountains, and historical streams, it also connects stories from all over the world through the trade route called the 'Silk Road by Sea'. Experience a learning center for life and cultural heritage, created from museums of history, religious sites, language, culture, fabrics, and food, such as the Wadi Hussein Mosque or Talo Manoh Mosque, Ban Ao Manao, and the Khun Lahan Local Museum. Islamic Cultural Heritage Museum and Quran Learning Center, Koh Yao, Wat Chalatharasinghe and etc.

Yala Province

In 2023, Yala welcomed 1,545,731 tourists and travelers, generating 4,720.73 million baht in tourism revenue. Yala is the southernmost province of Thailand. There are many types of tourist attractions, including historical, cultural and natural attractions, all of which are unique and worth exploring. Another interesting thing is that it is a province that combines the lifestyles of Thai Buddhists, Thai Muslims and Thai Chinese people. The different houses and beliefs make Yala an ideal destination for tourists and travelers who love learning about the people. Important tourist attractions include Wat Kuhaphimuk, Hala-Bala Forest and Sakai Village. Souvenirs from the province include Betong noodles, pickled fish, soy sauce, Khao Niew Kaew Kris, traditional coffee, batik, preserved durian, processed Hin banana, hair coverings and Red-whiskered bulbul. Community tourism "Hala-Bala, Chulabhorn Community Tourism Development 9" Experience the charm of nature, which still lives with the lush Hala Bala Forest and many interesting historical stories. Visit the Malayan Communist Party History Museum, see the magnificent sea of fog, walk and see various species of plants, and enjoy nature. At Hat Krating, see the best and unique products of the community, such as "Kluai Hin Krob Kaew" and other tourism such as the Baan Na Tham Moral Community and The Moral Community of Ban Bon Nam Ron.





Eastern Region of Thailand

The Eastern Region consists of 7 provinces: Sa Kaeo, Prachin Buri, Chachoengsao, Chon Buri, Rayong, Chanthaburi, and Trat.






Sa Kaeo Province

In 2023, Sa Kaeo attracted 1,235,917 tourists and travelers, generating 3,932.11 million baht in tourism revenue. Sa Kaeo is a province rich in nature and culture, ideal for travelers seeking relaxation and tranquility. One famous historical site is Sadok Kok Thom Castle, believed to have been built around the 14th century, making it the oldest and largest castle in the Eastern region, and a relic of the ancient Khmer civilization and culture. Notable local products include basketry wrapped around ceramics and fragrant products from Ban Nong Nok Khao community. Community based tourism, such as Ban Pornsawan, offers demonstrations for tourists to observe how traditional plaid fabric products are made.

Prachin Buri Province

In 2023, Prachin Buri welcomed 1,227,865 tourists and travelers, earning 3,375.24 million baht in tourism revenue. Popular attractions include Thap Lan National Park, known for its lush forests and rare fan palm trees. It is the second largest national park in Thailand and offers various attractions, such as Pha Kep Tawan, Thap Lan Waterfall, and Heo Nok Kok Waterfall. Additionally, the Chao Phraya Abhaibhubejhr Museum, a museum dedicated to traditional Thai medicine, provides herbal medicine consultations with specialists. The museum is also renowned for its distinctive Baroque architecture, making it a popular photography spot by the Prachin Buri River.

Notable local souvenirs include grass flower brooms and bamboo furniture. Community based tourism, such as Ban Dong Krathong Yam, showcases the unique traditional way of life of the Thai Phuan people. The village also has a learning center for sustainable agriculture, displaying the cultivation of medicinal plants and herbs.

Chachoengsao Province

In 2023, Chachoengsao saw 5,446,164 tourists and travelers, generating 6,835.53 million baht in tourism revenue. Chachoengsao, an ancient town along the Bang Pakong River, is also known as Paet Riu. The province is famous for the revered Phra Phutthasothon Buddha image, or Luang Pho Sothon, a significant Buddhist figure in Thailand. Wat Sothon Wararam Worawihan, a popular temple located along the Bang Pakong River, is another major attraction. Visitors often come to seek blessings from Luang Pho Sothon. Additionally, the famous Bang Khla Floating Market, where the market extends out over the water like a raft, offers a variety of local foods and souvenirs. Notable local products include Chinese pastries (Kanom Pia) and rice bran oil. Community based tourism in Bang Khla showcases the agricultural lifestyle along the Bang Pakong River, with activities such as river prawn farming, mango and coconut production, and palm sugar extraction. Bang Khla also offers historical tourism routes, including landmarks like King Taksin the Great's Memorial Stupa, Wat Pak Nam Jolo, and Wat Pho Bang Khla.

Chon Buri Province

In 2023, Chon Buri attracted 22,477,890 tourists and travelers, earning 208,792.82 million baht in tourism revenue. The province's motto is "Beautiful sea, delicious grilled sticky rice, sweet sugarcane, excellent handicrafts, and the Buffalo Racing Festival." Chon Buri is home to beautiful coastal attractions, such as Pattaya Beach, which stretches over more than 3 kilometers and is divided into North, Central, and South Pattaya. South Pattaya is known for its vibrant nightlife, with a famous Walking Street where visitors can shop and enjoy various entertainment options. North Pattaya offers a quieter environment, ideal for those seeking relaxation or water sports. Central and South Pattaya are bustling with shops, hotels, shopping centers, and entertainment venues. Notable local delicacies include Nong Mon's grilled sticky rice and dried seafood. Community based tourism, such as Ang Sila, a coastal fishing village about 5 kilometers from Chon Buri city, features oyster and mussel farming and stone mortar production. The village, established by Teochew Chinese immigrants after World War II, now offers a wide range of household and decorative stone products.

Rayong Province

In 2023, Rayong welcomed 5,143,819 tourists and travelers, generating 21,762.93 million baht in tourism revenue. Located along the eastern coast of Thailand, Rayong boasts a coastline of approximately 100 kilometers, making it a significant seafood and fruitproducing province. Also a popular seaside tourist destination, Rayong is well-known for its diverse attractions, particularly among those who enjoy beaches, the sea, and islands. Koh Samet, a beautiful island with abundant marine resources, is one of Rayong's most famous attractions, offering a variety of beaches for tourists to explore and relax. Notable local souvenirs include basketry wrapped around ceramics and fragrant products from Ban Nong Nok Khao community. Community based tourism, such as Ban Pornsawan, offers demonstrations

for tourists to observe how traditional plaid fabric products are made.

Chanthaburi Province

In 2023, Chanthaburi saw 4,025,680 tourists and travelers, generating 13,760.19 million baht in tourism revenue. The province is rich in natural and cultural attractions which contribute significantly to the local economy. Chanthaburi's gemstone and jewelry industry is a major draw for tourists, with the renowned Chanthaburi Gem Market (or Gem Street) being famous worldwide. Chanthaburi's Chanthaboon Riverside Community, a historic area with over a hundred years of history, features wellpreserved old houses, shops, guesthouses, and cafes, and has won the Asia Pacific Heritage Award from UNESCO.

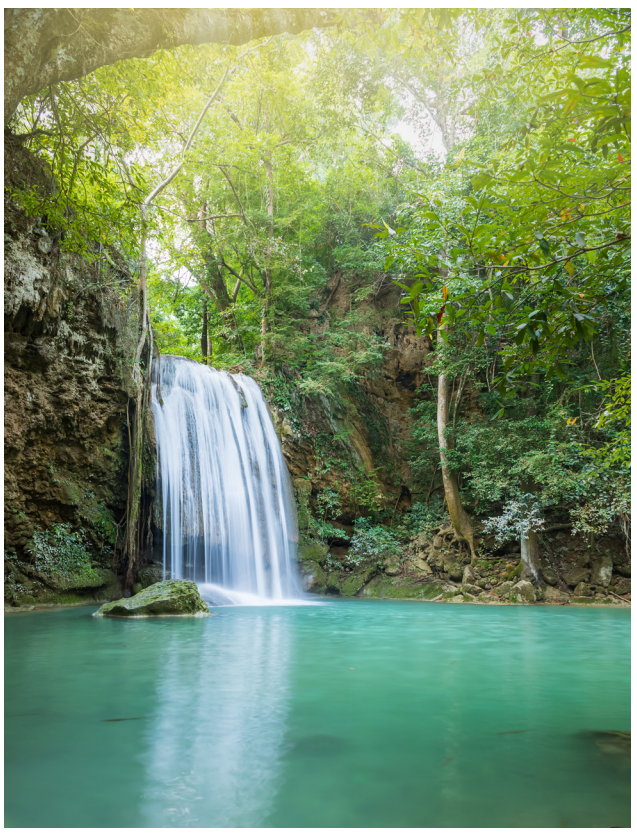
Trat Province

In 2023, Trat welcomed 1,777,924 tourists and travelers, generating 12,512.59 million baht in tourism revenue. Trat is surrounded by natural beauty, including stunning beaches that offer an alternative to traveling further south. Trat is also home to numerous beautiful islands, such as Ao Tan Khu, Koh Laoya, Koh Kood, and Koh Mak, where tourists can enjoy activities like cycling, snorkeling, and kayaking.



Western Region of Thailand

The Western region consists of 5 provinces: Tak, Kanchanaburi, Ratchaburi, Phetchaburi, and Prachuap Khiri Khan.



Tak Province

In 2023, Tak Province welcomed 2,152,910 tourists and travelers, generating 7,032.33 million baht in tourism revenue. Tak offers several fascinating attractions for nature lovers, such as Thi Lo Su Waterfall, the largest waterfall in Thailand and the sixth largest in Asia. Another notable site is the Thai-Myanmar Friendship Bridge, where visitors can experience the distinct cultures and lifestyles of the two neighboring countries. Other attractions and activities in Tak include Mae Moei National Park, rafting in Umphang, and Pitugro Waterfall. The province is also famous for its unique Loy Krathong Sai Festival, where floating lanterns are set adrift together before gradually spreading out, creating a beautiful display of light on the water.

Local prodcuts include Miang Kham (a traditional snack), banana paste, and black sesame crackers. Community based tourism can be experienced in places like Ban Tha Phra That, a village that houses Wat Phra Borommathat, where the Buddha's relics are enshrined.



Kanchanaburi Province

In 2023, Kanchanaburi Province attracted 13,730,171 tourists and travelers, earning 28,534.53 million baht from tourism. Located near Bangkok, Kanchanaburi is a popular destination for short trips, offering a wealth of natural beauty with its pristine waterfalls, towering trees, and diverse wildlife. The province offers various accommodation options, including floating houses and hot spring resorts, as well as restaurants and adventure activities. Kanchanaburi is famous

for its stunning historical sites and beautiful waterfalls with clear, cool water that can be enjoyed almost year-round. The scenic mountains and forests add to the province's allure.

Ratchaburi Province

In 2023, Ratchaburi Province received 2,204,147 tourists and travelers, with tourism revenue totaling 3,777.38 million baht. The province is known for its natural attractions, particularly in Suan Phueng District, which features the Khao Jones Waterfall, a small waterfall at the foot of the mountain range, Khao Krachom Cave, and the famous Damnoen Saduak Floating Market, where numerous boats sell various goods. The province also boasts popular sheep farms. Local souvenirs include Ratchaburi jars, known for their high-quality, beautifully colored, and heat-resistant clay, and notable fruits like pineapple. Ratchaburi's diverse ethnic groups, including Thai Yuan, Mon, Thai Song Dam, and Karen, contribute to its local culinary and cultural offerings. Community based tourism features demonstrations of traditional crafts such as soap making, bag weaving, and hat making.

Phetchaburi Province

In 2023, Phetchaburi Province saw 10,485,771 tourists and travelers, generating 30,553.07 million baht in tourism revenue. Phetchaburi is a key tourist destination near Bangkok, with Cha-Am Beach being one of the first places to come to mind for travelers. Cha-Am is also a significant economic hub, contributing to the tourism industry through hotels, souvenir shops, restaurants, and fishing businesses. The area is popular among both Thai and international tourists and offers various activities along the beach, such as horseback riding, cycling, banana boating, and jet skiing. Local products include Khanom Mor Kaeng (a traditional sweet) and palm sugar. Community based tourism includes activities at Ban Nam Sap, where visitors can engage in horseback riding, explore organic farming, and participate in cooking local dishes.

Prachuap Khiri Khan Province

In 2023, Prachuap Khiri Khan Province welcomed 10,926,086 tourists and travelers, earning 43,259.66 million baht from tourism. A key attraction is Hua Hin Beach, a popular tourist destination known for its 5-kilometer stretch of fine white sand, perfect for swimming. The beach is unique for its horseback riding along the shore, offering stunning views of the sea. Local products include pineapples and wicker products made from rattan. Community based tourism can be experienced in Ban Huai Talay, a village surrounded by the sea and mountains, where activities include building fish houses, clam harvesting, and observing the local way of life, including making traditional sweets like kalamare (sticky rice caramel).



conclusion





Conclusion

This guidebook is a navigation tool to help tourists and travelers become acquainted with the Entry Thailand Web Portal and to access various essential services for planning their trips conveniently. It also helps tourists and travelers understand the tourism service systems that they can access electronically, without the need to travel to different government agencies for services. Additionally, it provides useful tourism-related information from various government agencies, including tourist attractions, accommodation, shops, restaurants, travel routes, and event calendars, highlighting the unique features of each province. This allows visitors to experience the country, according to their preferences. Tourism promotion should not only focus on established tourist areas, such as Chiang Mai, Phuket, Krabi, Chonburi, and Hua Hin, but should aim to stimulate tourism and spending in cities nationwide. Tourism revenue can be spread more evenly across the country by leveraging each area's unique attributes to attract visitors, creating new tourist destinations or products of interest, and highlighting local food and culture. Maintaining a dynamic and user-friendly web portal to facilitate tourism is a key part of this goal.

Currently, Thailand's tourism industry shows signs of recovery. From January to May 2024, over 15 million international tourists and travelers have visited Thailand, generating more than 1.1 trillion baht in revenue from both international and domestic tourism. The country's tourism strategy includes creating travel routes linking major cities to 55 attractive destinations, with a focus on integrating efforts with regional and local agencies to drive the country's economy sustainably. The Ministry of Tourism and Sports is coordinating with both public and private sectors to enhance Thailand's tourism potential, aiming to become a "global destination for tourists and travelers". This involves implementing the Ignite Thailand Tourism action plan, which comprises five strategies. For 2024, the focus will be on three strategies:

1. Creating a Positive Experience: Facilitating tourists and travelers throughout their journey, promoting information, enhancing image and experience and raising safety standards.

2. Promoting "5 Must Do" in Thailand: Developing tourism products and services to meet the highest standards.

3. Developing Dynamic and Attractive Cities: Aligning tourism products and services with traveler behavior, integrating provincial agencies to drive tourism, developing travel routes with strong linkages, improving standards for accommodation, restaurants, and basic tourism facilities and enhancing tourist attractions.

In the fiscal years 2025-2026, the focus will shift to establishing Thailand as a hub of ASEAN by supporting route connectivity to promote ASEAN as a single destination and enhancing cooperation with ASEAN member states. As part of the World Class Event Hub, efforts will be made to internationalize local Thai festivals, support global level events, and prepare and enhance cities to host world class events.

[4] The total number of international tourists and travelers between January 1 and April 30, 2024 (4 months) was 12,127,447 people, generating a total revenue of 583,902 million baht for the country. The monthly breakdown is as follows:

- January: 3,035,296 people
- February: 3,352,302 people
- March: 2,982 ,721 people
- April: 2,757,128 people

The top 5 countries of origin for international tourists and travelers were:

1. China: 2,351,909 people
2. Malaysia: 1,569,856 people
3. Russia: 767,210 people
4. South Korea: 679,481 people
5. India: 643,587 people

Additionally, the cumulative number of tourists and travelers from January 1 to May 5, 2024, was 12,588,825 people. The 2023 report on the country's competitiveness ranking by the World Competitiveness Center of the International Institute for Management Development (IMD) in Switzerland indicates that Thailand is ranked 30th out of 64 global economies. This marks an improvement of 3 positions from 33rd place last year, with the overall score increasing from 68.67 to 74.54.

Tourism is currently gaining popularity and is experiencing significant changes, especially in traveler behavior, as travel activity increases. The use of technology to provide personalized travel recommendations, along with the integration of Big Data for decision making, such as predicting trends in the number of tourists and travelers, helps to forge unique experiences tailored to individual needs. [5] According to the latest report from the Tourism Authority of Thailand, last year, 87% of the 28 million international tourists and travelers were classified as FIT (Free Individual Travelers), or those who prefer to travel independently. These travelers usually plan their trips and book accommodation primarily through online channels. They also seek to experience local culture, including enjoying local cuisine and exploring the cultural and natural environment of less-visited provinces. This shift in traveler behavior is seen not only among international tourists but also among Thai travelers, who are increasingly using online platforms to gather information and plan their trips, booking independently through various online channels. Travelers now look for inspiration from online media, gather additional information through search engines and use online channels to book their travel.

The Ease of Traveling system on the Entry Thailand Web Portal is a comprehensive platform designed to fully meet the needs of modern tourists and travelers, especially those in the FIT (Free Individual Traveler) category. It facilitates easy access to a wide range of relevant information for tourists and travelers, and allows them to efficiently complete various tasks through electronic systems, such as booking accommodation, seeking assistance from the tourist police, and claiming tax refunds on goods. This ease of access encourages tourists and travelers to explore different provinces in Thailand to experience local culture, which in turn increases spending by tourists and travelers and helps distribute income to local communities. This aligns with the government's policy to use tourism as a tool for revitalizing the Thai economy, promoting attractive travel destinations and enhancing Thailand's potential as a global travel destination.

[4] In the first four months of 2024, 12 million foreign visitors have traveled to Thailand, generating revenue of 580 billion baht, according to the Army Radio and Television Station on May 9, 2024.

[5] Technology for Digital Era Tourists and Travelers," Bangkok Business, April 30, 2024.



คปภ.
สำนักงานคณะกรรมการกำกับและส่งเสริม
การประกอบธุรกิจประกันภัย(คปภ.)

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" New Chapter of Entry Thailand
: The Single Gateway for Traveller to Thailand "

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