THAILAND TOURISM STANDARDS

DEPARTMENT OF TOURISM
MINISTRY OF TOURISM AND SPORTS
Service is the key to successful tourism industry management. Standardized services with attention to cleanliness, expediency and safety are crucial to the development of international standard services. Implementation of tourism standards is one of the principal measures for the promotion of tourism. As a responsible agency for the development of tourism standards (for tourist services and tourist attractions), the Department of Tourism has recognized the significant contribution of tourism standards to the advancement of Thailand’s competitive edge in the tourism industry.

The Tourism Service Standards Development Section in the Bureau of Tourism Services Development, Department of Tourism, had formulated indicators for various service standards to promote tourist safety and confidence in Thailand’s tourism industry. These measures have significant impacts on the increasing number of tourists to Thailand. The present document series comprises of the following five standards for tourism services:

1. Public toilet facilities standards for international tourism
2. Food service standards for tourism
3. Tourist boat standards
4. Restaurant boat standards
5. Souvenir shop (general goods) service standards
6. Souvenir shop (Gem Product) Service standards
The Department of Tourism sincerely hopes that these tourism service standards will be useful for tourism food operators and will make them recognize the value of compliance with the formulated indicators. It also hopes that business operators will apply these indicators to improve their operations and facilities as appropriate to the local situations.
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Chapter 1

Overall Thailand Tourism Standard Development Process
Thailand’s tourism standards formulation steps

1. Study, collection of data analysis
2. Preparation of standards draft
3. Set up of the Tourism Standards Committee
4. Meetings of the Standards Drafting Sub-Committee
5. Revision of the standards/indicators draft
6. Public hearing
7. Meetings of the Standards Review Sub-Committee
8. Preparation of check list
9. Testing of requirements/check list and audit
10. Final standards
11. Review on checklist audit manual
12. Standards announcement
13. Distribution and promotion
14. Standards assessment and certification
15. Meetings of the Standards Review Sub-committee

THAILAND TOURISM STANDARDS
Thailand Tourism Standards Assessment and Certification Procedure

A business establishment applies for Thailand tourism standard certification

Inspection and certification body requests additional document/evidence of conformance

Incomplete document

Inspection and certification body registered with the Department of Tourism

Inspection and certification notify application/evidence

Complete document/evidence of conformance

Inspection and certification body certification audit the business establishment

Evaluation criteria not met

Evaluating found non conformance and notified for corrective action request

Evaluation criteria met

Inspection and certification body approves and grants certificate

Inspection and certification unit notifies the Department of Tourism of the evaluation and certification outcome

The Department of tourism grants Thailand Tourism Standard mark

Note: The Department of Tourism and the Inspection and Certification Unit will make surveillance of the certified business establishment at least once a year
Chapter 2

Thailand Tourism Standards
Major Criteria and Requirements
Index Framework of Public Restrooms Standards for Tourism (International Level)
2.1 Index Framework of Public Restrooms Standards for Tourism (International Level)

The index framework of standard quality of public restrooms for internationally-graded tourism is used as guideline for appraisal. It consists of 5 components, 28 criteria and 90 indicators. The working guideline and details are provided as follows.

Component No.1: Cleanliness

The facilities, restrooms, bathrooms and sanitary wares such as; washbasins and garbage bins must be in good working condition. They must be clean, stain-free and odorless. The restrooms should be supplied with clean and sufficient water to flush and clean during the entire service hours.

The criteria comprise:

1. **Ventilation:** The working guidelines and the details of indicators are provided as follows
   
   1.1 There must be good ventilation inside the restrooms.
   
   1.2 The use of air-refresheners and disinfectants is required.
   
   1.3 The air-flow control system which can provide good ventilation inside the restrooms is in operation.

2. **Garbage bins:** (outside the restroom): The working guidelines and the details of indicators are provided as follows

   Garbage bins should be clean and in good condition without any signs of leakage. Each garbage bin should be provided with a lid and located in the washbasin area or the area nearby.
3. **Water supply**: The working guidelines and the details of indicators are provided as follows

The water supply for the restroom should be clean and sufficient for washing purposes during service hours.

4. **Washbasin**: The working guidelines and the details of indicators are provided as follows

4.1 The washbasin must come with a tap and a mirror.
4.2 The washbasin is made from smooth-surfaced material.

The tap must be working well and in strong condition.
4.3 The washbasin must be in good condition, clean and stain-free.
4.4 The washbasin and the tap should not allow water to splash outside when used.
4.5 Washbasins for children should be provided.

5. **Hand-washing liquid container**: The working guideline and the details of indicators are provided as follows

5.1 The container must be in good working condition and with a proper lid.
5.2 The hand-washing liquid is in adequate supply and ready for use in its container at all times.
5.3 The container should be transparent in order to clearly indicate the level of hand-washing liquid available and placed next to the washbasin.

6. **Facility**: The working guidelines and the details of indicators are provided as follows
6.1 The floor, walls and roof must be in good condition, strong and clean.
6.2 The floor is dry and not slippery.
6.3 The floor, walls and roof must be built with durable and easy-to-clean material.
6.4 The main entrance should not have doors.
6.5 The urinating bowls and mirrors should not be seen from the outside.

7. Toilet room (on the inside): The working guideline and the details of indicators are provided as follows
7.1 The toilet room is in chair-sitting mode.
7.2 The size of the toilet room should be appropriate both in width and length.
7.3 The toilet is stain-free and odorless.
7.4 The door should be in good condition with a doorknob and an inside lock provided.
7.5 The hanging hook or the shelf provided inside the toilet room should be made of strong and durable and easy to clean material. It should also be in good working condition and clean. The edges of the hanger or shelf must not be sharp.
7.6 The toilet bowl must be in good condition, clean and stain-free.
7.7 The toilet bowl is made from strong and durable material, smooth-surfaced and easy to clean and has obtained certification as a quality product.
7.8 The water syringe is made from strong and durable material, smooth-surfaced and easy to clean.

7.9 The floor is dry, clean and not slippery.

7.10 The floor should slant towards the draining point or the water gutter.

7.11 The garbage bin provided inside the toilet room must be in good condition and clean. There is a lid provided and no leakage is detected.

7.12 The toilet paper is kept in a good and clean receptacle with a lid provided. The receptacle is installed in an accessible position and each toilet room has its own toilet paper receptacle with sufficient toilet paper supply during the service hours.

7.13 The odor-killing machine filled with antibacterial or antiviral agent is installed in each toilet room. The chemical agent used must not be a toxic substance or release toxic fumes.

7.14 The bin provided for used sanitary napkins must be clean and maintained in good condition in every female toilet.

8. Urinating bowl: The working guidelines and the details of indicators are provided as follows

8.1 The urinating bowl is made from strong, smooth-surfaced and durable material.

8.2 The anti-contamination system from the use and the water-filtered, smell-preventive system are appropriately designed with a working private tap attached to each bowl.
8.3 The urinating bowl should be in good condition and stain-free.

8.4 The urinating bowl has an automatic flushing system.

8.5 The urinating bowl is in an appropriate size and each bowl is installed with an appropriate distance from one another.

8.6 There are partitions to separate one bowl from another.

8.7 The urinating bowl should not produce unwanted smell.

8.8 Urinating bowls for children should be provided.

9. Bathroom (on the inside): The working guidelines and the details of indicators are provided as follows

9.1 Complete equipment such as; shower heads, bath tubs and clothes hangers is provided

9.2 The equipment is clean and in good condition

9.3 The bathing equipment must be made from strong and durable material with smooth surface for easy cleaning

Component No.2: Safety and Security

Locations of the toilet facilities should be able to view the surrounding areas. The facilities should be located in the areas where people pass by with sufficient lighting, both on the inside and the outside. Good security system must be in place.
The criteria are

1. **Location:** The working guidelines and the details of indicators are provided as follows

   The restrooms should not be located in a secluded spot and should be in an area frequented by people.

2. **Security system:** The working guidelines and the details of indicators are provided as follows

   Security guards are provided especially at night, or having a close-circuit television or emergency light installed.

3. **Lighting:** The working guidelines and the details of indicators are provided as follows

   The lighting must be sufficient for the users to be able to see the restroom areas clearly, both on the inside and the outside. The illumination power should not be less than 100 lux.

**Component No. 3: Convenience**

The public restrooms should be in an appropriate size for foreign tourists. Men and Women restrooms should be separated and there must be specific facilities for the elderly and the disabled people.

The criteria are

1. **Convenience for general users:** The working guidelines and the details of indicators are provided as follows

   1.1 Men and women restrooms must be separated.

   1.2 Sign or symbol of men/women restroom must be clearly visible.
2. **Convenience for the disabled users:** The working guideline and the details of indicators are provided as follows

   2.1 The disabled restrooms meet the international standards.

   2.2 Sign or symbol of the disabled restroom must be clearly visible.

3. **Convenience for the elderly:** The working guidelines and the details of indicators are provided as follows

   3.1 The toilet for the elderly is in chair-sitting mode.

   3.2 There is a hand rail for supporting the weight of the elderly body provided.

   3.3 Sign or symbol of the elderly restroom must be clearly visible.

4. **Essential facilities for the users (outside the restrooms):** The working guidelines and the details of indicators are provided as follows

   Hand-dryers and/or toilet paper disposal bins/hand-drying cloth should be provided in good and clean condition.

5. **Provided facilities for tourists:** The working guidelines and the details of indicators are provided as follows

   5.1 Essential amenities for travel such as; soap, toothpaste, toothbrushes, sanitary napkins should be on sale

   5.2 Public telephone service

   5.3 Changing rooms or diaper changing stations
5.4 Neat and orderly planning for the sale of food and beverages, newspaper stands, travel books and local souvenirs.

**Component No.4 Design and Environmental Management**

The standard quality of public restroom design must be above the average criteria indicated by law. The design should also show concern for the user’s safety and the surrounding environment. A system must be in place to avoid causing annoyance to its users and the surrounding community such as; waste management system, odor control and air-flow control systems. The design and selection of sanitary wares should be appropriate to their use and help conserve energy. The facilities must be well maintained, in clean condition and attractively decorated. Information of provincial and regional tourist attractions should also be provided.

**The criteria are**

1. **The design of the facility must show concern for safety when used:**

   The working guideline and the details of indicators are provided as follows

   1.1 The design of the facility must not be inferior than the standard indicated by law such as; the Facility Act B.E. 2522 and the Public Health Act B.E. 2535.
1.2 The floor must be of the same plane and if there is a case where the floor is leveled, a sign or mark indicating the difference should be clearly visible.

1.3 Ramps for wheelchairs must be provided for the disabled and the elderly people.

1.4 There is a back-up light in case of a black-out.

2. The design of the facility should show concern for the prevention of annoyance caused in the surrounding community:

The working guidelines and the details of indicators are provided as follows

2.1 The design should prevent wastewater from leaking into and contaminating ground water or public water reservoir in the surrounding areas.

2.2 The design of refuse and wastewater management system should meet the required standards.

2.3 There is a method to control and prevent the smell of refuse and wastewater from disturbing the surrounding community.

3. The design and decoration of the facility show concern for the environment and the identity of the community:

The working guidelines and the details of indicators are provided as follows

The design and decoration inside the facility should blend in with the environment or local features. The exterior and interior designs should either reflect the particular features of the community and/or meet international standards.
4. The design of the facility and the selection of equipment and materials show concern for energy-saving:

The working guideline and the details of indicators are provided as follows:

In case the restroom facility is specifically isolated, the design should show concern for the use of natural light and energy saving equipment.

5. The design and decoration of the surrounding areas of the facility are beautiful and clean:

The working guidelines and the details of indicators are provided as follows:

The design and decoration of the surrounding areas of the facility are beautifully well-organized and clean. The areas may be decorated with flowering and ornamental plants or materials which reflect the identity of the community.

6. The public relations program concerning cleanliness, energy saving and safety in traveling.

The working guidelines and the details of indicators are provided as follows:

Prominent billboards are erected to promote cleanliness, energy saving and safety in traveling. Non-smoking signs and instructions of how to use the restrooms are put up at the front of the facility and the inside of the toilets and bathrooms. However, the posting of these signs should be limited so as not to appear overdone.
7. The promotion of provincial or regional tourist attractions.

The working guidelines and the details of indicators are provided as follows

There are signs showing directions, tourist attractions (both in Thai and English) and recommended restaurants in the province in which the quality of food has been certified.

Component No.5 Management and Service quality

The service quality of public restrooms must be systematically controlled, including garbage, refuse and wastewater disposal, the maintenance of facilities, sites and equipment to be in good condition for use at all times.

The criteria are

1. The service policy emphasizes the cleanliness and sanitation of public restrooms:

   The working guidelines and the details of indicators are There is a service policy on the cleanliness and sanitation of the public restrooms.

2. The maintenance of the facilities, sites and equipment:

   The working guideline and the details of indicators are provided as follows

   2.1 The facilities and equipment are very well-maintained and ready-for-use at all times.
2.2 The faulty equipment must be fixed and ready for use again in 2 days after the responsible person is informed.

2.3 The water gutters and draining pipes are in good condition.

2.4 There is a water reservoir provided in case of emergency

3. The cleaners: The working guideline and the details of indicators are provided as follows

3.1 The cleaners should be knowledgeable of maintenance and cleaning procedures.

3.2 The cleaners should have sufficient cleaning tools.

3.3 The cleaners have personal hazard protection equipment such as; rubber boots and gloves for work.

3.4 The bathrooms and the toilets must be cleaned at least 3 times a day

3.5 The toilet must be cleaned regularly as a minimum requirement for toilet cleaning

4. Follow-up and appraisal: The working guideline and the details of indicators are provided as follows

4.1 Suggestion boxes for the users must be provided.

4.2 Undergo constant improvements for public restroom services.

4.3 Checking and appraisal of the cleaners’ task performance must be carried out on a regular basis.
Index framework of standard quality of food services for tourism
2.2 Index framework of standard quality of food services for tourism

The index framework of standard quality of food service for tourism which is used for examination and appraisal of standards comprises 8 components, 20 criteria and 77 indicators, including working guidelines and details as follows.

Component 1: Physical setting – The criteria are:

1. Food preparation areas: the guidelines and details of this indicator are provided as follows
   1.1 Clean, neat and hygienic.*
   1.2 Strong, durable floors in neat and good conditions with no cracking.*
   1.3 Light-colored walls/ceilings to for easy filth detection in the shop. Adequate lighting.*
   1.4 Smooth surfaced and easy to clean food preparation table, at least 60 cm. above the floor.
   1.5 The walls next to the stoves must be made of clean and heat-resistant material.*
   1.6 Good ventilation system with ventilation fan or smoke extractor.

2. Dining areas: the guidelines and details of this indicator are provided as follows
   2.1 Clean, neat and hygienic.*
2.2 Sturdy chairs and tables in neat and service ready condition.*

2.3 Adequate lighting.*

2.4 Good ventilation system. Ventilation fan must be available in air-conditioned rooms.

2.5 Establish dining area regulations such as putting up of prohibition signs.

3. Toilets: the guidelines and details of this indicator are provided as follows

3.1 Clean, neat and hygienic.*

3.2 Separate male/female toilets, separate staff/customer toilets.*

3.3 Located in suitable area with no connecting door to food preparation area.*

3.4 Hand basin in good working order with constant supply of soap.*

Component 2: Food – The criteria are:

1. Meat: the guidelines and details of this indicator are provided as follows

1.1 Fresh, clean and hygienic.*

1.2 Properly cleaned before separately stored by meat categories.*

1.3 Raw meat must be kept at no more than 5°C temperature.*
2. **Fruits/vegetables:** the guidelines and details of this indicator are provided as follows

   2.1 Fresh, clean and hygienic.*
   2.2 Properly cleaned before separately stored by fruit/vegetable categories.*
   2.3 Stored at suitable temperature.*

3. **Drinking water/beverage/ice cubes:** the guidelines and details of this indicator are provided as follows

   3.1 Clean and hygienic drinking water/beverage kept in sanitary storage.*
   3.2 Clean, hygienic ice cubes with official accreditation mark and produced by GMP certified factory.*
   3.3 Stored in clean/covered containers. Don’t keep food, vegetable, fruit or anything in drinking ice cubes.*

4. **Food additives:** the guidelines and details of this indicator are provided as follows

   4.1 Safe products with official accreditation mark or FDA registration number.*
   4.2 Proper storage for each additive type with effective product usage rotation system.*

**Component 3: Process** – The criteria are:

1. **Food preparation/cooking:** the guidelines and details of this indicator are provided as follows
1.1 Never prepare/cook food in front of or inside restroom/toilet.*

1.2 Cook food at suitable heat/temperature. Never leave cooked food standing for more than 2 hrs.*

2. **Cooked food delivery and storage:** the guidelines and details of this indicator are provided as follows

2.1 Suitable food serving system for waiting-to-be-served food to prevent cross contamination.*

2.2 Suitable food management system to prevent contamination during a kitchen to dining table transfer.*

**Component 4: Personnel** – The criteria are:

1. **Food handlers:** the guidelines and details of this indicator are provided as follows

   1.1 Hygienic dress codes for food handlers (preparer, cook and vendor).*

   1.2 Be in good health with no contagious/skin diseases. Hold proof of annual health checkup.*

   1.3 Observe good hygienic practices during food preparation, cooking, selling and serving.*

   1.4 Continuous personnel development in food sanitation and food services.

**Component 5: Utensils/tools** – The criteria are:

1. **Materials:** the guidelines and details of this indicator are provided as follows
1.1 All cooking utensils and tools must be made from harmless materials.*

1.2 Suitable materials for their specific purpose.*

2. **Cleaning:** the guidelines and details of this indicator are provided as follows

2.1 Use efficient warewashing equipment or clean utensils/tools in 3-step cleaning process.*

2.2 Cleaned equipment must be kept at least 60 cm. above the floor.

2.3 Warewashing sinks with good drainage tubes connected to a grease trap.

3. **Storage:** the guidelines and details of this indicator are provided as follows

3.1 Store utensils/tools in hygienic areas.

3.2 Store utensils in clean and properly covered containers to prevent contamination.

**Component 6: Safety** – The criteria are:

1. **Physical setting:** the guidelines and details of this indicator are provided as follows

1.1 Obtain permits from relevant agencies under the Public Health Act, other rules/regulations.

1.2 Situated in safe and non-polluted environment.*

1.3 Available animal and insect prevention system.
1.4 Available control for such risk factors control as fire, gas leak, and electricity short circuit.*
1.5 Hold emergency drills and emergency preparedness.

Component 7: Service – The criteria are:

1. Service providers: the guidelines and details of this indicator are provided as follows
   1.1 Welcome tourists with fine Thai–style hospitality and culture.
   1.2 Available food menu with clear and fair price details.*
   1.3 Able to communicate with foreign tourists in English or other foreign languages.
   1.4 Knowledgeable about the food and beverage being served in the shop.
   1.5 Provide prompt and neat services.*
   1.6 Available service problem management system.
   1.7 Able to provide information on nearby tourist destinations.

2. Service areas: the guidelines and details of this indicator are provided as follows
   2.1 Convenience of service access and available customer facilities.*
   2.2 Can provide proofs of food standard certification from relevant agencies.*
2.3 Provide systematic facilities for the disabled.

3. **Food and beverage services:** the guidelines and details of this indicator are provided as follows

   3.1 Provide good environment for food and beverage services.

   3.2 Welcome and lead customers to dining table, take food/beverage order in suitable manners.

   3.3 Serve food in appropriate manner to specific food type.

   3.4 Serve beverage in appropriate manner to specific beverage type.

   3.5 Withdraw unnecessary utensils and implements from dining tables.

   3.6 Collect food bills in accurate and unambiguous manners.

   3.7 Facilitate customers upon their leaving a dining room.

   3.8 Hold pre- and post-service meetings with team members on a regular basis.

**Component 8: Environmental, social and cultural awareness, maintenance and responsibility** – The criteria are:

   1. **Adoption of social responsibility in business operation:** the guidelines and details of this indicator are provided as follows

      1.1 Good organization governance, such as compliance to relevant laws, rules and regulations.
1.2 Display proper human rights and labour treatment responsibility.

1.3 Consumer responsibility (in terms of correct/accurate product information and description).

1.4 Participate in neighboring community’s social development efforts.

1.5 Hold nothing that will impair the country’s good image.

2. Environmental management: the guidelines and details of this indicator are provided as follows

2.1 Establish environmental management awareness.

2.2 Establish effective garbage disposal system.

2.3 Establish effective wastewater treatment system.

2.4 Promote the use of environmental-friendly materials.

2.5 Promote energy and water saving efforts.

3. Promotion of community cooperation and relations: the guidelines and details of this indicator are provided as follows

3.1 Regularly participate in community activities to preserve culture and traditions, etc.

3.2 Join groups/associations and regularly seek cooperation with different agencies.

3.3 Support local community products.
Index framework of standard quality of Tourist Boat Standard
2.3 Index framework of standard quality of Tourist Boat Standard

Thailand Tourism Standard’s Tourist Boat Standard covers:

1. **Content:** The conduction of the Tourist Boat Standard uses the following key quality indicators as guidelines for evaluation which are comprised of 8 component:

   1.1 Physical Condition
   1.2 Personnel
   1.3 Staff Service Quality
   1.4 Impartiality in Entrepreneurs and Staff’s Services
   1.5 Human Rights
   1.6 Measures Concerning Boat
   1.7 Measures Concerning Tourism Plans and Activities
   1.8 Measures Concerning Social and Community Related Activities

   The structure of the 8 component consists of 17 criteria and 59 indicators

2. **Area:** Tourist areas and water traveling routes across the country.

3. **Target Group:** Entrepreneurs, staff, and all personnel associated in tourist boat services
Tourist Boat Definition

The definition of a Tourist Boat is a boat that carries passengers that travel on the rivers or seas; these vessels are categorized into 3 types: riverboats, steamships operating in specific zoning, or other types of passenger boats registered to carry passengers with tourism purposes.

Tourist boats, by this standard, are categorized into three sizes depending on their capacity to carry passengers; the three categories are:

(1) Small boats that carry no more than 15 passengers
(2) Medium sized boats that carry 16 – 70 passengers
(3) Large boats that carry 71 – 150 passengers
<table>
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<th>Component</th>
<th>Criteria</th>
<th>Indicators</th>
<th>No. of Indicators</th>
<th>Boat Sizes</th>
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<td>Category 1</td>
<td>Safety (x3)</td>
<td></td>
<td></td>
<td>Small</td>
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<tr>
<td></td>
<td></td>
<td>1. Have a license issued by Marine Department</td>
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<td>1. Physical</td>
<td>1.1 Boat</td>
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<td>Medium</td>
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<td>Condition</td>
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<td>2. Have a sign or symbol indicating the name and the boat's registration</td>
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<td>number clearly displayed</td>
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<td>3. Have a means of ascent and descent no less than 0.60 meters in width</td>
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<td>for convenient use without any obstacles</td>
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<td>4. Have a sign indicating the number of passengers allowed clearly displayed</td>
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<td>5. Have a sign describing appropriate practices for while on board as well</td>
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<td>as in the case of an emergency including the location of life-saving devices</td>
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<td>Component Criteria</td>
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<td>6. Have a sign marking the location of the load line clearly displayed and do not load beyond the line.</td>
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<td>7. Have a space for holding passengers' luggage that is no less than 0.5 M³ per 1 passenger with tight bindings that are easily used.</td>
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<td>8. Have at least 1 hygienic restroom for convenient and safe use.</td>
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<td>9. Have a non-smoking area or have a separate smoking area with adequate ventilation and a clear sign.</td>
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**Note***
<table>
<thead>
<tr>
<th>Component</th>
<th>Criteria</th>
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<th>Boat Sizes</th>
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<td></td>
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<td>11. Install navigation lights and other lights according to the law and operate them in a safe and functional manner</td>
<td>11</td>
<td>Small</td>
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<td>Large</td>
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<td>12. The body of the boat must be efficiently waterproof and have a functional ventilation system</td>
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<td>13. Have an appropriate and safe area for fuel storage</td>
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<tr>
<td>1.2 Life-saving Devices</td>
<td>1. Have enough lifebuoys, lifejackets, or seats with characteristics of a functional life preserver for the number of passengers on board as specified by regulations of the boat inspection (ข้อบังคับว่าด้วยการตรวจเรือ) placed in appropriate positions and ready for use</td>
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<td>Component Criteria</td>
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<td></td>
<td>2. All lifebuoys, lifejackets or seats with characteristics of a functional life preserver must have the name of the boat or the boat’s registration number clearly displayed</td>
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<td></td>
<td>3. Have efficient fire extinguishers on board of the sufficient number as specified by regulations of the boat inspection (ข้อบังคับว่าด้วยการตรวจเรือ) installed in appropriate positions and ready for use. The name or the boat’s registration number must be clearly displayed on the devices</td>
<td>16</td>
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<tr>
<th>Boat Sizes</th>
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<td>4. For passenger cabins with glass windows, the windows must be conveniently opened and must be no less than 0.5 x 0.5 meters in size. Windows that cannot be opened must be no less than 0.5 x 0.5 meters in size and there must be hammers installed every 2 meters for emergency opening</td>
<td>17*</td>
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<td>5. Have household medicines and an effective first-aid kit prepared and in an appropriate positions ready for use. All medicines must not be past the date of expiration</td>
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<td>Component Criteria</td>
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6. Have no less than 1 liter of clean drinking water in store per 1 passenger

**Note***

In case the boat's length is over 24 meters, Marine Department Rule, which mandates a load line for the boat, must be strictly followed.
<table>
<thead>
<tr>
<th>Component</th>
<th>Criteria</th>
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<th>No. of Indicators</th>
<th>Boat Sizes</th>
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</thead>
<tbody>
<tr>
<td>2. Personnel</td>
<td>2.1 Driver (steersman/helmsman) and mechanic</td>
<td>1. Must be educated, trained and in possession of a valid certificate issued for the size, type and marine area of the boat, together with an identification card issued by a government sector</td>
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<td>Note***</td>
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<td>2. Must be able to evaluate current conditions, water area, and water surface conditions of all locations along the course of the boat's route</td>
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<td></td>
<td></td>
<td>3. Must check the condition of the boat, engine and equipment before each departure</td>
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<td>Component</td>
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<td>4. Must not drive the boat with carelessness and must not be under the influence of any kind of intoxicant while manning the boat</td>
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<tr>
<td></td>
<td></td>
<td>2.2 Driver (steersman/helmsman), mechanic and staff 1. Record number or names of all passengers for every departure and control the passenger number and luggage to not exceed the limit</td>
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<td></td>
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<td>2. Introduce one’s self and clarify protocol practices while on board and in the case of emergency including explaining basic usage of life-saving devices for passengers during every trip</td>
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<tr>
<td>Component</td>
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<td>3. Notify passengers prior to going through a dangerous area or weather and advise them how to prepare safety</td>
<td>26</td>
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<td>4. Be able to swim, assist passengers, and give basic medical attention to passengers</td>
<td>27</td>
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<tr>
<td>5. At least 1 engine mechanic with training and a valid certificate for the size, type and marine area of the boat, together with an identification card issued by a government sector must be on board</td>
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<td>Criteria</td>
<td>6. At least 1 experienced staff must be on board to offer assistance and precautions to passengers on board or on the pier</td>
<td>29</td>
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<tr>
<td>Indicators</td>
<td>2.3 Boat owner and entrepreneur</td>
<td>30*</td>
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<tr>
<td></td>
<td>1. Register the boat and/or have a legitimate and valid license for boat use (renewed yearly)</td>
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<td>2. Check the condition of the boat, engine and equipment at the yearly appointed time</td>
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<tr>
<td>No. of Indicators</td>
<td>3. Encourage frequent training of emergency protocols yearly</td>
<td>32</td>
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<td>Component</td>
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<td>4. Provide insurances for passengers (or by other entrepreneurs relevant to a given trip) in the number allowed for carriage, with coverage no less than indicated by the annual Third Party Insurance Act</td>
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</table>

**Note*** In case of the driver and the mechanic being the same person, an identification card issued by both of the government sectors must be present.
### Tourist Boat Standard (Small, Medium and Large)

<table>
<thead>
<tr>
<th>Component</th>
<th>Category 2 Quality, Impartiality and Human Rights (x2)</th>
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<tbody>
<tr>
<td></td>
<td>3. Staff’s service quality</td>
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<tr>
<td></td>
<td>3.1 Personality</td>
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<td>3.2 Skills</td>
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#### Indicators

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<th>Indicators</th>
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<tbody>
<tr>
<td>3.1 Personality</td>
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<tr>
<td>3.2 Skills</td>
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#### Standards

- **3.1 Personality**
  - 1. Behave and converse politely and friendly to passengers.
  - 2. Dress politely and cleanly with visible signs showing the status of the boat staff.

- **3.2 Skills**
  - 1. Have a good attitude and working skills and be capable of taking care of the given responsibilities for the assignment.
  - 2. Have knowledge regarding locations, route and other trivia of the business as appropriate for the business.
<table>
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<tr>
<th>Component</th>
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<td>3. Be capable of communicating in both Thai and at least 1 foreign language as appropriate for the business</td>
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<td></td>
<td></td>
<td>2. Strictly follow the Consumer Protection Laws</td>
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<tr>
<td></td>
<td>4.2 Morals and ethics</td>
<td>1. Keep the promise of services, e.g. fees, appointments, etc.</td>
<td>41</td>
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</table>
## Tourist Boat Standard (Small, Medium and Large)

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<tr>
<td>5. Human Rights</td>
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<tr>
<td>5.1 Entrepreneurs</td>
<td>2. Be flexible in giving service to certain passengers’ requests that are not illegal or immoral</td>
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<td>1. Follow Labor Laws on wages and fringe benefits</td>
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<td>2. Do not employ child labor, female labor or foreign labor illegally</td>
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<tr>
<td>5.2 Entrepreneurs and staff</td>
<td>1. Do not encourage soliciting, gambling or immoral activities</td>
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<td></td>
<td>2. Offer fair services for all nationalities and religions</td>
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### Tourist Boat Standard (Small, Medium and Large)

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<tr>
<td><strong>Category 3 Environment and Natural Resources Management</strong> (x1)</td>
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<tr>
<td>3. Consider convenience and safety of those who are disabled or senile, as well as children and pregnant women</td>
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<tr>
<td>6. Measures concerning Boat</td>
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<tr>
<td>6.1 Use of resources and environment preservation</td>
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<tr>
<td>1. Reduce the use of nonenvironment-friendly products, e.g. plastic bags, aluminium cans, etc.</td>
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<tr>
<td>2. Have efficient areas for garbage, polluted water and waste disposal both on board and at tourist sites</td>
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**Boat Sizes**: Small, Medium, Large
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<td>Indicators</td>
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<tr>
<td>3. Follow protocols regarding soot and oil emitted from boat so as not to exceed the dangerous limits for the surroundings</td>
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<td>4. Limit noises from engine and recreational activities so as not to exceed an non-disturbing level for the surroundings</td>
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<td>5. In case of night boat trips, refrain from using lights in a disturbing fashion.</td>
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<td></td>
<td></td>
<td>1. Take cautions against destruction or disturbance of marine animals, plants and other natural resources in tourist spots e.g. coral reefs, mangrove forests, stalagmites, stalactites, etc.</td>
<td>53</td>
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**Category 3 Environment and Natural Resources Management (x1)**
### Tourist Boat Standard (Small, Medium and Large)

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<tbody>
<tr>
<td>7. Measures</td>
<td>7.1 Tour plans</td>
<td>1. Arrange programs and locations for tourism in accordance to seasons and rising and ebb tide cycles. Avoid mating and egg-laying seasons of marine lives.</td>
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<tr>
<td></td>
<td>7.2 Tourist activities</td>
<td>1. Provide activities, education or promotion of the ecological system as appropriate to the business, e.g. collecting litter on beaches, planting sprouts in mangrove forests, etc.</td>
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<td>2. Do not encourage destruction of the ecological system, e.g. collection of sea shells, corals, or fish (ปลาสวยงาม), etc.</td>
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<tr>
<td>7.1 Tour plans</td>
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<tr>
<td>7.2 Tourist activities</td>
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<td><strong>Category 4 Correspondence with Society and Community (x 1)</strong></td>
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<tr>
<td>8. Measures concerning activities</td>
<td>8.1 Advocation</td>
<td>1. Preserve and encourage community’s outstanding features, e.g. culture, handicrafts, etc.</td>
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<td>8.2 Participation</td>
<td>1. Invoke understanding and cooperate with the community, e.g. joining relevant local organizations</td>
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<td>2. Encourage activities with cooperation from and creating shared benefits for the community, e.g. developing tourist attractions, training related personnel on tourism, etc.</td>
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Index Framework of of standard quality of Restaurant Boat Standard
2.4 Index framework of standard quality of Restaurant Boat Standard

Indicators for restaurant boat standard evaluation consist of 5 components and 40 indicators as well as the following implementation guideline and details:

- Marketing communication
- Customer service
- Environmental and socio-cultural considerations
- General safety and welfare
- Food Service Standard or food sanitation standard

**Component 1 Marketing Communication** includes the following indices:

1. Non-exaggerated content
2. Responsible sales system and principles
3. Systematic compilation of old customer profiling and new customer recruitment
4. Complete and accurate presentation of goods and services
5. Continuous customer public relations communication
6. Foreign language public relations media

**Component 2 Customer service** includes the following indices:

1. Staff training for uniform understanding of the existing service system
2. Staff performance procedures from welcoming and sending off customers at the final destination
3. Onboard performance and entertainment that do not offend good cultural practices and traditions
4. Presentation of historical and cultural information of interesting sites along the tour route
5. Informative media on relevant tourism sites in more than 3 language choices, such as Chinese, French or Japanese
6. Staff should have at least one foreign language skill
7. Interior decoration that reflects Thai art and culture
8. Welcome tourists in the refined manners of Thai culture
9. Special-needs groups facilities, for example, for small children, the disabled and the elderly
10. Suitable service area design or management
11. Service problem management system

Component 3 Environmental and socio-cultural considerations includes the following indices:
1. Adoption of social responsibility in business conduct
2. Environmental management
3. Good and effective waste management system
4. Waste water treatment system
5. Promotion of environmentally-friendly material usage
6. Promotion of energy and water saving measures
Component 4 General safety and welfare includes the following indices:

1. Clear display of certificates issued by the Marine Department
2. Onboard safety system
3. Procedure for dispensing boat safety advice during the trip
4. Should have more than one boat engine
5. Adequate number of staff with boating skills
6. Emergency preparedness and response
7. modern communication technology
8. Passenger insurance

Component 5 Food Service Standard (Food Sanitation) includes the following indices:

1. Hygienic food preparation area
2. Hygienic dining area
3. Safe food and food seasoning
4. Storage of ice in clean and covered containers with proper dispensers
5. Utensils and tools made of safe materials, in good condition, properly cleaned and stored
6. Food handlers with good personal hygiene
7. Hygienic kitchen waste collection/ waste water disposal
8. Separate male/female restrooms and toilets, clean and in good working condition
9. Prevention and eradication of disease-carrying animals and insects
Index framework of standard quality of Souvenir shop Standard
2.5 Index framework of standard quality of Souvenir shop Standard

The service standard indicator framework for souvenir shops (general goods) comprises of 4 criteria and 27 indicators. To obtain service standards accreditation a souvenir shop must pass the evaluation with at least a satisfactory level for all indicators. Accreditation will be denied if it fails in any indicator. The evaluation protocol and elements for the service standards are as follows:

Component 1 Product component based on the following evaluation protocols and elements:

1) Variety of products
   • Variety of products or, in case of shop with a single product, variety of types, sizes or shapes of such product.

2) Visible product and souvenir shop names
   • Available signage displaying product category and product quality accreditation symbol/document issued by relevant agency.
     • Available product’s manufacturing and expiration dates.
     • Available tags displaying product and souvenir shop names.

3) Visible price tags
   • Available price tags on products or product shelves.
   • Price tags should come in at least two languages: Thai and English.
4) Unique local identity
   - Products that reflect local wisdom.
   - Available information on product origin.
   - Products that express local characteristics or local identity.
   - Available tags indicating product’s manufacturing site.

5) Environmentally-friendly packaging
   - Use natural packaging like bamboo, jute, banana leaves, coconut leaf stalks, paper bags, etc.
   - Use packaging materials that will degrade within 5 years.
   - Plastic may be used for water-proof packaging or to hinder oxidation process in certain products such as silverware.

6) Product storage
   - Store products in hygienic areas.
   - Store products at suitable temperature.
   - Store products by their proper categories and storage requirements.
   - Store products in suitable packaging.

Component 2 Physical setting component based on the following evaluation protocols and elements:

1) Visible souvenir shop name
   - Shop name appears in visible position.
   - Available shop entrance signs.
   - Available signage with the shop name lettering not less than 6 inches or 15 cm in height.
• Shop name should appear be in at least 2 languages.

2) Located in suitable ambiance
• Not located on encroached public lands.
• Located in commercial building that does not visually blight tourist or commercial sites.
• Souvenir shop owners must own or rent the shop from its owner for no less than the accreditation period of 3 years.
• In case of a combined house/factory building or a community/village center it must have proper business operation permit as required by laws or local regulations.
• Not located in areas of natural hazard risks, which is any area that a government agency has been declared a natural hazard area, where inestimable damages can be caused to people’s lives, properties and the natural surroundings.

3) Building structure safety
• Strong and durable building structure.
• Durable and lasting building materials.
• Suitable safeguarding against various hazard factors such as fire and electrical short circuit risks.

4) Convenient and safe access
• Convenient, clean, safe and shady parking spaces.
• Available disabled parking bays next to shop entrance.
• Available signs pointing to other buildings in the vicinity, such as toilets and Muslim prayer room.
• Available fire escape maps on each floor.
• Separate vehicle and pedestrian traffic routes.
• Available night lighting along pavements and parking areas.
• Shop entrance designed to meet disabled and elderly needs: such as wheelchair access ramps.

5) Product display design
• Distinctive product display with reference to unique local culture and local identity of displayed products.
• Neat and beautiful display design that suits local ambiance.

6) Visible and noticeable amenities
• Public toilets
  (1) Clean and hygienic.
  (2) Separate male/female toilet facilities.
  (3) Disabled toilets.
  (4) Located in suitable areas.
  (5) Hand basins with constantly workable tissue paper and liquid soap dispensers.
  (6) Available toilet sprayer hoses.
• Public telephones.
• ATM machine, public telephones or credit payment services.

7) Indoor and outdoor cleanliness
• Clean, neat and hygienic.
• Adequate lighting.
• Good ventilation.
• Putting up no-smoking signs in no-smoking areas.

8) Outdoor landscaping/small gardens/plants
• Outdoor small garden.
• Customer waiting areas.
• Landscaping that blends in with the surroundings.
• Do not operate in a manner that may impair the country’s good images.

Component 3 Service component based on the following evaluation protocols and elements:

1) Salesperson’s hospitality
• Welcome tourists with excellent Thai-style hospitality.
• Respond to customer’s price enquiry with cheerful and cordial manner.
• Able to provide accurate product information.
• Able to provide information about nearby tourist activities.

2) Reliability
• Available product standards accreditation such as OTOP, Community Product Standard, and Thai Product Standard logos, etc.
• Available product sample for pre-sale testing or trial.
• Salespersons dressed in clean, neat and suitable outfits.

3) Salesperson’s responses
• At least one staff can communicate with foreigners.
• Provide friendly services.
• Do not let customers wait for longer than 10 minutes.
• Be attentive when customers ask for assistance.

4) Product guarantee and return policies
• Inform customers about product guarantee/return conditions and period.
  • Available product guarantee document.
  • Provide product inspection or test before customers leave the shop.

5) Available customer complaint box
• Available customer complaint box.
• Systematically improve service immediately after customers made a complaint.

Component 4  Management component based on the following 8 indicators:

1) Product selection criteria based on the following evaluation protocols and elements:
• Specific product selection methods such as selecting only products with appropriate standards accreditation -- OTOP or Community Product Standard -- or well-known local products.

2) Continuous maintenance of operation standard based on the following evaluation protocols and elements:
• Available product quality-check system.
• Inform customers of damaged or unqualified products in the shop and sell them as damaged goods at reduced price with clear damage details on a label attached to such products.

3) Continuous personnel development based on the following evaluation protocols and elements:
   • Available new personnel training sessions.
   • Available personnel’s work performance document or handbook.
   • Available activities to promote personnel’s quality of life.
   • Available work skill improvement trainings such as foreign language, marketing, and sale strategies trainings.

4) Acknowledge personnel opinions based on the following evaluation protocols and elements:
   • Acknowledge and keep concrete record of personnel suggestions.
   • Hold joint meetings to solve work problem at least once a month.

5) Available personnel evaluation system based on the following evaluation protocols and elements:
   • Prepare work evaluation documents such as work attendance (absence, tardiness, and leave).
   • Assign personnel’s monthly work scores.
   • Available sale commission.
6) Compliance with relevant employment laws and regulations based on the following evaluation protocols and elements:
   - Comply with labor laws on wages, welfare, and work hour requirements.
   - Refrain from using child labor.
   - In case of alien labor employment observe relevant labor laws.
   - Do not endorse or provide sexual services.

**Notes:** In the case that souvenir shop owners run their own business with no hiring, they are considered to have met the Evaluation’s requirement Nos. 4), 5) and 6).

7) Social responsibility based on the following evaluation protocols and elements:
   - Available shop environment management.
   - Promote the use of environmentally-friendly products.
   - Promote energy, electricity, oil and water saving measures.
   - Do not operate in a manner that will induce sound, light and odor pollution to the community.

8) Community relations based on the following evaluation protocols and elements:
   - Pay attention to community relations and promotion of community-participated activities.
• Support local community products.
• Create work opportunity for community members.
• Promote preservation of local culture and traditions.
• Available information on tourist destinations in the vicinity.
Index framework of standard quality of Souvenir shop (Gem Products)
Service Standard
Souvenir Shop (Gemstone Products)
Service Standards

The souvenir shop (gemstone products) service standards comprises of two parts: (1) Basic Compulsory Criteria; and (2) Indicator Criteria.

Part 1 Basic Compulsory Criteria for business establishment wishing to adopt the standards

Souvenir shops (gemstone products) wishing to apply for certification of souvenir shop (gemstone products) service standards must meet the Basic Compulsory Criteria, which include five evaluation criteria. The applying establishment must meet these criteria before proceeding to the next evaluation step.

1. Provide services for gemstone products only
2. Being a juristic person business registered with the Ministry of Commerce
3. Being a member of a gem-trading association or club and a member of the Tourism Council of Thailand
4. No record of gemstone product complaints within the past year
5. No violation record of any local ordinance or law
Part 2 Indicator Criteria Souvenir Shop (Gemstone Products) Service Standards

The criteria in Part 2 comprise of 5 components, 20 criteria, and 74 indicators as follows:

(1) Product, (2) Facility and surroundings, (3) Service, (4) Management, and (5) Ethics, business code of conduct. Details of indicator criteria for Souvenir Shop (Gemstone Products) Service Standards are as follows:

Component 1: Product – 5 criteria, 16 indicators

1.1 Product diversity

1.1.1 A variety of gemstone products: necklaces, earrings, brooches, etc.

1.1.2 Available products in various weights and sizes

1.1.3 Available in-stock products for customer selection

1.2 Product appearance and uniqueness

1.2.1 Beautiful, attractive, stylish and durable features

1.2.2 Products with unique feature or Thai element (in whole or in part)

1.2.3 Available information on product’s history and origin (for unique or outstanding products only)

1.3 Product standard

1.3.1 Available product’s quality certificate

1.3.2 Available label for individual product

1.3.3 Available in-shop product’s quality check system
1.3.4 Advice customers on product’s usage and maintenance
1.3.5 Select standard raw materials for production

1.4 Packaging
1.4.1 Beautiful and worthy packaging reflecting local culture and universal design
1.4.2 Available product’s usage and maintenance guideline
1.4.3 Available symbols indicating the product and service provided

1.5 Price Standard
1.5.1 Available standard price label
1.5.2 Available model (formula) for price calculation

Component 2: Facility and surroundings – 6 criteria, 26 indicators

2.1 Shop sign
2.1.1 Put up shop sign in visible location
2.1.2 Shop sign’s lettering in clearly visible size
2.1.3 Shop sign comes in not less than two languages

2.2 Shop location
2.2.1 Do not encroach on public lands
2.2.2 A factory/house or a community or village with proper permit under local laws or regulations
2.3 Building security

2.3.1 Strong, secured and durable building/structure
2.3.2 Adequate nighttime lighting for pathway and parking lot
2.3.3 Install ready-to-use CCTV (in more than one spot)
2.3.4 Available map of fire escape routes on all floors
2.3.5 Available security system: contact with local police, security plan drill, risk management plan (robbery, fire, blackout)

2.4 Convenience of access to souvenir shop

2.4.1 Convenience of transportation to shop
2.4.2 Convenient, clean and safe parking areas
2.4.3 Available handicap parking near shop’s entrance
2.4.4 Separate vehicle and pedestrian lanes
2.4.5 Signs for available facilities such as restroom, Muslim prayer room, etc.
2.4.6 Shop’s entrance is designed with consideration to the needs of the handicapped and the elderly, such as wheelchair access ramp

2.5 Sale and display areas

2.5.1 Signs indicating display product’s name or details
2.5.2 Adequate lighting for shop interior and sale areas
2.5.3 Available product display cabinet and equipment
2.5.4 Separate and clear display of products in different categories
2.5.5 Available product check apparatus such as lighting for each category of product
2.5.6 Clean, neat and hygienic ventilation system
2.5.7 Distinctive product display with beautiful and modern design reflecting local culture

2.6 Facilities
2.6.1 Clean and hygienic restrooms
2.6.2 Available waiting area, snack and drink zone
2.6.3 Clear display of foreign currency exchange rates

Available credit card or foreign currency payment services

Component 3: Service – 3 criteria, 15 indicators

3.1 Staff service
3.1.1 Welcome and treat customers with good Thai manners and hospitality
3.1.2 Service with smile, friendliness and good manners
3.1.3 Dress in clean, polite and appropriate attire in accordance with local traditions
3.1.4 Provide correct and sufficient product information
3.1.5 Do not cause troubles and annoyance to customers
3.1.6 Available sale staff who can communicate with foreign customers

3.2 Public relations
3.2.1 Advertise products through printed or electronic media
3.3 After-sale service

3.3.1 Provide product warranty document with full details of product details
3.3.2 Clear product’s return system and conditions
3.3.3 Clear product’s repair agreement or regulations
3.3.4 Distribute/publicize news and information to customers on special occasions, such as promotional news or sending New Year gifts
3.3.5 Inform customers about product’s warranty period
3.3.6 Facilitate customers upon sending product for repair or modification with special consideration given to product’s loss, safety, misplacement and other harms.
3.3.7 Conduct customer service satisfaction evaluation or provide customer’s opinion box
3.3.8 Apply customer satisfaction evaluation data to improve service

Component 4: Management – 3 criteria, 10 indicators

4.1 Human resources management

4.1.1 Set up annual personnel development plan
4.1.2 Allocate budgets for personnel development
4.1.3 Available work performance guideline
4.1.4 Available policy to train staff in foreign language and foreign cultures
4.1.5 Organize meetings to hear staff opinions and problems

4.2 Staff evaluation system
4.2.1 Summary of document on staff evaluation implementation
4.2.2 Available staff evaluation scoring document
4.2.3 Apply customer satisfaction evaluation data to improve staff performance

4.3 Lawful hiring practices
4.3.1 Observe the labor law provisions on hiring
4.3.2 Observe relevant laws in hiring foreign workers

Component 5: Ethics, business code of conduct – 3 criteria, 7 indicators

5.1 Promote work ethics
5.1.1 Put up written work practice or work ethics statements where they are visible to workers
5.2.1 Put up motto or words of wisdom as a reminder to entrepreneur or staff

5.2 Environmental responsibility
5.2.1 Promote the use of environmental-friendly products
5.2.2 Systematic environmental management within a shop
5.3 Social service

5.3.1 Promote community business

5.3.2 Support and take joint responsibility in community project implementation

5.3.3 Being a member of a business group or an association operating for the benefits of the public
Chapter 3

Thailand’s Tourism Standard Logo

3.1 Connotation of Logo
3.2 Color Code
3.3 Certificate
3.4 Plaque
Connotation of Thailand Tourism Standard Logo

The logo of Thailand Tourism Standards is in the design of an elephant raising its trunk within the framework of a Prajumyam classical Thai pattern. Elephants are the national symbol of Thailand while Prajamyam pattern represents the exquisite beauty and value of Thai art and culture. The logo signifies the Thai people’s exuberance and gentleness as well as their desire to protect visitors against all harm and danger.
DEPARTMENT OF TOURISM
MINISTRY OF TOURISM AND SPORTS, THAILAND

This is to certify that

Coca Restaurant Timesquare
Coca Holding International Co., Ltd.

Address: 246 G Floor, Time Square Building, Sukhumvit Rd., Khlong Toei, Bangkok

has been assessed and found to be conforming to requirement of

FOOD SERVICE STANDARD FOR TOURISM

Date of issue: 22nd November 2010 Valid until 21st November 2012

(Signed)

Mr. Supat Supat
Director General
Department of Tourism

CB: Management Systems Certification Institute (Thailand) TTS (01-910-330) 95-2
Thailand Tourism Standard Plaque

Thailand Tourism Standard Plaque is made of metal in bronze colour of 7.5 x 10 inch size, attached with a piece of oak colour wood.
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