



*local alike*

Good Traveling, Lasting Impact

*We are a social enterprise applying community-based tourism  
as a sustainable development tool for communities*

# Hloyo Village

## Chiang Rai



2,000  
Visitors



Only 10%  
goes to the village.

***So what is community-based tourism?***



**1**

*Tourism that focuses on sustainability  
and a holistic development of the host community.*

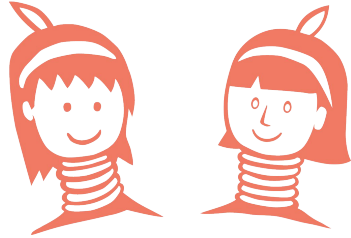


## 2

*Decisions and programs are made and managed  
by the locals for their own community.*

**3**

*Locals have a 100% say in  
everything involved in their tourism business.*



*local alike*

## Vision

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*Uplifting community well-being through sustainable tourism.*

## Mission

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*Linking local community assets and experiences with the world at large through capacity building for communities on sustainable tourism as well as domestic and international market development.*



# local alike



**People**



**Sustainable  
Business**



**Technology**



**Environment  
& Society**

**Sustainable Tourism**



# Criteria



Natural and Cultural  
Community - Based  
Resource



Management



Tourism  
Services



Geographical  
Location



Stakeholder  
Relations



**SUPER STAR**

**RISING STAR**

**LITTLE STAR**





Community  
Development  
Solution



Co-Created  
Journey

1

2

4

3

Local Alike  
Impact Chain

Local Alike  
Community  
Fund

CBT  
Marketplace

Visit our website  
HERE



# Community Development Solutions



*Local Alike works with corporations to build the community-based tourism capacity of local host communities linked to the core strengths of the corporations.*



**English on Air**  
**AirAsia**



**Journey D**  
**AirAsia**



# Co-Created Journey

*Local Alike brings travelers to local host communities for authentic and meaningful experiences while community members can practice community-based tourism skills.*





01

## Voluntour (CSR)

*Travel and make  
a difference*



02

## Building Team Spirit

*Together everyone  
achieves more*



03

## Learning by traveling

*See - Do - Learn - Create*



04

## Leisure

*Take a break with  
a new perspective*



# CBT Marketplace

## www.localalike.com



Thailand

Central

Bangkok

Destinations ▾ USD ▾



from  
52 USD  
per guest

### Siam Ratree Night Tour, Bangkok

Bangkok,Thailand

🕒 One Day Tour

Active and... Culture an... Epicurious...



from  
40 USD  
per guest

### Siam Sawan Jungle Tour, Bangkok

Bangkok,Thailand

🕒 One Day Tour

Active and... Culture an... Epicurious...



from  
25 USD  
per guest

### Exotic Bangkok

Bangkok,Thailand

🕒 One Day Tour

Epicurious...



from  
46 USD



from  
58 USD



from  
52 USD

# Marketing Campaign & Special Project



*Local Alike promotes community-based tourism  
and local host communities through tourism campaigns.*



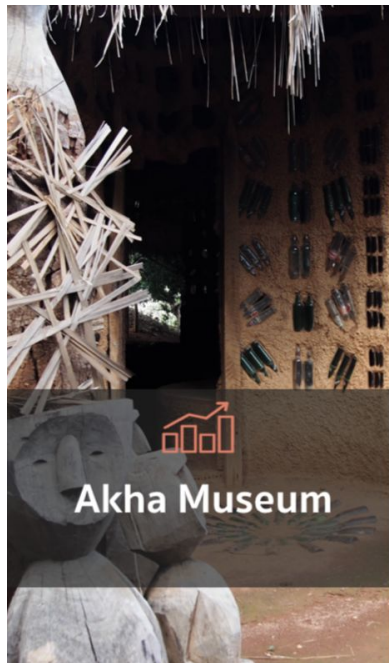
**Once as a Tourist**  
**Tourism Authority of Thailand**



**King's Wisdom for Sustainable Tourism**  
**United Nations Development Programme**



# Community Fund

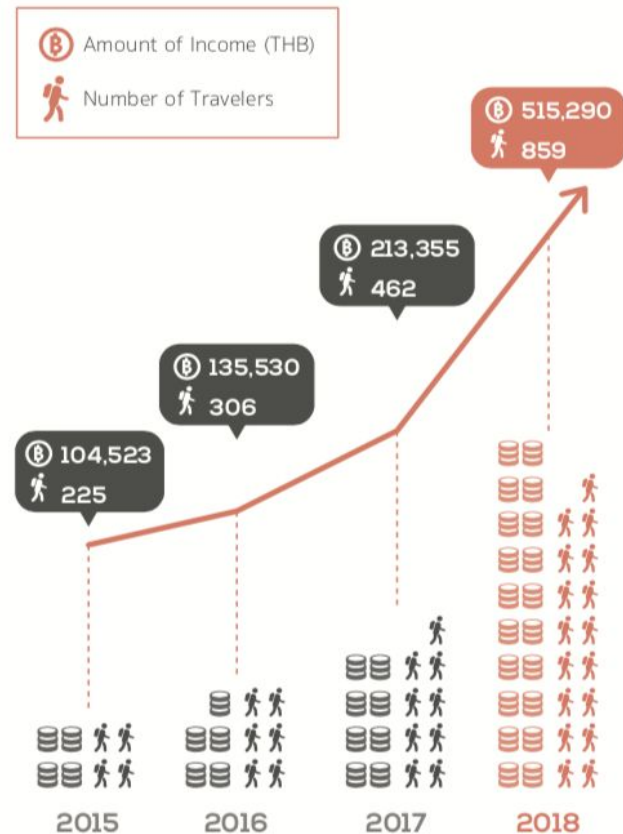


**In 2016**, Local Alike visited Pong Huai Lan to increase the economic participation by working with the local residents on our tourism activity participatory design process to design a travel package. Together, a set of local activities which were tourism assets of the village was presented such as weaving on a handloom or visiting organic farms. In addition, so far Local Alike has promoted community-based tourism in Pong Huai Lan through different channels.

**Today**, the village has continually welcomed travelers and no longer faced the inequality of income distribution caused by tourism.



## Changes in Pong Huai Lan



## CBT Fund

In 2018, the savings of CBT Fund has been spent on several projects in different local communities.



### Hloyo, Chiang Rai



Improved road conditions and facilities such as setting up traffic mirrors for public safety



Planted more trees

### Pha Mhee, Chiang Rai



Renovated the kindergarten's playground



Purchased sleeping pads for the hill tribe children



# Khlong Toei, Bangkok



News

Opinion

Sport

Culture

Lifestyle

## City seeks waste awareness

'Canal of garbage' prompts quick action

16 Apr 2017 at 07:16 24 comments  
NEWSPAPER SECTION: NEWS | WRITER: SUPOJ WANCHARDEN



THE NATION

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Row of Khlong Toei shops ablaze

Breaking News December 26, 2018 12:45  
By Khlong Toei  
2,454 Viewed

A 3am fire in Bangkok's Khlong Toei district gutted five shops on Friday morning

## Thailand protests - live updates

Renegade general Seh Daeng has died five days after being while leading protesters, as the redshirts defied another government deadline. Follow how the day unfolded



THURSDAY, OCTOBER 9, 2008

## Klong Toey slum in Bangkok



Toronto-Hong Kong photographer, Ian Taylor was on a return assignment at the Mercy Centre in the Klong Toey slum of Bangkok. I posted this amazing photograph because it promotes photojournalism, the kind we see in Time or National Geographic magazines. This photograph simply tells a story!

# Khlong Toei...have you ever been here?

## A tourism project for social change at Klong Toei Community

### Main Objectives

1. Create sustainable tourism as a tool for community development and communicate community value to public
2. Shape perceptions toward the community from “slum community” to “self-defined community”



Local Alike, a social enterprise using tourism to develop local community



Duang Prateep Foundation for development of impoverished children with 30-year experiences in working closely with local community



Board of Committee of Sustainable Tourism Project in Klong Toei Community



# Khlong Toei Community in Bangkok, Thailand

**2014**

- Fundraise via Taejai.com 100,000 THB
- Develop project plan with Duangprateep Foundation

**2015**

- Survey and identify community needs
- Set up community-based tourism committee
- Start developing community-based tourism
- Set up local guide committee
- Given Thailand Region Winner of Asia Social Innovation Award 2015: Best Social Startup Idea (Tourism for Social Change)
- Set up community-based tourism fund

**2016**

- Expand committee to 30 people
- Conduct test trip and launch Trip

**2017**

- Conduct social impact assessment with Sal Forest and MFLF
- PR and Marketing via travel agency and website
- Cooperate with tour agent and hotels to promote sales

**2018**

- Runner-up of ASEAN Social Impact Award 2018
- Selected to be in Thailand Tourism project's Once As A Hero

# Khlong Toei Today

Able to raise income from tourism

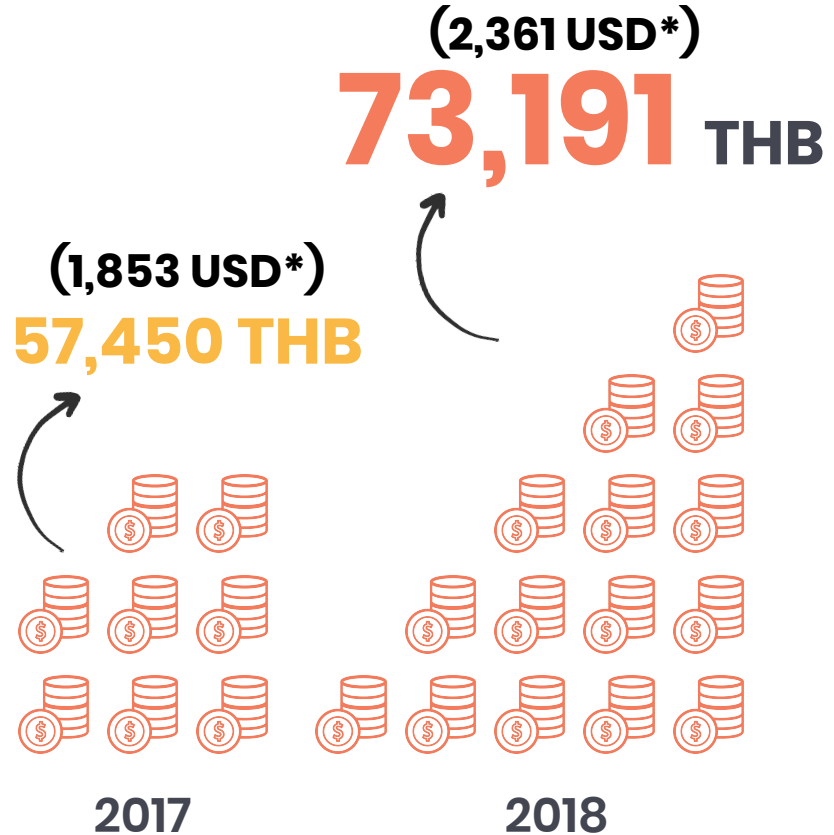


**20%** 

Are Thai tourists, mostly college students.

**80%** 

Are foreign tourists coming from many countries eg. Australia, UK, Germany, Japan, India, Taiwan, Hongkong, Laos, Switzerland, France.



*\*Using currency exchange 1 USD = 31 THB*

# Khlong Toei Today

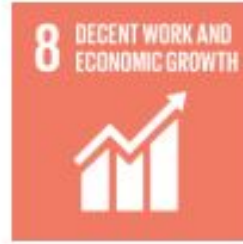


Able to  
save up  
Community-based  
tourism fund

**77,073 THB**  
**(2,486 USD)**







*Local Alike contributes to Sustainable Development Goals to achieve sustainable tourism for better livelihoods of community members.*





**7+**

**YEARS**

Community-based  
tourism implementer for  
over 7 years

**100+**

**COMMUNITIES**

Working with 100 local  
host communities  
in 42 provinces

**32K**

**TRAVELERS**

Bringing  
32,000 travelers to  
local host communities

**54**

**MILLION BAHT**

Generating 54,000,000 THB  
income

*Building management capacity of local people and connecting communities with the market.*



# Partners & Clients



สถาบันการทอ่งเกี่ยวข้องโดยชุมชน  
[www.cbt-i.org](http://www.cbt-i.org)



# Expansion Plan



01

## Go regional market & scaling up the social impact

Taiwan Myanmar Laos  
Vietnam Malaysia Indonesia etc.,



02

## Go Environmental Friendly & Carbon Neutral



green  
restaurant



green  
hotel



green  
activity



green  
community



7 Greens



GREEN  
HOTEL



AUN  
TGO



GREEN LEAF  
FOUNDATION

# RESOURCES NEEDED AND POTENTIAL CHALLENGES



Environmental  
Friendly & Eco tourism



Travellers



Sustainable  
Business



Local People



Technology



Talent & Expert



**Policy - Infrastructure - Logistic - Security - Carrying Capacity**



# Thank you

Let's travel together

by

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date

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