



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

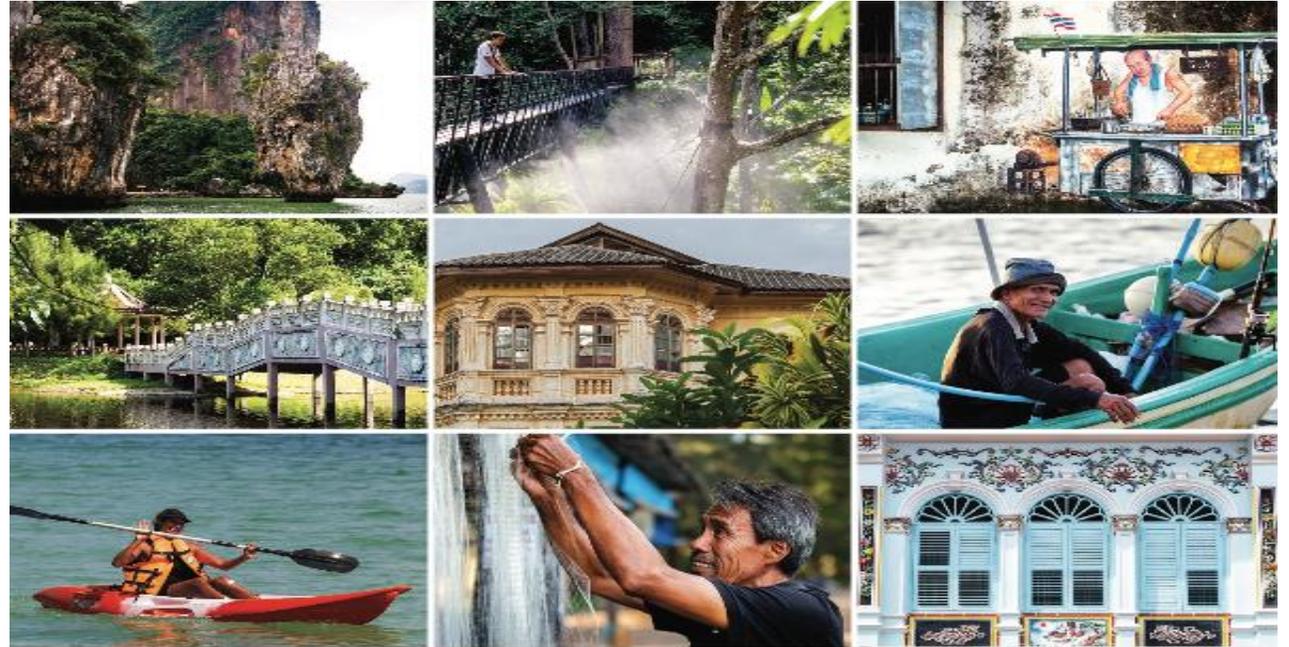
Supported by:



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection



based on a decision of
the German Bundestag



PHUKET HOTELS ASSOCIATIONS CORE OBJECTIVES

- To promote positive stories about the experiences, natural beauty and people of Phuket, offering support to local government and the tourism authorities in promoting the destination.
- To support underprivileged local children with scholarships in hotel management at Phuket's universities and colleges.
- To share information with member hoteliers relating to environmentally responsible best practices, recycling centers, and green suppliers.

- CORE PILLARS



- **AS OF 1 OCTOBER 2022 – 78 HOTEL MEMBERS**

- **Founded January 2016**

- **Marketing:** Promote Phuket as a Destination: to promote positive stories about the experiences, natural beauty and people of Phuket, offering support to local government and the tourism authorities in promoting the destination.
- **Education:** Build Human Capital in Hospitality & Tourism Sector: to support through training and mentorship for underprivileged local children with scholarships in hotel management at Phuket's universities and colleges.
- **Sustainability & Environmental:** Environmental Conservation in Hotels: to share information with member hoteliers relating to environmentally responsible best practices, sustainable operations through green suppliers.
- **Government Liaison:** Fostering good Relationships and Partnerships: to represent, promote and advocate for the interests of the Association regarding policies, regulations and other developments that may benefit the Association and its members with Government and private sectors.



Introduction

*CAP SEA Phuket Islands for
Sustaining Tourism event*

PHIST

*Workshop:- Getting Drastic
with Plastic- Breaking Up is
Hard to do*

PHIST EVENTS 4 & 5

- International Events for tourism – 2021 & 2022
- Consisted of Workshops (8), Tradeshow of sustainable companies, the main event with a Thai Boxing theme and International Speakers, networking event.
- CAP SEA project had the highest attendance of all workshops with more than 100 people
- Presented the CAP SEA Overview
 - Reuse as a Business
 - CAP SEA Hotel tools developed by the project and featuring the Online Audit tool



CAP SEA PHIST 2022 Pilot Project Activities



Project Implementation:- Hotel Sector

- **COVID-19 restrictions and regulations**
- **Change in Hotel Champion**
- **Acceptable options for change**
- **Brand Standards**
- **Government support**



Project Implementation

What works?

- **Having one champion who is endorsed by GM**
- **Developing tools to educate Champion**
- **Support network for champion**
- **Regular workshops/ touching base with Champions**

What are the lessons learnt?

- **Support from the top is invaluable**
- **Always have a back-up person in the project**
- **Encourage hotels to work together**
- **Give hotels autonomy to choose their own goals**





Next Step

Where is future action needed?

The CAP SEA Hotel pilot learnings and tools can be trialled on a new set of hotels with refinement based on what has been learned from this pilot.

Working with hotel corporate office re. Brand Standards

Government participation at the beginning of the project.

Introduce the online self-audit tool from the Hotel Resilient

Contact



Jayne MacDougall
Chairperson
Environment
Working Group
Phuket Hotels
Association

naturaljays@gmail.com
T +66 896452576

