



## Project Proposal Community Enterprise for the Development and Promotion of Tourism of Burapha Khiri

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**1. Project Title:** Burapha Khiri Community-Based Tourism Promotion and Development Enterprise

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**2. Background and Rationale:** The subdistricts of Pho Ngam, Nong Kaew, and Bu Fai in Prachantakham District, Prachinburi Province, are endowed with significant potential for eco-tourism, cultural tourism, and community-based tourism. Despite this potential, the lack of integration and cooperation among these three subdistricts has limited the full development of their tourism capacities. Consequently, income and employment opportunities for local residents remain insufficient.

To address this issue, the proposed project aims to establish a Community Enterprise involving residents from all three subdistricts. This collaborative platform will serve as a sustainable mechanism for tourism development, emphasizing the creation of diverse, innovative, and high-quality tourism products and services that meet modern traveler expectations. The integration of technology and innovation will also enhance marketing outreach for both agricultural and local products, broadening market access.

The initiative promotes responsible and sustainable tourism that preserves cultural heritage and the natural environment, while simultaneously improving livelihoods and quality of life for local communities.

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### 3. Objectives:

1. To create a collaborative tourism network among Pho Ngam, Nong Kaew, and Bu Fai subdistricts



2. To develop and upgrade tourist attractions, homestay accommodations, and eco-tourism activities in local communities
3. To design and produce innovative, high-quality tourism products and services that reflect community identity
4. To expand marketing and public relations channels for tourism and local products via both online and offline platforms
5. To create stable income-generating opportunities for community members
6. To promote socially and environmentally responsible tourism practices

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#### **4. Project Activities and Implementation Plan:**

##### **4.1 Formation of the Community Enterprise:**

- Public outreach and member recruitment
- Community meetings to draft regulations and register the enterprise
- Election of the executive committee

##### **4.2 Network Building and Collaboration:**

- Relationship-building activities among members
- Partnerships with government, private sector, development organizations, and other community enterprises
- Development of a database of local attractions, accommodations, and products

##### **4.3 Capacity Building and Product Development:**

- Training workshops on homestay management, product development, online marketing, customer service, and cultural conservation



- Support for the creation of market-driven, high-quality products and services
- Application of technology and innovation in product/service development

#### **4.4 Marketing and Promotion:**

- Creation of a website and social media platforms
- Development of brochures, leaflets, videos, and other promotional media
- Participation in tourism and trade exhibitions
- Partnerships with travel agencies and tour operators
- Online booking and payment system development

#### **4.5 Enterprise Management and Operations:**

- Regular executive committee meetings
- Work planning and performance evaluation
- Transparent financial and accounting management
- Establishment of a fair benefit-sharing model

**4.6 Market Analysis and Target Segments:** Based on preliminary observations, the Buppha Khiri area is located within 1–2 hours' drive from major tourist destinations such as Khao Yai, Wang Nam Khiao, and Nakhon Nayok. It is well positioned to attract:

- Urban families and nature lovers from Bangkok and Eastern provinces seeking weekend experiences
- Educational institutions for field trips in agriculture, cultural heritage, and sustainable living
- Domestic and international eco-tourists interested in off-the-beaten-path experiences



Tourism trends favor personalized, community-based, and experiential travel, especially post-COVID-19. Hence, there is a growing demand for authentic, safe, and nature-focused tourism.

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## 5. Budget Plan:

### Initial Budget Requirements:

- Enterprise registration fees
- Costs for initial meetings and training
- Design and printing of basic promotional materials (e.g., logo, brochures)
- Website and online platform setup
- Study visits expenses

### Operating Budget:

- Tourism promotion events and activities
- Product and packaging development
- Marketing and promotional campaigns (online & offline)
- Operational and administrative expenses
- Ongoing training and capacity building for members

### Funding Sources:

- Member contributions
- Government grants and subsidies
- Private sector and non-profit support
- Revenue from enterprise operations



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#### 6. Project Timeline:

Phase	Duration	Key Activities
Phase 1	Months 1–12	Group formation, registration, network development, initial training, and online platform setup
Phase 2	Years 1–3	Tourism promotion, product/service development, market expansion, collaboration building
Phase 3	Year 3 onward	Brand development, network expansion, self-sustaining operations

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#### 7. Project Location:

- Pho Ngam, Nong Kaew, and Bu Fai Subdistricts, Prachantakham District, Prachinburi Province, Thailand
  - Community Enterprise Office
  - Local tourist sites, accommodations, and production facilities
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**8. Monitoring and Evaluation:** To ensure effectiveness, the following Key Performance Indicators (KPIs) will be tracked:

- Number of active members and trained individuals
- Number of tourists visiting the community
- Volume of products sold through enterprise channels
- Increase in average household income in participating villages



- Customer satisfaction rating (via online reviews or feedback)
- Number of partnerships with tour operators, schools, or agencies

An internal evaluation team will assess progress quarterly, while an external evaluator will be invited annually.

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#### 9. Expected Outcomes:

- A strong, interconnected tourism network across the three subdistricts
  - Upgraded and sustainable local tourist attractions and services
  - Creation of new, creative, and community-unique tourism products
  - Broader marketing reach and promotional success for local products
  - Increased income and job stability for community members
  - Conservation-focused tourism that supports environmental and cultural preservation
  - Empowered, self-reliant local communities
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Appendix A: SWOT Analysis

Strengths	Weaknesses
- Rich natural and cultural assets	
- Strong community identity	
- Proximity to major tourism hubs	- Limited experience in tourism management
- Inadequate digital infrastructure	
Opportunities	Threats
- Rising interest in local, sustainable tourism	
- Support from government and NGOs	- Competition from nearby destinations
- Risk of over-tourism without regulation	