

THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

BENEFITS

Revenue

From Tourist type A

The forest and trail

Exclusive access to a good attraction for 10 years for Tourist A.



Villagers
of Ban
Mae Lai

Revenue

Trail entrance fees from Tourist A / B
Guide fees for Tourist A groups.

Employment

Guides
Pang Soong Lodge

Skills training

English language
Computer skills
Hospitality & Tourism training
Cultural exchange / knowledge

The forest and trail

No change of forest use
Remain owner of ecotourist attraction

Other

Increased acceptance by authorities of the villagers ability to manage their own community forests.

NOTE:

Tourist A: Non-Thai and any organised group, school or programme

Tourist B: Individual Thai National (non-group)

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

DISADVANTAGES

Time, effort and costs

Must source development funding for the project

Must pay for promotion and marketing of the attraction for Tourist A (materials, relationships, salaries)

Must cover cost of training for villagers working on the project.

Must source funding to assist in construction and education programmes at the 4 local schools



The forest and trail

Shared control over Tourist A access for 10 years.

Must commit to monitoring access to trail for Tourist type A and B



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

ROLES AND RESPONSIBILITIES

Revenue

Must provide written reports every six months (with financial statements) to show what has been done to develop the project / train the local villagers.

Employment

Must provide opportunities, where possible, for local villagers

Relationship / planning

Must have regular meetings with the village council to discuss problems and suggestions, and to further the relationship in the hope that the 10 year contract will be renewed

Marketing

Must ensure all marketing and promotion is respectful to Khun Muang culture and traditions.



Revenue

Must ensure fair and transparent distribution of trail entrance fees

Employment

Must share available opportunities fairly amongst those interested

The forest and trail

Must strictly enforce their own regulations for forest use

Other

Must comply with the 'exclusive access' part of the agreement – ensuring 'Tourist A' come through Track of the Tiger T.R.D.

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

“A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE”



Tourism

Voluntourism

Agroforestry & NTFP production

Research

BENEFITS

Revenue

The funding and development the voluntourists bring to the project(s) will improve the attraction and, in turn, increase Track of the Tiger T.R.D.'s tour revenue.

Other

The voluntourist input to the projects will have a positive impact on how the village, the community and the tourism industry view Track of the Tiger T.R.D.'s business development model – and brand.



Labour and funding

Provides donor funding for 'co-workers' to work alongside volunteers, and provides labour and direct donor funding for materials for developing the Pang Soong Nature Trails attraction.

Provides development funding for small construction projects (toilets etc) in the 4 local schools.

Provides labour and funding for the development of the agroforestry and NTFP project (if it goes ahead).

Skills training

English language and computer skills training for the children in the 4 local schools.

Specialized training for villagers in many areas of tourism.

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

DISADVANTAGES

Time, effort and costs

Must pay for the promotion and marketing of the volunteer and voluntourism programmes to the international market.

Must cover the set up and operational costs for VWB (a non profit organization) providing services to foreign volunteers.



Villagers
of Ban
Mae Lai

None that we can see

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

ROLES AND RESPONSIBILITIES

Support

Must undertake marketing and create relationships in order to provide volunteers and development funding to help with the development of the Pang Soong Nature

Trails attraction, the education of the studies in the 4 local schools and to help with the small construction projects needed to improve the 4 local schools.

Volunteers

Must ensure that they respect the culture, traditions and values of the villagers at Ban Mae Lai



Employment

Must supply labour at 'fair rates' to work alongside foreign volunteer labour. The allocation of work alongside foreign volunteers must be shared fairly and transparently amongst those villagers who want to undertake it.

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

“A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE”



Tourism

Voluntourism

Agroforestry & NTFP production

Research

BENEFITS

Revenue

Profits from long term investment in the sales and marketing of 'added value' agroforestry and NTFP based products.

*Example:
Charcoal filters from bamboo.*



Villagers
of Ban
Mae Lai

Revenue

The opportunity to grow agroforest, NTFP and added value products (in the forest or) on private plots – for sale through JV agreement with Track of the Tiger T.R.D.

Skills training

Opportunity to learn from research in (high value) agroforestry and NTFP production from a pilot project to be run at Pang Soong Lodge

The forest and trail

Provides the opportunity to increase the variety & quantity of traditional agroforest & NTFP's (for village use) in the forest or on private plot – for consumption or use by the village
The opportunity to improve the attraction of the Pang Soong Nature Trails – thereby increasing tourism-related revenues to the village.

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG THE NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

DISADVANTAGES

Time, effort and cost

Track of the Tiger T.R. D would have to fund the research, development, production and marketing of the products.



Villagers
of Ban
Mae Lai

None at present – we have yet to enter discussion with the villagers about the advantages/disadvantages of this project



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

ROLES AND RESPONSIBILITIES

Management

Must manage demonstration plots at Pang Soong Lodge

Time and effort

Must work with the villagers and outside experts to identify viable products

Skills training

Must provide training for villagers interested in the farming of new 'high value crops.

Examples:

Stevia, Vanilla, Traditional dyes.



Employment

They would have to provide the labour to manage their own or communal plots, when volunteers are not available.

Other

The village would have to provide production areas for agroforestry and NTFP production.
They would have to contribute their expertise in agroforestry.

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

BENEFITS

The forest and trail

Adds to the attraction of the Pang Soong Nature Trails product by increasing the market appeal of the programmes on offer to visitors – and thereby increasing revenue from trail entrance fees and guide revenue.



Villagers
of Ban
Mae Lai

Revenue

Provides ongoing day rate revenue for villagers involved in the 'research projects' funded by Track of the Tiger T.R.D. and the VWB Initiative.

The forest and trail

Adds to the attraction of the Pang Soong Nature Trails product by increasing the market appeal of the programmes on offer to visitors – and thereby increasing revenue from trail entrance fees and guide revenue.

Other

Provides experts to record and study the biodiversity, forest management and ecotourism of the Ban Mae Lai Community forest – thereby strengthening the argument for the continued management of the forest by the villagers themselves.



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

DISADVANTAGES

Time, effort and cost

Track of the Tiger T.R.D. and/or the VWB Initiative has to fund many of the surveys required – where they cannot get them conducted by volunteer experts.

Tiger T.R.D. and/or the VWB Initiative has to fund the construction of a laboratory for the scientists at Pang Song Lodge in order that they can conduct their studies.



Villagers
of Ban
Mae Lai

None that we can see

Track of the Tiger T.R.D.
The Tourism Resources Development Company



THE PANG SOONG NATURE TRAILS

"A PRIVATE SECTOR / LOCAL COMMUNITY
ECOTOURISM ATTRACTION
DEVELOPMENT INITIATIVE"



Tourism

Voluntourism

Agroforestry & NTFP production

Research

ROLES AND RESPONSIBILITIES

Management

Must provide Thai and foreign scientists to assist with the development of the Pang Soong Nature Trails attraction.

Must use the scientific data of the project to strengthen the arguments at national level to allow:

- (1) Management of community forests by villagers.
- (2) Others to adopt the private sector/ local community ecotourism development model initiated between Track of the Tiger T.R.D. and the villagers of Ban Mae Lai.



Employment

Must supply labour at 'fair rates' to work alongside Thai and foreign Researchers.

The allocation of work alongside Thai and foreign scientists must be shared fairly and transparently amongst those villagers who want to undertake it.

