

Thailand Community Based Tourism Market \$29.6 Billion in 2023, Forecast to Reach \$140.3 Billion by 2034

Thailand community based tourism market size was valued at \$29.6 Bn in 2023, is projected to reach \$140.3 Bn by 2034, grow at a CAGR of 15.3% from 2024-2034

WILMINGTON, NEW CASTLE, DE, UNITED STATES, December 9, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Thailand Community Based Tourism Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Traveler Type, by Age, by Sales Channel : Opportunity

Analysis and Industry Forecast, 2024-2034." The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment. The study examines the main factors influencing industry expansion, analyzing both its growth drivers and restraints. Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future.

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Thus, growing interest in rural tourism supports the expansion of community based initiatives, providing locals with additional income streams while preserving their cultural heritage.”

Roshan Deshmukh



Thailand Community Based Tourism Market, 2025

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The market growth is driven by rise in interest in sustainable travel, with eco-friendly initiatives and conservation efforts gaining traction among environmentally conscious tourists. Surge in demand for authentic cultural interactions, such as participating in

traditional Thai festivals and crafts, has further boosted market expansion. In addition, the use

of digital platforms for booking local experiences and providing virtual access to remote villages has improved accessibility for international visitors. The focus on ensuring that tourism revenue supports local communities and promotes cultural preservation attracts travelers seeking responsible travel experiences. These factors, along with unique cultural offerings of Thailand, position the Thailand community based tourism market share for significant growth and development in the coming years.

The [Thailand community based tourism market growth](#) is driven by increase in demand for authentic rural experiences among both domestic and international tourists. The shift in traveler preferences toward experiencing local lifestyles and participating in traditional activities has significantly boosted community based tourism segment. For instance, the village of Ban Bang Phlap, located in Samut Songkhram, has seen 30% increase in tourist arrivals over the past three years owing to its unique offerings, such as organic farming and traditional cooking classes. These experiences allow visitors to connect with agricultural roots of Thailand, contributing to the growth of the Thailand community based tourism market.

Furthermore, growth in interest in eco-tourism has created Thailand community based tourism market opportunities. Travelers increasingly seek sustainable, nature-focused experiences, driving demand for eco-friendly accommodations, guided nature tours, and conservation-based activities. This shift has encouraged local communities to develop tourism models that highlight biodiversity, protect natural resources, and promote responsible travel. Eco-tourism also supports initiatives that preserve local traditions and environmental practices, promoting a deeper connection between tourists and rural areas. The trend has attracted international funding and partnerships focused on sustainable development, empowering communities to manage tourism in a way that benefits the environment and provides economic opportunities. Consequently, local entrepreneurs and small businesses have expanded their offerings to cater to the growing eco-conscious market, thus driving the growth of the Thailand community based tourism market trends.

The Thailand community based tourism market analysis is done on the basis of traveler type, age, and sales channel. By traveler type, the market is divided into solo and group. By age, the market is segmented into generation X, generation Y, and generation Z. Depending on the sales channel, it is classified into travel agents and direct.

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The key players operating in the Thailand community based tourism market are Local Alike, Thai Ecotourism and Adventure Travel Association, Nutty's Adventures, Andaman Discoveries, Mae Kampong Village Homestay, DASTA (Designated Areas for Sustainable Tourism Administration), CBT-I (Community-Based Tourism Institute), Ban Mae Klang Luang Community Tourism, Sapphaya Old Police Station Homestay, and Mae Hong Son CBT Network. Key players in the Thailand community based tourism market have implemented several strategic efforts to drive

the market growth. Companies such as Local Alike and the Community-Based Tourism Institute (CBT-I) are focused on capacity building within communities, providing training in sustainable tourism practices, hospitality, and digital marketing. These initiatives empower locals to manage tourism activities effectively and sustainably.

Key Benefits For Stakeholders:

Enable informed decision-making process and offer market analysis based on current market situation and estimated future trends.

Analyze the key strategies adopted by major market players in Thailand community based tourism market.

Assess and rank the top factors that are expected to affect the growth of Thailand community based tourism market.

Top Player positioning provides a clear understanding of the present position of market players.

Detailed analysis of the Thailand community based tourism market segmentation assists to determine the prevailing market opportunities.

Identify key investment pockets for various offerings in the market.

Reasons to Buy This Thailand Community Based Tourism Market Report:

- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
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