

Let's create social impact everytime your company travels.

At Local Alike, we help villages earn additional income through tourism by showcasing their indigenous living, stunning sceneries and charismatic personalities to the world.

Your company trips can be enhanced by our professional team workshops driven by local wisdom. These unique locations can trigger newfound perspectives and new opportunities. Build a stronger brand value through these travels then enjoy tax breaks for all domestic travel expense.

Do good by traveling. Discover Thainess.





Travel Like a Local. Create Lasting Impact.

Traveling to unique and remote locations is a refreshing way to step away from work-related stress and pressure. By considering programs such as community-based tourism (CBT), companies can leave a truly lasting and positive impact for the local communities they visit.

Tourism development in these villages are owned and operated by the locals without relying solely on tour operators and large hotel chains. Your arrival to these villages bring them additional income that will contribute directly to their development goals.

“CBT is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community,

with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.” (REST Project, 1997)

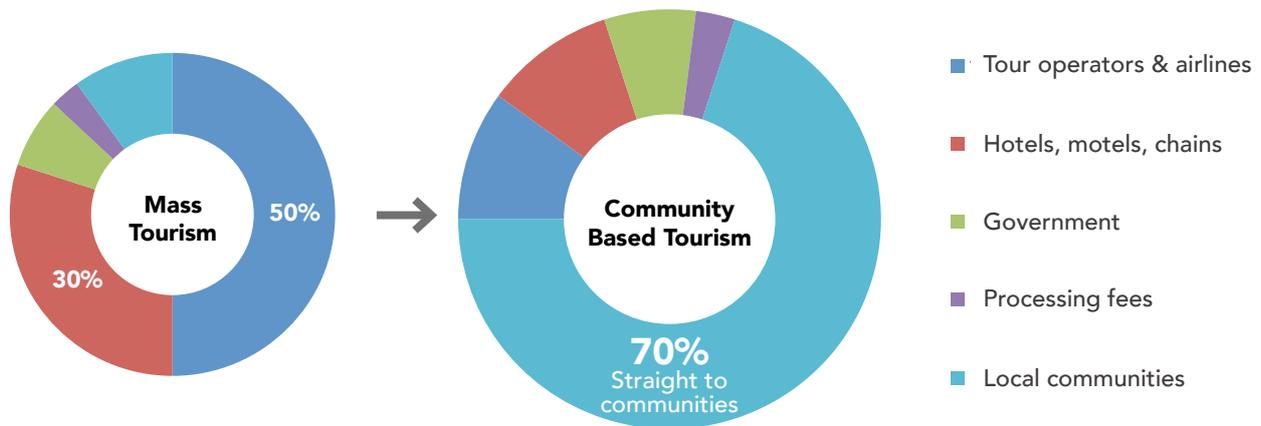
To better understand the differences between mass tourism and community-based tourism, refer to Table One in the Appendix on page 5.

Thailand is home to thousands of unique, indigenous local villages that are perfect for hosting corporate outings or off-site retreats. Thai villages practice the philosophy of “Sufficiency Economy” by H. M. King Bhumibol Adulyadej and this philosophy drives many rural villages today in their daily decision making.

As a result, many villages choose to use the community-based tourism model to counter the negative effects of mass tourism in which profits largely end up in the pockets of large foreign hotel chains and mass tour operators and at the same time, some of the current practice doesn’t really answer the question of long-term sustainability.

Community-based tourism makes sure the money goes into the local communities in order create the sense of ownership to the locals, they are the ones who know how to manage and protect their own resource.

How each Thai Baht spent in tourism is distributed?



The focuses of community-based tourism is in developing a sustainable business and also measuring the right impact metrics. Businesses that embark on CBT travels are directly building goodwill relationships with local communities they travel to which goes beyond short volunteer trips. The positive impacts of a CBT corporate outing have far reaching positive effects for your employees, your business, and local communities.

Travelers are put in a position where they can interact closely with locals, learn local wisdoms, experience indigenous lifestyles, and most importantly, be empowered to give back directly to the local community.

A travel itinerary designed around community-based activities gives management very tangible reasons to plan more impacting corporate trips.

There are many ways community-based tourism can improve your outings and give them more meaning and impact:

1. Professional team development workshops driven by local wisdom.

Implementing community-based development programs will provide employees with additional opportunities to develop professional skills in the context of community development. Local living can train employees to be empathetic in their ways of thinking. Interactions with locals boosts employee morale and inspiration.

2. Creative perspectives and new opportunities.

Spending a weekend at a local Thai village away from the city can inspire travelers with a new view on things and to appreciate small yet often overlooked things in life. A spark of creativity can happen during a morning exercise in the fog or during a relaxing chat under the starry night.

3. Better and stronger brand image.

Your image is increasingly volatile and dependent on public sentiments. Online conversations can easily sway your brand image, any positive or negative action will be quickly examined and discussed about. CBT travels encourage a long-term commitment to villages you work with.

Your commitment to responsible travel will elevate your business as your brand image is not only about functional benefits but also about impactful and lasting connections with your employees and customers.

4. Tax breaks for all domestic Thai travels.

A recent tax measure has just been approved by the Ministry of Finance, once it goes into effect, it would allow all travel expenses to be tax deductible until the end of 2015. The tax break is aimed to boost domestic tourism within Thailand, this classifies all travel related expenses such as tour costs, accommodation, and transportation to be deductible against taxable income.



Take your company trips to the next level

Hosting corporate outings built around the concept of community-based tourism (CBT) helps you align your company's vision and overarching social commitment. CBT is a tourism business model as well as a community development tool for local villages to manage and capitalize on their unique resources. Your involvement means your business is directly creating positive impact at the village.

Local villages embody the culture of collective teamwork and can inspire your workforce. Let them experience indigenous leadership and team building workshops hosted by villagers. Thailand's vast number of unique and vibrant villages offer companies an unparalleled selection of once-in-a-lifetime outing experiences. Creativity often arises in the most casual situations where senses are most receptive.

To get an idea of what companies can do:

- Learn how to make local crafts and co-create art pieces with teammates and villagers at Promlok village in Nakhon Si Thammarat.
- Have an adventure with the team by trekking through the beautiful trail in Suan Pa Village and relax under the beautiful Northern sky.
- Conduct product kickoff or team meetings on a long-tailed boat while cruising along the Baan Huai Raeng Canal.
- Get up early in Hloyo Village for a team building activities such as scavenger hunting game or morning exercise in the rolling fogs.
- Take part in a variety of voluntourism programs customizable to your need such as building a check dam in the forest at Baan Hua Tung.

Find the right partner in community development

The benefits of a company outing or off-site retreat are undeniably positive for the overall company. Businesses now have the choice to travel more responsibly thanks to the dedication of many committed organizations that are driven by social impact. These organizations are at the forefront of helping create positive change in local villages through community-based tourism. They partner with and assist the communities by providing starting capital, a network of demand, and business consulting.

Local Alike is a leading community-based tourism platform in Thailand, and is positioned as an online travel platform connecting travelers around the world to meaningful and authentic experiences. The social

enterprise has already curated many unique travel experiences for businesses, schools, and families. It is committed to help each community within the platform to realize and achieve their development goals by re-investing its profits in the communities.

Local Alike sets up mutually owned CBT development funds at all communities within their platform. The social enterprise has recently supported Hloyo Village to build a new playground and also worked with Suan Pa Village to introduce and develop proper waste management. Its client base now includes PTT MCC Biochem, Thai Social Enterprise Office, Tourism Authority of Thailand, Harvard University, Srinakharinwirot University, and is growing.

Tourism can be powerful a solution to improving our society. Let us guide you while you have the best times of your life. 🧑🧑

We are winners of these awards



Appendix Table One

	Traditional Mass Tourism	Community-Based Tourism
<i>Primary objective</i>	No clear objective other than profit maximizing. Risk of exceeding the destination's carrying capacity without proper consideration of its long-term condition.	Responsible management of the environment, natural resources, social system and culture in response to the needs of the community.
<i>Ownership</i>	Unspecified; fragmented	Local community
<i>Tourism management</i>	Unspecified; multiple interests	Local community
<i>Tourism linkage</i>	Emphasis on the business of tourism, customer satisfaction, shareholder interests	Emphasis on holistic development of community and sustainable economy

A misty, forested landscape with a wooden roof in the foreground. The scene is hazy, with trees and hills visible through the fog. The text is overlaid on the lower half of the image.

*Wherever you go becomes
part of you somehow.*

Anita Desai