



Good Practice Story Title: Hua Hin , The Journey to become the garbage-free city

Destination: Hua Hin , Phrachaup Khirikhan province

Country: Thailand

Submitting Organization: Hua Hin Municipality

Category:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Destination description:

Hua Hin City is one of the top beach & sea tourist destinations of Thailand because of its great number of attractions and activities. It is located in Prachuap Khiri Khan province in the western part of Thailand around 3 hours driving from Bangkok. The city is a 22 km long coast along the edge of the Gulf of Thailand which has incredible beaches, mountains, viewpoints, temples, night markets, water parks, and fine diners that can be enjoyed at any time of the year. Hua Hin features a beautiful, powdery sand beach, numerous seaside seafood restaurants, lively activities, and some great inland activities, not least of which is golfing at some of Thailand’s most renowned courses. Just down the coast at Takiab Bay, visitors can take seaside horseback rides and visit a hilltop Buddhist Temple with a spectacular view. Accommodation along the beach and on the streets leading away from the sea ranges from simple guesthouse to luxury resorts and includes some of the finest spa-retreats in the world. Hua Hin is accessible via train, bus, or car and the seaside community of 60,000 residents is a fine example of warm and welcoming Thai hospitality. In 2023, Hua Hin received about 2.5 million Thai tourist and about one million foreign tourists.



Summary of Good Practice Story:

Hua Hin Beach is the oldest seaside resort destination in Thailand, which clear water, white sand and good vibe. For urban development, there are problems in waste management. Hua Hin Municipality has been committed to managing waste and environment problems in the city. Starting from creating a conscience for people in waste management to zero, also on the social scale.

Hua Hin Municipality and network partners campaign for everyone to reduce waste generation and separate waste before throwing it away. Raise awareness and promote participation in systematic waste management, which will help Hua Hin to be a garbage-free city for the environmental and good health.

Sustainable waste management can begin with ourselves doing it every day and continuously until it becomes a habit. We believe that these changes can be achieved through cooperation from all sectors.

Issues faced:

Hua Hin, where natural resources are still intact, clean white sand beach, clear water, shady atmosphere and the way of life of local people are key element of this beautiful beach. Some local people still carry on in traditional fishery, thus becoming the charm of Hua Hin. Lately, Hua Hin is now becoming more popular with tourists. On the other hand, a result of the increasing number of tourists makes Hua Hin more vulnerable to environmental impacts such as garbage, wastewater. These problems are therefore the important element that inevitably affects the potential of tourist attractions. With the concept of “**Zero Waste**”, the local people aim to create a tourism model that has the least impact on the environment and their community.

Solution:

Garbage overflows in Hua Hin, leading to Landfill to Zero waste ; there is a lot of garbage in Hua Hin. Currently, most waste is disposed of via landfill. Meanwhile, there are solid waste management guidelines that focus on zero waste. By supporting the reduction and separation of waste at the source, including taking waste for processing. This is a worthwhile use of resources according to the principles of the circular economy.



Methods, Steps, and Tools applied:

Methods for managing waste to zero and principles of the circular economy include;

-Create a waste separation prototype continuing to complete waste

separation : which emphasizes citizens separating waste at source into 3 types ; organic waste, recyclable waste, and general waste with incentives such as returning organic fertilizer to citizens who cooperate and waive fees for collecting organic waste and recyclables.

-Focus on separating waste at source and wet waste from organizations in

a targeted manner: which emphasizes waste management at the source in agencies or organizations such as offices and services centers under Hua Hin Municipality , schools, markets and department stores.

-Return garbage to the system:From Waste to Worth:

by promoting cooperation between the government, private sector and citizens to separate waste at source with innovations such as adding recyclable waste at gas stations,supermarkets,various retail stores also they have the policy to cooperate with product manufacturers using EPR principles.

In addition, Hua Hin Municipality and networks of the government, private sector, civil society, and citizens, including schools join in signing a memorandum of understanding for cooperation in campaigning to stop using foam food containers and reduce the use of plastic bags on 25 December 2019. To take it as a guideline to drive tourism development . It is an agreement that everyone must follow to preserve tourism to be sustainable.

Steps to manage waste to zero and principles of circular economy include

- (1) Transport and Separate waste from the source at the point of origin.
- (2) Collect and transport waste to solid waste disposal centers.
- (3) Separate waste at the disposal site to process solid waste and then reuse it. Hua Hin classifies solid waste that can be processed into 2 sub-categories: compostable waste and recyclable waste.
- (4) Process solid waste that can be reused with appropriate technology for each type of waste



-Biodegradable waste such as various organic waste can be used to feed animals or proceed into compost bio-fermentation water, biogas, etc.

-Solid waste that can still be used such as glass bottles, plastic, metal parts, paper and beverage cans. It can be recycled and used again.

(5) Dispose of the remaining trash. The current method is landfill according to sanitary principles.

Waste processing technology can reuse waste for a wider variety of uses. This will reduce the amount of waste that needs to be sent to landfill to zero. Therefore, it is a guideline for sustainable waste management. Modern technology can make efficient use of resources, which is in line with the concept of circular economy.

Tools applied for zero waste management and circular economy principles include;

Hua Hin uses 7R to reduce waste as follow

-Refuse (refuse plastic bags and foam) ; refuse to use single-use packaging by choosing to use products or packaging that can be reused.

-Recycle (make it a habit to separate garbage) ; separate waste to make it easier to process such as separating organic waste and recyclables into different bags.

-Reuse (use it effectively) ; reuse until the packaging deteriorates.

-Refill (choose to buy something that can be refilled, reduce waste from packaging) ; choose to use traditional products that do not add more waste than necessary.

-Repair (use with care repair as much as you can) ; repair broken or damaged items before they are no longer used and discarded as trash.

-Return (recycled for reuse) ; support the use of products that can be returned to the manufacturer or store for reuse such as returning glass bottles or reusable plastic bottles.

-Reduce (reduce the use of things) ; reduce the use of luxury items by choosing products that will last for a long time. To reduce the amount of waste generated.

7R principles aim to reduce the use of natural resources that are used to produce various materials, using resources as efficiently as possible before they become waste and reduce the amount of household waste that affects the global ecosystem.



Achievements and Results:

As Hua Hin Municipality and network partners have run the campaign of “Zero Waste” for more than five years, that Hua Hin Municipality received the following awards;

- Asean Clean Tourist City Standard in 2023
- The 4th Asean Eco-Schools Award in 2023
- Hotels in Hua Hin have received Green Hotel standard certification 5, Green Leaf standard 5, Green Health Hotel standard 7 in 2023.
- Winner of the National Best Sustainable Environmental City Award in 2022.
- Winner of the project Zero Waste School to Sustainability, Sa-At Buri Junior in 2022
- National Outstanding Natural Resources and Environmental Protection Volunteer Network Award Solid Waste Management for the year 2022

Students are aware of their responsibilities as they grow up to be Citizens for the environment.

“Sustainable participatory solid waste management in the community” , waste can be controlled and managed through the participation process of everyone and the community. There are government agencies, private organizations, and educational institutions participating in the promotion. The participation of the people and network partners will help concretely reduce the waste problem.

Results

1. As a result of the reduced amount of garbage, Hua Hin Municipality was able to save a budget of 80 million baht and this budget will be used to further subsidize development in other areas such as education and public health.
2. As per the separated waste,
 - (1) food waste will go for feeding livestock or making organic fertilizer or bio gas;
 - (2) plastic water bottles will be sold to junk shops;
 - (3) plastic cups, plastic cutlery will be given to elderly group/club in the local community to make handiwork to sell to visitors and plastic straws will be used to produce mattresses and pillows;





(4) plastic bags, bottle caps, plastic waste such as popcorn buckets and drinking glasses are chopped into pieces and then mixed to make brick blocks;

(5) beverage cans, packaging bags coffee are created into various products such as bags, shopping baskets and hats;

(6) biodegradable paper food containers will be returned to the manufacturing company according to EPR (Extended Producer Responsibility principles);

(7) wooden chopstick and skewer will be sold to make wood coal;

(8) general waste will go to the landfill

3. Now, the waste management of Hua Hin Municipality has become a study site for benchmarking as a good practice for other local administrative organization in Thailand.

As the Journey to become the garbage-free city still going on, we can gradually see the changes through ourselves and recognition from others. The study of the whole concept is still in progress to officially make sure that what we have done is truly valuable for the environment and most importantly the local people.

Lessons Learned and Advice:

Lessons Learned

1. Awareness problems arise from a lack of adequate public relations, leading to misunderstandings about sustainable tourism in Hua Hin. The solution is to keep pushing awareness through offline and online channels. For example, the official Facebook of Hua Hin Municipality is built to inform all the news and data needed to know about Hua Hin.

2. Problems with disposal of non-biodegradable waste. There is still a lot of waste that cannot be processed or sold, such as disposable diapers, sanitary napkins, building materials, and electronics. This is still waiting to be solved to make Hua Hin area is a garbage-free city. The solution is to cooperate with many organizations and government sectors to initiate the project and study the issue.



Advice

1. Landfilling should be a last resort for waste that cannot be disposed of in any other way. Solid waste management should start with awareness campaigns and various measures. To reduce the amount of solid waste at the source is the first step. Then find ways to recycle as many materials as possible from the trash. Including separating waste types before throwing them away and separate types, taking waste through separation at the source, and entering the separation process again to make more pure materials according to market demand. Then the rest is considered to be used to produce energy. But with various limitations available in each locality, the volume of solid waste, and appropriateness in terms of space, policy, economics, technique and environment. This may cause various methods, that cannot be carried out.

2. Thinking about the future of the environment for our children. Under the responsibility of each person and encourage others to join in the action.

Recognitions and Additional References

1. Circular Economy Learning Center
<https://www.facebook.com/circulareconomy.huahin>
2. Mattress made from plastic tubes (Video on Youtube)
<https://youtu.be/S1n75pUPZ2c?si=jORpI47zzqYUmYJD>
3. Waste Management study site at Hua Hin Municipality
<https://drive.google.com/file/d/1iMuQ5H9pydu63ZutvWvOmaK5FabdWyQ8/view?usp=sharing>
4. Zero waste management of schools in the municipality
<https://youtu.be/gZCqhD-WWeo?si=DOZv9ZnyWeZi9PA>

