

“Make a Day More Than a Day” organized by Local Alike



Creative Campaign to Inspire New Generations to Embrace Community-Based Tourism

Registration Period : Today until 13 October 2017

Eligibility Criteria : Students from universities nationwide, 2-3 persons per team

Local Alike has launched a “Make a Day More Than a Day” campaign to encourage new generations to recognize the importance and value of community-based tourism. Entries are open to university students throughout Thailand to propose places of interest. Entries are to consist of a detailed poster or a video clip no more than one minute in length and three questions with answers. 10 Qualified student teams will participate in knowledge-building workshops on community-based tourism by expert speakers. Students will be given the opportunity to develop their routes with Local Alike’s help for the community tourism destinations selected to bring their vision to reality. There is also 30,000 baht in prize money to be won. The winner will be also given 3 round-trip tickets and a wonderful trip package from Local Alike.

Schedule

Registration Period : Today until 13 October 2017

Announcement of First 10 Qualified Teams : 19 October 2017

Local Alike Workshops : 4 November 2017

Local Community Surveys : 5 November 2017

Presentation of Routes and Announcement of Winner: 9 December 2017

For more details, please visit

https://docs.google.com/forms/d/e/1FAIpQLSenqaWHX-A1F-nwjizD_hvd2HdD7-L4ILGXA39PR2QWqqXUMw/viewform

About Local Alike

Local Alike is a social enterprise dedicated to sustainable tourism development or “community-based tourism”. Every community has its own unrivalled charm and is a tourist attraction in itself. Their unique ways of life, cultures and traditions are precious gems that can be unearthed only through community-based tourism. Local Alike believes each community can develop and fulfil its tourism potential if equipped with the right knowledge of tourism management. Recognising this potential, Local Alike focuses on community-based tourism to help local communities enjoy continued and sustainable growth and development.

For more information, please contact

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