

Peace Tourism in ASEAN



Seventh Youth Peace Ambassador Workshop
Kathmandu, Nepal

By Rachaphum Panichsombat
Thailand

Photo source: www.colorbox.com



Source: Institute for Economics and Peace

“...we have taller buildings, but shorter tempers;
wider freeways, but narrower viewpoints;
bigger houses and smaller families;
more conveniences, but less time...

We have been all the way to the moon and back,
but have trouble crossing the street to meet the
new neighbor...”

– Jeff Dickson, *“Paradox of Our Time”*



Photo source: www.pesyear1.blogspot.com



Photo source: www.volunteerincambodia.org

Problem Statement

The integration of the ASEAN community has become more and more relevant to many lives in Southeast Asian in several aspects. Besides trading and economic corporations, human relations in the region have not been strengthened. We still know so little about each other and not yet feel the sense of community.



ASEAN 2015 – Pillars

- 1) ASEAN Economic Community (AEC)
- 2) ASEAN Socio-cultural Community (ASCC) 
- 3) ASEAN Political-Security Community (APSC)

Photo source: www.aseansec.org



the official website of the
Association of Southeast Asian Nations
one vision, one identity, one community

Goal and Objectives

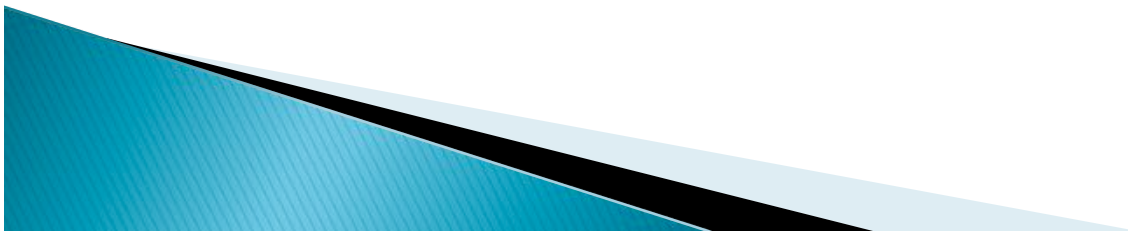
People in Southeast Asia have better understanding of each other's cultures, and become an agent for peace in their country.

1. More people in Southeast Asia become more interested in the culture of ASEAN countries.
2. More people in Southeast Asia choose ASEAN countries as their destination for tourism, study abroad, and/or internship.
3. People gain more network across the region



Gap Analysis

- ▶ Has the government done anything similar?
- ▶ Are there any similar programs organized by universities?
- ▶ How can we make this a unique experience?



Program

- ▶ Primarily focusing on **Thailand** and **Cambodia** as destinations for the first year
- ▶ 6-day trip
- ▶ The trip will include visit to major tourist attractions but interaction with the local partners* will be the highlight
- ▶ Participants should pay by themselves at minimal costs (limited scholarships maybe available)
- ▶ Program details depend on future partners

Chonburi, Thailand



Angkor Wat, Cambodia



Thai-Cambodian Border Dispute

- ▶ “A 1962 verdict by the International Court of Justice declared the temple to be Cambodian, but did not rule on the area around it.” (<http://www.bbc.co.uk/news/world-asia-24815592>)
- ▶ Rising Nationalism in both countries
- ▶ Misunderstanding of the general public



Photo source: www.news.mthai.com



- 6-hour bus ride
- Chonburi beaches on the way
- Experience walking across border

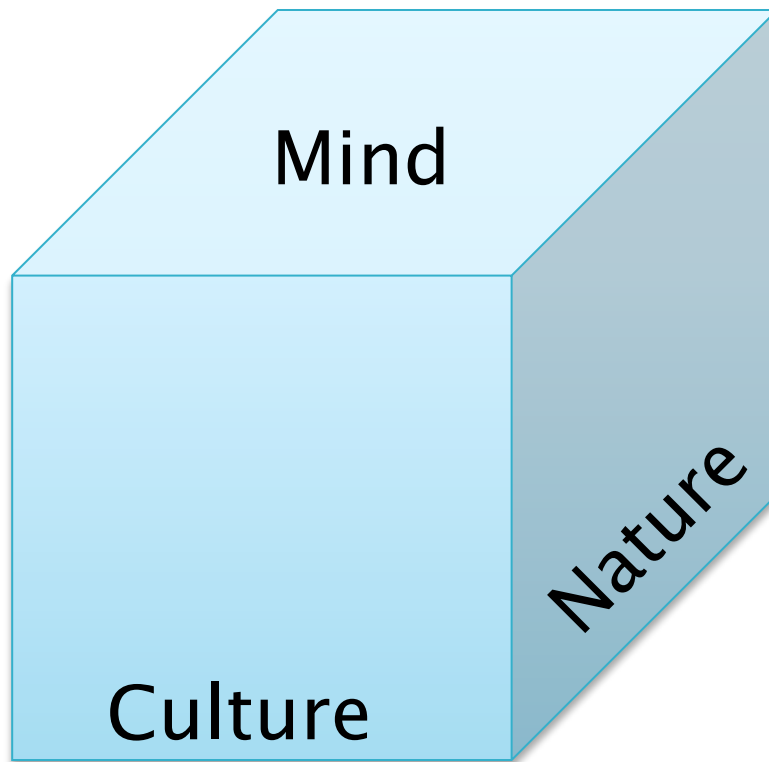


Photo source: www.travel.thaiza.com

Photo source: www.travel.sanook.com

3 dimensions of learning about peace

Mind x Nature x Culture = Peace Learning



Target groups

Priorities

- ▶ Thai university students
- ▶ International students from ASEAN countries
- Students from outside ASEAN
- General public
- Tourists who come to Thailand and have no plan or looking for a local tour package



2014 Timeline

	activities	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Project Planning and coordinating												
2	Partners Finding												
3	Fundraising												
4	Itinerary and activities Planning												
5	Advertising												
6	Application period												
7	Trip period												
8	Evaluation												

- after rainy season
- school break for most students

Team Structure

- ▶ Project Manager (+Finance)
- ▶ Project Coordinators (1 for Thailand 1 for Cambodia)
- ▶ Marketing and Recruiting Officer
- ▶ Peace Ambassadors (tour leaders)



Planning Budget (fundraising + personal fund)

	Amount (USD)
Travel Costs (partner finding and itinerary planning)	
Domestic	
– Thailand	200
– Cambodia	100
International	300
Administration (office supplies, printing, etc)	300
Marketing and Advertisement	500
Accommodation for staff during planning	
– Thailand	200
– Cambodia	200
Total	1800



Expected cost per one participant

Items	cost (USD)
Local transportation	60
Food	60
Accommodation	120
Activities and attractions	50
<u>Total</u>	<u>290</u>

*participant must cover their own transportation to our starting point in Bangkok



Main Stakeholders

- ▶ The ASEAN Secretariat
- ▶ ASEAN Department, The Ministry of Foreign Affairs (2 countries)
- ▶ The Ministry of Tourism (Thailand and Cambodia)
- ▶ Peace- and youth-related organizations
- ▶ Southeast Asian programs in different universities
- ▶ Organization supporting social enterprises
i.e. Change Fusion, Asoka Foundation, etc.
- ▶ International Peace Park, Thailand
- ▶ YPA Network in ASEAN i.e. YPA Cambodia, YPA Thailand



Business Model

- ▶ Participants cover their own costs
 - * students may receive funding from their university
- ▶ Price discrimination scheme
 - Price for students/new graduates
 - Price for working people
 - Non-ASEAN price
- ▶ Group Structure
 - 40 participants expected for each country visit
 - 60% students
 - 20% working people
 - 20% non-ASEAN



Potential Risks and Challenges

- ▶ Different Holiday Period for different students
- ▶ Bad weather
- ▶ Political Instability?
- ▶ Number of participants
- ▶ Challenge of overseas coordination for sometime
- ▶ Financial risk
- ▶ Safety
- ▶ Commitment of staffs



Success Indicators

- ▶ The number of participants reaches the maximum capacity or expected number (40 per trip)
- ▶ How much the trip is “talked about”? Facebook, blogging, sharing photos and stories from participants.
- ▶ Returning rates for future programs
- ▶ MOU and support from more local and international partners



Contact Information

Mr. Rachaphum Panichsombat

Email: game_rp@hotmail.com

Facebook: Game Panichsombat

Tel: +86 13539974635

