



**Joint Foreign
Chambers of Commerce
in Thailand**



**MEMORANDUM OF UNDERSTANDING
BETWEEN
JOINT FOREIGN CHAMBERS OF COMMERCE IN THAILAND
AND
TOURISM COUNCIL OF THAILAND**

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This Memorandum of Understanding is made on 1 July 2019, between

Joint Foreign Chambers of Commerce in Thailand, an organization constituted by Charter (JFCCT); and

Tourism Council of Thailand, an entity established under the Tourism Council of Thailand Act BE 2544 (TCT).

Whereas

- (a) JFCCT's members are most of the foreign chambers of commerce in Thailand; JFCCT has served the foreign business community for over 40 years, contributing to economic development of Thailand, including in Tourism
- (b) TCT's mission includes promoting and developing the tourism sector in Thailand as representative of tourism industry operators, and has a wide membership of many tourism-related organizations and operators
- (c) JFCCT and TCT wish to collaborate on common aims for the Tourism sector.

Thus JFCCT and TCT agree on Objectives, Joint Activities and Governance.

A. OBJECTIVES

1. To develop and enhance the tourism sector
2. To pursue policy advocacy on issues impacting the tourism sector in Thailand
3. To promote Thailand as a tourism destination
4. To reduce corruption in the sector and enhance ethical practices

And in addition, to implement effective governance of the collaboration so that objectives are achieved.



B. JOINT ACTIVITIES AND COMMON GOALS

1. DEVELOPMENT AND ENHANCEMENT OF THE TOURISM SECTOR

Enhance capacity in the sector through capabilities, knowledge and know-how, soft and hard infrastructure, procedures, ethical practices and reputation.

- (i) **Education and training**, to enhance skills in the sector for tourism industry operators, for hospitality and other sub-sectors. It is proposed that first some standardization in identifying basic skills is needed – eg through the use of a Competency Framework for Tourism or Hospitality, at least for basic skills. Then as far as possible, education and training in Thailand recognizes these skills descriptions such that local certifications are well understood, relevant and transportable. Avoiding unnecessary re-certification by recognizing foreign-earned skills and certifications is a principle in this model. As far as possible, standards for certifications should be based on international standards, or standards which harmonize with and are compatible with such standards. Overall, build capacity by enhancing the number of tourism sector professionals, and raising capabilities.
- (ii) Share **statistics** on the sector and use them to advantage; promote reliable and actionable information about the sector
- (iii) Support **digitization** and digital experiences
- (iv) **capacities at airports** and the construction of rail-links between the three Bangkok airports (BKK, DMK, UTP) as well as building a cruise terminal on the Eastern Seaboard is a master plan which should provide the basis for stimulation of the area as an economic and tourism magnet.
- (v) **Ground and Port Infrastructure** in Thailand is ranked #72 out of 136 countries. Improvement of this infrastructure will attract tourists and improve the quality of the tourist experience
- (vi) Thailand **Natural Resources** are currently ranked #7 out of 136 countries. With increasing tourist numbers there is a need to protect and promote the sustainability of Thailand's beaches as many are deteriorating from overcrowding and quality of experience is decreasing. JFCCT and TCTs activities and plans will be based on sound environment sustainability goals and principles.
- (vii) **Garbage and Sewage, other waste; Sustainable Development Goals (SDG)** systems are problematic in some locations (e.g. Krabi). Joint community and government action is needed; JFCCT and TCT will work on a joint plan.



- (viii) **Enhance safety and security** in the sector so that tourists and operators can enjoy a safe experience and so that Thailand's reputation does not suffer.
- (ix) Engage, through TCT, with **Sports Associations** to promote Thailand as a destination for regional and international fixtures, to promote specific codes, and promote sports tourism.
- (x) Assess and identify elements of **Medical Tourism** which could be enhanced to uplift Thailand's already strong reputation as a Medical Tourism destination.
- (xi) **Collaborate with government** in particular but not limited to Ministry of Tourism & Sports.

2. **POLICY ADVOCACY on issues impacting the tourism industry in Thailand**

Seek change and development of any relevant area of policy, law, regulation or administrative process (including changes in support of Part 1 (Development and Enhancement)), which JFCCT and TCT consider needs to be addressed in furtherance of overall objectives.

- (i) Reduce **administrative overhead** / enhance transaction ease.
- (ii) Review and change **Immigration-related registrations approvals and processes** for superior user experience and efficiency, and to support greater 'ease of doing business'
- (iii) In support of the **MICE** industry, seek clarity and change so that visitors participating in any capacity in conferences, seminars, trade fairs and the like do not require work permits.
- (iv) Engage in dialogue about **Tour Facilitators (foreign tour leaders)** so that they supplement and support the function of licensed Thai Tour Guides.
- (v) Expand use of **eGates**
- (vi) Make **eVisas** available to as wide a group as possible efficiently and at low cost.
- (vii) The **commercial aviation** industry in ASEAN remains heavily regulated despite the changes in the industry environment over the last three decades. The ASEAN Master plan for Connectivity correctly identifies the key challenge in liberalizing air travel: the timely implementation of open skies and other relevant policies by the ASEAN Member States. It is a common interest to promote further liberalization of the air travel industry and remove certain restrictions without compromising safety. Pursuing a Single Aviation Market is recommended.



- (viii) **General Aviation** has a number of uses other than just for private or business transport. A review of the requirements of this area is needed. JFCCT and TCT will confer and develop recommendations.
- (ix) The import duty rate for **luxury goods** needs to be reduced significantly as soon as possible – e.g. down to say 10%.

Address any other area which JFCCT and TCT consider to be important in enhancing the tourist or tourism operator or hospitality experience.

3. REGIONAL AND INTERNATIONAL PROMOTION of Thailand as a Tourism destination.

In addition to Thailand being a holiday and relaxation destination, tourism with certain themes is encouraged and can be developed and promoted. These include cultural tourism, nature tourism, archeological tourism, sports tourism, medical tourism, wellness tourism and other end-purpose based approaches.

- (i) Develop strategies to promote Thailand as a **destination for a range of legitimate purposes**
- (ii) Engage in dialogue on the **MICE** (and other end uses) to remove unnecessary administrative overhead and enhance the totality of the experience
- (iii) Promote Thailand as a **sporting fixtures location** for regional and international competition.

4. ANTI CORRUPTION; ethical practices

Consistent with:

- (i) JFCCTs commitments to contribute to reduction in corruption and with the objectives in its MoU with the National Anti-Corruption Commission, and
- (ii) TCT's published objective of promoting ethical tourism and promoting education about the ethical management of tourism,

JFCCT and TCT will promote and encourage non-corrupt practices and work on the reduction and towards the elimination of corruption in the tourism sector, including but not limited to eliminating kick-backs, hidden benefits from contests and promotions, corrupt procedures and favors based on contributions and bribes.



JFCCT and TCT will collaborate on programs to support and promote understanding of the requirements of ethical standards and practices.

C. Governance and Miscellaneous

In order to ensure an effective and meaningful collaboration, JFCCT and TCT agree on operational and related arrangements.

- (i) Senior representatives of JFCCT and TCT (to which TCT constituent organization members are invited) will hold a **governance meeting** at least once per year, the first at the first anniversary of the date of this MoU to cover progress with actions towards the objectives of this MoU.
- (ii) JFCCT and TCT may organize seminars and conferences on any relevant topic, and will hold at least once per year a **Seminar or Conference** on some major theme or theme reflected in the objectives of this MoU.
- (iii) Each of JFCCT and TCT may from time to time invite representatives of the other to participate in its internal meetings.
- (iv) This MoU is entered into in good faith between the parties. However no legal relations are intended to be formed by its execution or carrying out any activity pursuant to it.
- (v) Any act, matter of thing done or to be done, or not done, by a party to this MoU, is intended to be done (or not done) in good faith but no party shall be liable to the other or any other person for the manner in which anything is done or not done. Any action is carried out on a voluntary basis only.
- (vi) The terms of (v) apply, mutatis mutandis, in relation to actions of any officer of JFCCT or TCT and to any organizational member of JFCCT or TCT and any person being an officer of any such organizational member.
- (vii) This MoU is **non-exclusive**. While this MoU is entered into in good faith and the parties will, pursuant to the objectives of this MoU, seek out areas and topics of common interest, nothing in this MoU prevents either JFCCT or TCT from pursuing activity on the same or similar topics by means outside this MoU. However, at all times JFCCT and TCT will each accord the other mutual respect.
- (viii) Apart from publicly available information published by the party, no party shall be required to provide information about any of its members.
- (ix) The language of this MoU is English. In the event of any discrepancy between this English version and a Thai version, the terms of the English version will prevail.



**Joint Foreign
Chambers of Commerce
in Thailand**



Execution

This MoU is signed for and on behalf of each party by:

For the **Joint Foreign
Chambers of Commerce in
Thailand**

[signed]

Mr Stanley Kang, Chairman

Witness

[signed]

Mr Eric Brand Chair,
Tourism Committee, JFCCT

For the **Tourism Council of
Thailand**

[signed]

Mr Chairat Trirattanajarasporn
President

Witness

[signed]

Mr Pradit Vatcharadanai
Vice President