



**PERMANENT MISSION OF THAILAND  
TO THE UNITED NATIONS**

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**Statement**

**by**

**H.E. Dr. Suriya Chindawongse**

**Ambassador and Permanent Representative of Thailand  
to the United Nations**

**at the Round Table 1: Leaving no one behind through inclusive tourism**

**during the High-level Thematic Debate  
on “Putting sustainable and resilient tourism at the heart of an  
inclusive recovery”**

**4 May 2022, UNHQ, New York**

Madame moderator,

1. Thailand aligns itself with the statement made by **Cambodia** on behalf of ASEAN.

2. This timely Debate today highlights the **important role of resilient and sustainable tourism** in global efforts to recover from the COVID-19 pandemic, to promote sustained economic growth and jobs, and to rescue the SDGs, and in so doing, become a contributing catalyst to help refocus attention back on the Secretary-General's Our Common Agenda.

3. As we are entering the recovery phase, Thailand would like to share three best practices regarding our efforts to transform the tourism industry for the post-COVID landscape and to build momentum for sustainable development efforts.

4. *First*, to navigate in the “**New Normal**”, we have integrated new tourism concepts into our sustainable development strategies, such as focusing on “**value**” over “**quantity**” and **increasing diversity** of tourism in all dimensions. This includes diversifying the tourist market, promoting greater preparedness for future risk and supporting more community-based tourism.

5. *Second*, Thailand believes that tourism should give back to the eco-system on which it is based. Therefore, **sustainable tourism** is being promoted to help preserve natural and environmental resources and focus more on **eco-friendly tourism**.

6. To this end, Thailand has applied the **Bio-Circular-Green or “BCG” economy model, which aims at achieving inclusive and sustainable growth**, to its tourism development in the New Normal. The model capitalizes on the country's strengths in biological diversity and cultural richness and employs technology and innovation, to sustain a value-based and innovation-driven tourism sector and economy.

7. *Third*, Thailand has developed 5 principles to guide its tourism development – **A** (awareness) **B** (balance) **C** (connectivity) **D** (demand) and **E** (encouragement). We have also employed a strategic plan that promotes tourism products that reduces **tourism’s carbon footprint, resource consumption and waste**; and **responds to climate change challenges**.

8. The “**Koh Mak Low Carbon Destination**” project is one of Thailand’s successful examples of **low carbon tourism project**, combining greater awareness of tourists and reducing manufacturing cost and conserving energy, ultimately transforming Koh Mak into the lowest carbon emission tourism destination in the country.

9. In conclusion, Thailand believes that COVID-19 has given us an **opportunity to transform our tourism industry to a more resilient and sustainable one**. This new model will in turn contribute to our recovery efforts and **growth that leaves no one behind while protecting nature**. We stand ready to work with the UN and all partners to **shift the tourism development paradigm**.

10. Thank you.

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