



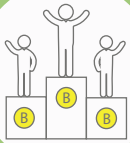
# KRABI TOWN MUNICIPALITY

PROJECT FOR PROMOTING SUSTAINABILITY IN FUTURE CITY OF THAILAND



# SFC CONCEPT

Self-sustaining competitive



Eco-Friendly and resilient



Civic pride for future generations



Attractive and distinctive identity



Safe, secure and inclusive



## SUSTAINABLE FUTURE CITY INITIATIVE (SFCI)

The National Economic and Social Development Board (NESDB) and the Japan International Cooperation Agency (JICA) started The Project for Promoting Sustainability in Future Cities of Thailand (TFCP) in August 2015 to promote sustainable urban development of local cities of Thailand. Together with NESDB and JICA, the TFCP Team established the Sustainable Future City (SFC) development concept and proposed the Sustainable Future City Initiative (SFCI) as a national government-guided and local-government-driven mechanism to realize the SFC. To examine the SFCI, six model cities were selected to prepare their respective SFC plans and implement SFC projects.



## KRABI TOWN MUNICIPALITY

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Located in southern Thailand's west coast, Krabi town municipality is famous for its many beautiful beaches facing the Andaman Sea. As the center of Krabi province, it has convenient air and land transportation, developed logistics system, and modern commercial centers which service its numerous beach resorts within its 19 sq km jurisdiction. Krabi City currently has a population of 29,800 and this has seen an increasing trend in the last decade.

Urbanization goes beyond the administrative boundary of Krabi City. It has resulted in continuous population increase in its surrounding urban area.

# SUSTAINABILITY ASSESSMENT

Distinctive and varied cultural and natural resources coexist.



Although the economic foundation of Krabi City is quite stable due to its strong tourism industry, job opportunities for highly skilled people are limited. The city has so far failed to attract educated locals to return to their hometown.



The issues associated with an aging society are not so serious in Krabi City compared to other cities owing to its higher birth rate.

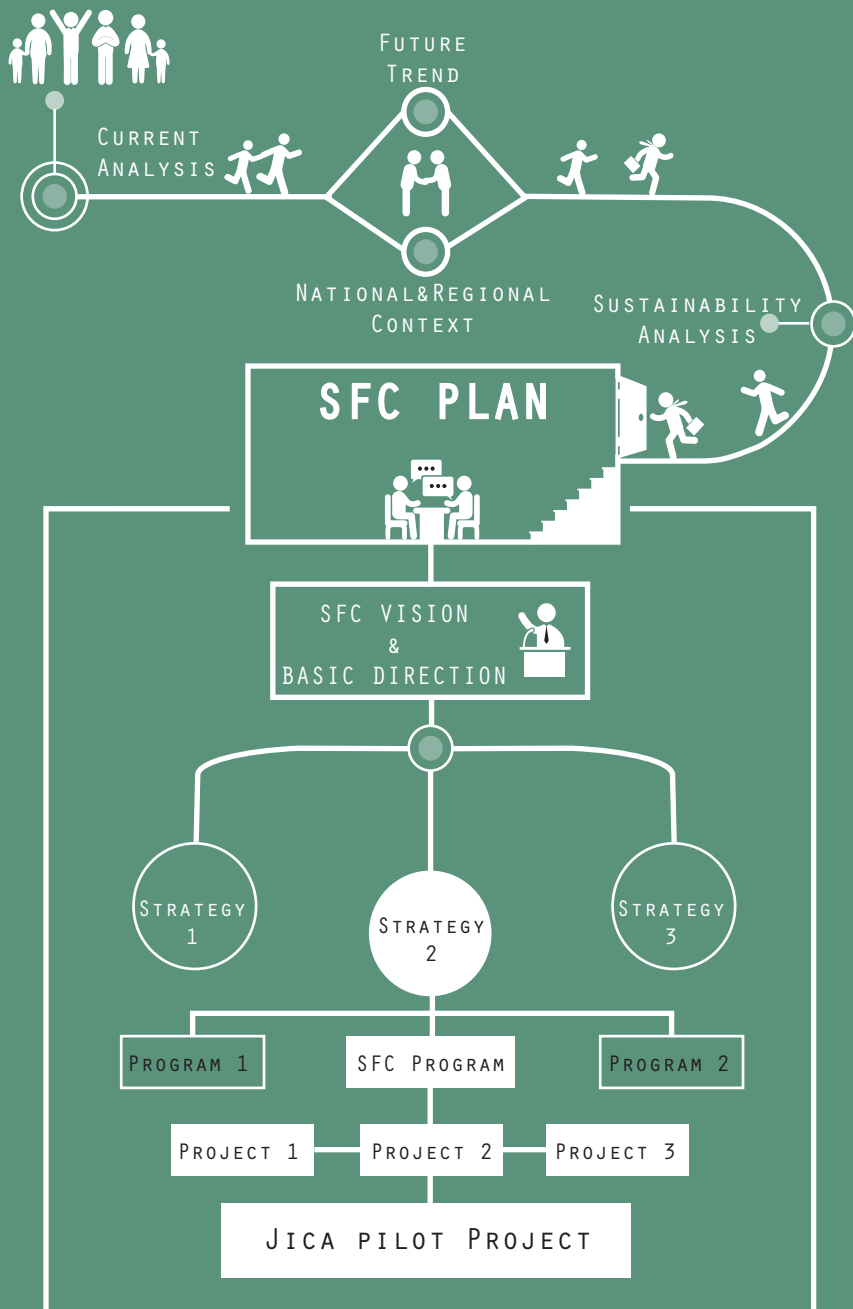


Efforts to conserve both cultural and natural resources of Krabi City have been significant due to its proximity to beach resorts and various industries in the tourism, agriculture, and fishery sectors.



# SFCI IMPLEMENTATION FRAMEWORK

Start \_ \_ \_ \_ \_



# SFC PLAN

To Make Krabi City  
As Art-Cultural City  
With Tourism



Strategy 1:  
Conservation &  
promotion of  
environmental and  
tourism resources  
program

Strategy 2:  
Conservation and  
promotion of  
cultural and tourism  
resources

Strategy 3:  
Promotion of  
Community-based  
Tourism (CBT)

Program 2-1  
Enhancement on Dissemination  
of Andaman Culture  
(SFC Program)

Program 2-2  
Development of  
human resources

1. Improvement on facilities in Andaman Cultural center
2. Development of local community products and andaman OTOP shop
3. Marketing and public relation

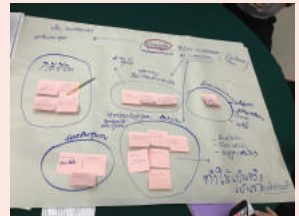
JICA  
Pilot Project

4. Promotion of art activities and cultural learning and teaching
5. Establish local support/ volunteer group and their activities
6. Krabi Art Olympic 2018
7. National artists tour
8. The International Art Hall Workshop
9. Construction of International Art Building (2nd phase)
10. Construction of historical ship

# JICA PILOT PROJECT (Tentative)

Increase the number of tourists visiting Krabi city through the dissemination of Andaman culture from the Andaman Cultural Center

Sub-project 1:  
Improvement of  
entrance area of  
Andaman Cultural  
Center



Sub-project 2:  
Design and  
construction  
of local beverage  
shop



Sub-project 3:  
Marketing & public  
relations promotion



# OUTCOME AND IMPACT

## Expected output of SFC Program

- Increased number of visitors to Andaman Cultural Center through collaboration with other tourist destinations
- Increased number of visitors to historical and cultural sites in Krabi town through community-based tourism
- Revitalized local agriculture and industries
- Increased job opportunities in the city



## Long-term impact of SFC Plan

- Recognition of Krabi Town as cultural tourism hub by Thais and foreign visitors
- Identification of Krabi Town as model for local-regional coordination on tourism, community-based tourism, strategic tourism marketing, etc.

The Project for Promoting Sustainability in Future Cities of Thailand

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