

# สร้างนวัตกรรมและเสริมสร้างคุณค่าผ่านการท่องเที่ยว

นวัตกรรมทางความคิดและการบริหารความเสี่ยงในพื้นที่  
เพื่อการท่องเที่ยวอย่างยั่งยืน



## “Sustainable development”

is **development** that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Environmental  
Protection &  
Resource  
Conservation



Economic  
Prosperity &  
Continuity

Social  
Well-Being &  
Equity



## The Travel & Tourism Competitiveness Report 2015

Growth through Shocks



Rank	Country/Economy	Value
1	Spain	5.31
2	France	5.24
3	Germany	5.22
4	United States	5.12
5	United Kingdom	5.12
6	Switzerland	4.99
7	Australia	4.98
8	Italy	4.98
9	Japan	4.94
10	Canada	4.92
11	Singapore	4.86
12	Austria	4.82
13	Hong Kong SAR	4.68
14	Netherlands	4.67
15	Portugal	4.64
16	New Zealand	4.64
17	China	4.54
18	Iceland	4.54
19	Ireland	4.53
20	Norway	4.52

35 Thailand

## Travel & Tourism Competitiveness Index

### Enabling Environment

Business Environment

Safety and Security

Health and Hygiene

Human Resources and Labour Market

ICT Readiness

### T&T Policy and Enabling Conditions

Prioritization of Travel & Tourism

International Openness

Price Competitiveness

Environmental Sustainability

### Infrastructure

Air Transport Infrastructure

Ground and Port Infrastructure

Tourist Service Infrastructure

### Natural and Cultural Resources

Natural Resources

Cultural Resources and Business Travel





**1 NO POVERTY**



**2 ZERO HUNGER**



**3 GOOD HEALTH AND WELL-BEING**



**4 QUALITY EDUCATION**



**5 GENDER EQUALITY**



**6 CLEAN WATER AND SANITATION**



**7 AFFORDABLE AND CLEAN ENERGY**



**8 DECENT WORK AND ECONOMIC GROWTH**



**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**



**10 REDUCED INEQUALITIES**



**11 SUSTAINABLE CITIES AND COMMUNITIES**



**THE GLOBAL GOALS**  
For Sustainable Development

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



**13 CLIMATE ACTION**



**14 LIFE BELOW WATER**



**15 LIFE ON LAND**



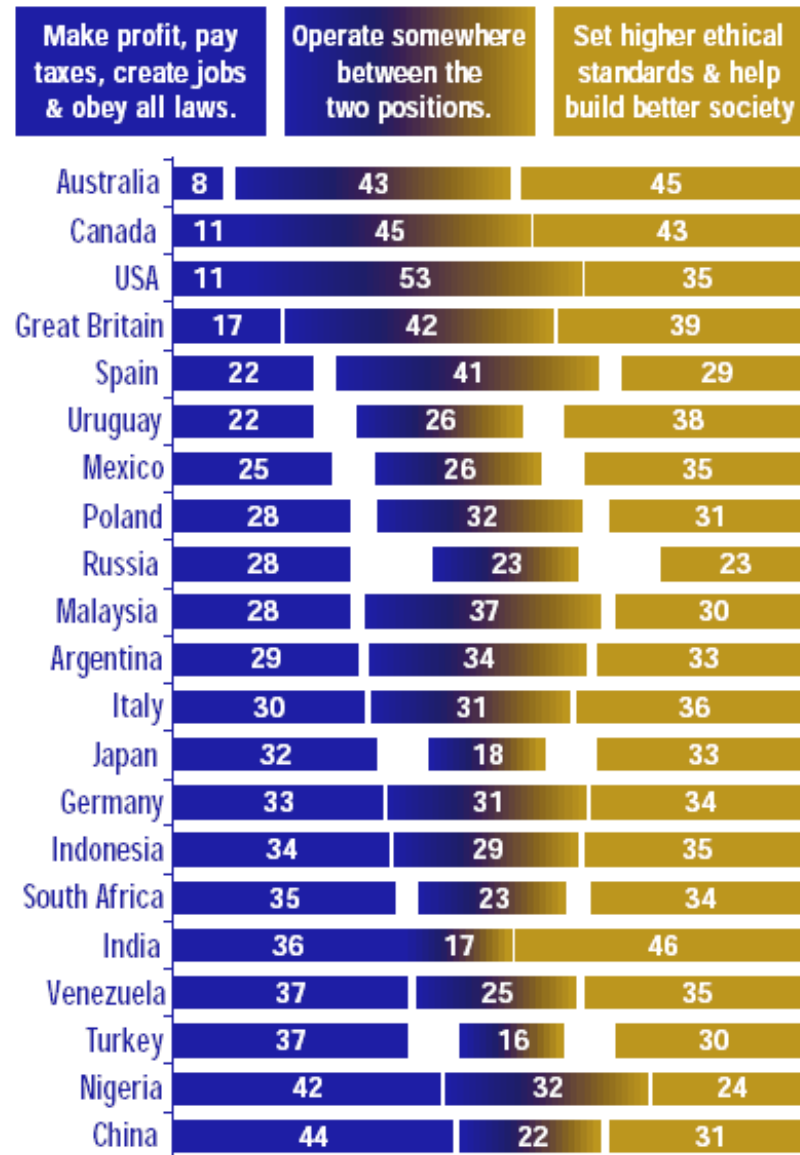
**16 PEACE AND JUSTICE STRONG INSTITUTIONS**



**17 PARTNERSHIPS FOR THE GOALS**



## Role of Large Companies in Society

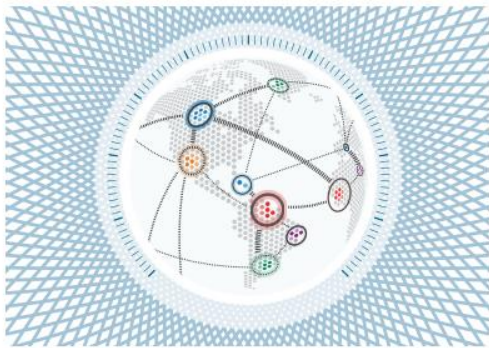


## The Millennium Poll on Corporate Social Responsibility

### Factors Most Influencing Public Impressions of Individual Companies Open-ended Responses/Total Sample



**The Global Risks  
Report 2016  
11th Edition**



## Top 10 risks in terms of Impact

- 1 Failure of climate-change mitigation and adaptation
- 2 Weapons of mass destruction
- 3 Water crises
- 4 Large-scale involuntary migration
- 5 Energy price shock
- 6 Biodiversity loss and ecosystem collapse
- 7 Fiscal crises
- 8 Spread of infectious diseases
- 9 Asset bubble
- 10 Profound social instability



worldometers

**1,142,300,048,599**

Oil left (barrels)

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**13,599**

Days to the end of oil (~37 years)

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**1,121,458,858,736**

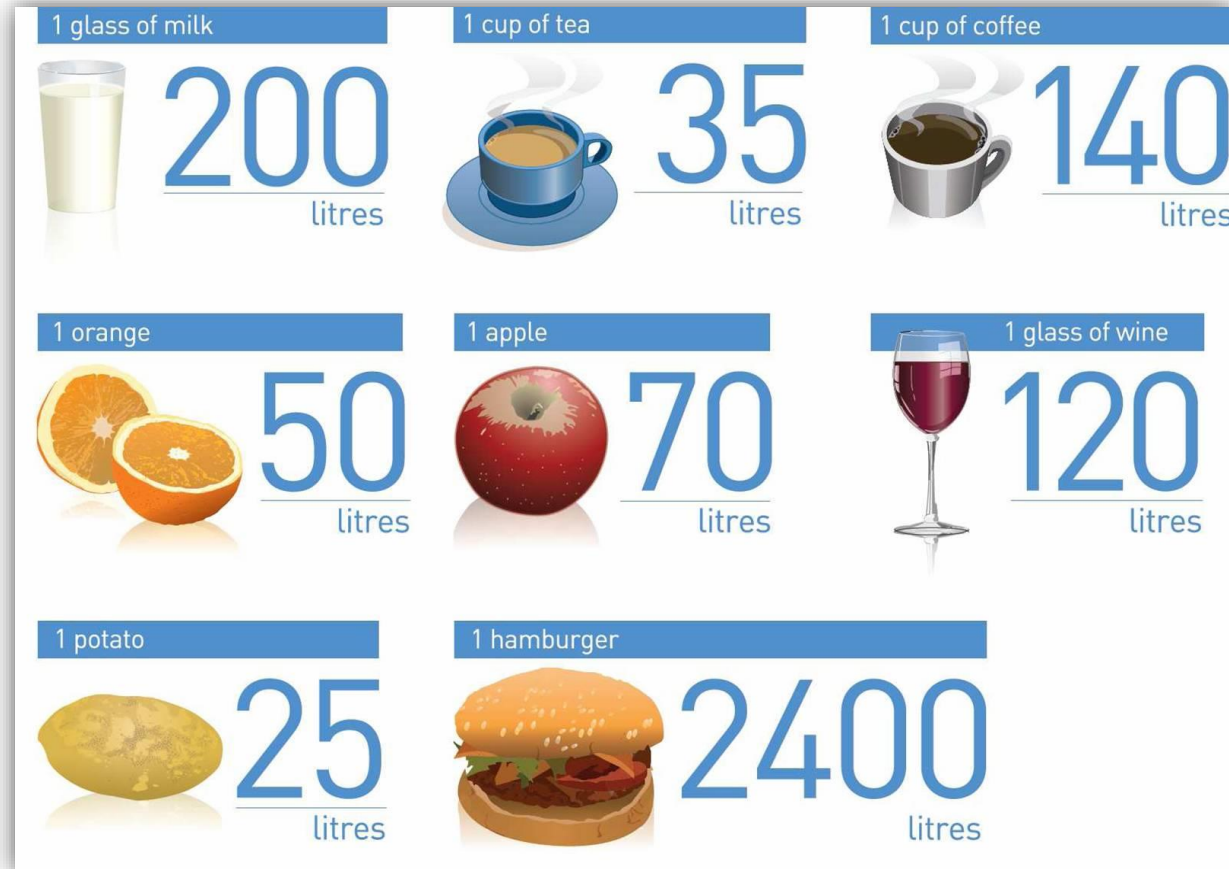
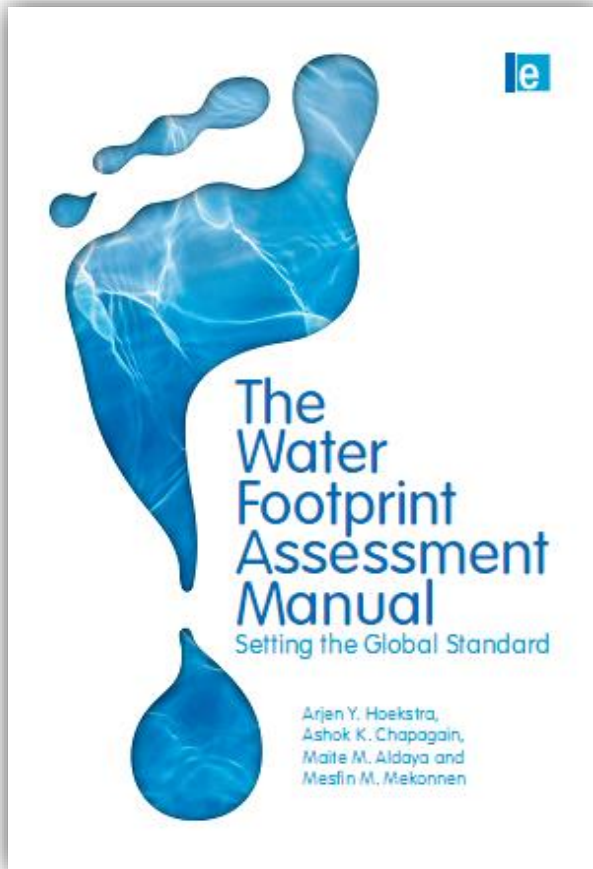
Gas left (boe)

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**59,024**

Days to the end of gas





จากปัญหาการขาดแคลนน้ำ ทำให้องค์กรต่างเริ่มให้ความสำคัญกับการบริหารจัดการน้ำให้เกิดประสิทธิภาพสูงสุด โดยเฉพาะอย่างยิ่งการควบคุมความสูญเสียที่เกิดขึ้นในกระบวนการผลิตสินค้าและบริการ ดังนั้นจึงเป็นกระแสที่ติดตามการใช้น้ำในกระบวนการผลิตทั้งกระบวนการที่เรียกว่า “Water Footprint”



## FOOD & BEVERAGE SAFETY FOR THE INTERNATIONAL TRAVELER

# What's Safer & What's Not

**TRAVELERS' HEALTH**  
TRAVEL SAFE. TRAVEL SMART.

Unclean food and water can cause travelers' diarrhea and other diseases. Travelers to developing countries are especially at risk. In otherwise healthy adults, diarrhea is rarely serious or life-threatening, but it can certainly make for an unpleasant trip. Take steps to avoid diarrhea when you travel.



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention



Water, sodas, or sports drinks that are bottled and sealed (carbonated is safer)

Hot coffee or tea

Hard-cooked eggs

Food from a factory sealed package or container

Pasteurized dairy products like milk

"Dry" foods like bread or crackers

Meat that is cooked all the way through

Fruits and vegetables you have washed in clean water or peeled yourself

Food that is cooked and served hot

Fountain drinks

Unpasteurized dairy products

Water or ice made from the top of a well

Flavored ice or ice pops

Food from street vendors

"Bushmeat" (monkeys, bats, or other wild game)

Salads

Food served at room temperature

Raw or undercooked (rare) meat or fish

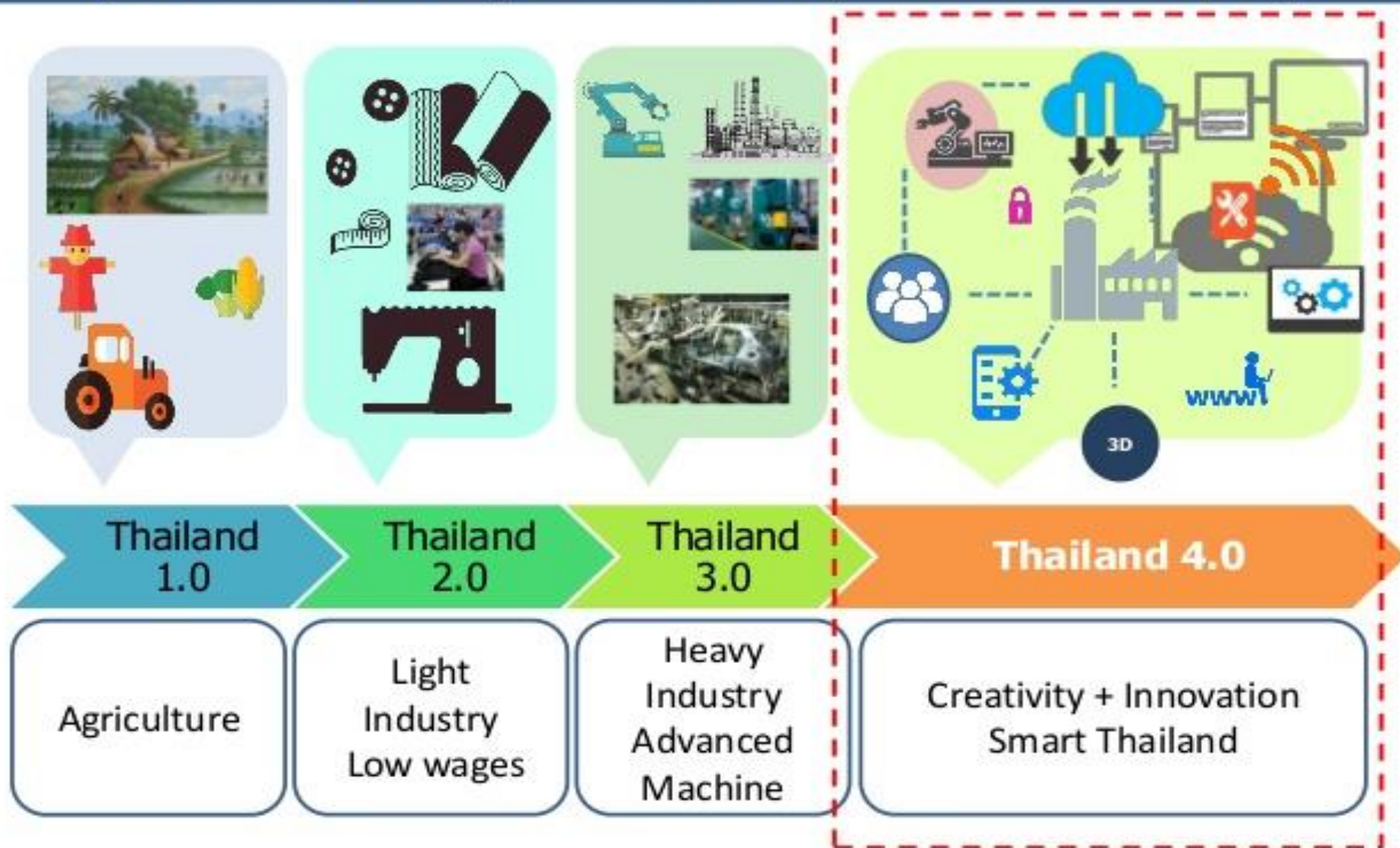
Raw or soft-cooked (runny) eggs

Unwashed or unpeeled raw fruits and vegetables



# Thailand 4.0

(Smart Industry + Smart City + Smart People)



Home Page > Restaurants

ViaMichelin Maps & Route Planner

Hotels

Restaurants

Camping

Tourist sites

Traffic

Weather

Route planner

Maps

Find a restaurant from the Michelin Guide

It's gone. [Undo](#)

What was wrong with this ad?

☐ Inappropriate
 ☐ Repetitive
 ☐ Irrelevant

Google

Michelin Restaurants in Europe & in ...

Paris

Rome

London

Chicago

☐ Search as I move the map

2000 km

© Natural Earth

MICHELIN STAR

Coveted by many chefs but bestowed upon only to an excellent few.  
Getting a star (or three) could change the fate of a restaurant.

A very good restaurant in its category

Excellent cooking, worth a detour

Exceptional cuisine, worth a special journey



## 20 YEARS OF WATCH SITES

Filter by Year:

All

GRID VIEW >



Phra Nakhon Si Ayutthaya,  
Thailand

Ayutthaya and Other  
Flooded Sites





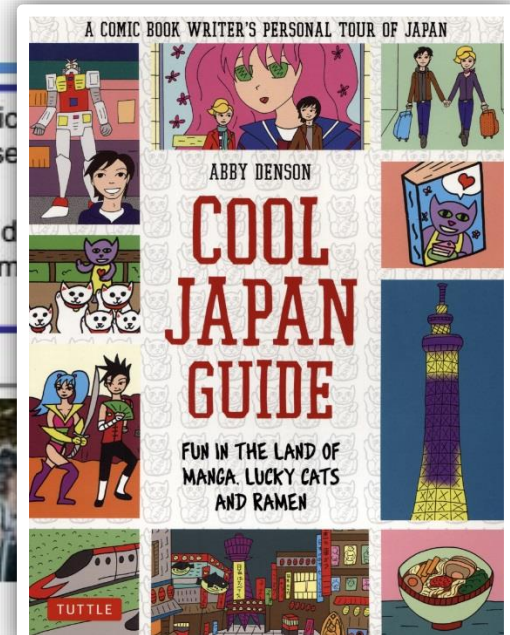
## The world loves Cool Japan

- In Europe, the United States, and Asia, there are many popular Japanese products and services. In addition to anime and manga, these include food culture, express delivery services, Japanese traditional arts and crafts.

→ Capitalizing on the popularity of "Cool Japan" can accomplish the following: 1) unearthing of domestic demand, 2) incorporation of foreign demand, and 3) transformation of industrial structure. These accomplishments will create new income sources and jobs, leading to regional economic revitalization.

### Anime and manga

- The Japan Expo, held on June 30 through July 3, 2011, in Paris, received about 200,000 visitors over those four days.
- The New York Anime Festival, held in New York City on October 8 to 10, 2010, received about 18,000 visitors.



### Food culture

#### Ajisen Ramen



The chain serving Kumamoto-style ramen has restaurants in 63 Chinese cities.

### Express delivery services

#### Yamato Transport Co.



Yamato Transport is expanding its express delivery services across Asia. Japanese-style services such as designated delivery time and refrigerated packages are highly regarded in China.

### Japanese-style inns

#### Kagaya



Originating in Ishikawa Prefecture, the company has opened a Japanese-style inn (ryokan) in Taipei, where it implements "Japanese hospitality."

### Traditional arts and crafts

#### Kumano makeup brushes



Kumano (Hiroshima) makeup brushes are highly regarded and have many fans in Hollywood and elsewhere overseas.

**THINK  
GLOBAL  
ACT  
LOCAL**



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