

Royal Coast Riviera Club

Policies & Procedures





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Vision

Our Vision is that the Royal Coast region of Thailand is developed and recognised as a unique and most desirable destination for quality tourism, lifestyles and culture.





Our Mission

The RCR Club will be the leading voice to realise the Vision for the benefit of regional businesses and the broader community (both Thais & Foreigners).

This will be achieved through advocacy that inspires decision makers to continue promoting and developing the 'Royal Coast Riviera' as a quality tourism and lifestyle destination, recognising the region's unique heritage, natural beauty, environment, attractions, and special character; inclusive of Phetchaburi and Prachuap Khiri Khan, with Hua Hin as the central hub.



Definition of 'Quality Tourism'

- ❖ 'Quality Tourism' provides visitors with unique, authentic and high-quality experiences, while also promoting responsible and ethical tourism.
- ❖ In addition to high standards of service, facilities, and amenities, it ensures the sustainability and preservation of the destination's natural, cultural, and social resources, including the long-term well-being of its local communities.

Definition of 'Quality Tourists'

- ❖ 'Quality Tourists' refer to a desirable market segment for destinations and businesses in the travel industry, with the aim to boost revenue, improve the local economy, and promote sustainable tourism practices.

'Quality Tourist' characteristics include:

- ❖ Interest in learning about local culture and seeking out unique, authentic experiences, rather than just visiting tourist hotspots.
- ❖ Spending on accommodation and experiences in ways that benefit the local economy.
- ❖ A tendency to stay longer to explore more, and thus spend more.
- ❖ Sustainable and responsible behaviours, such as respecting the environment, being sensitive to local culture, and supporting local communities.



Type of Club

The Royal Coast Riviera Club (RCR Club) is a non-profit, non-governmental organization with whose members believe helping to champion its Vision & Mission

This is summed up in its moto:

Inspiring Quality Lifestyles

Objectives



1. Economic

- i. Work together to create and share new ideas to improve the quality and productivity of our region's businesses.
- ii. Join together to help promote positive initiatives for the region.
- iii. Work to promote the region as more than just a weekend or high season destination, attracting good quality visitors to the region's hotels, restaurants and shops.
- iv. Work in conjunction with appropriate organizations to attract more long-term residents to the region.
- v. Encourage investment and development that is consistent with the Mission Statement.

2. Social - Cultural

- i. Help preserve the region's heritage.
- ii. Support and encourage social/cultural activities and events to attract visitors.
- iii. Communicate to local residents about the existing attractions.
- iv. Work with bilateral Chambers of Commerce, Rotary Clubs and other organizations to encourage more visitors to the region.
- v. Work with local charities to support and promote their activities.
- vi. Encourage social media activities about what is going on in the region.

Objectives (cont.)



3. Environment & Sustainability

- i. Help preserve the region's environment and natural beauty.
- ii. Support clean-up and environmental enhancement projects.
- iii. Support eco-tourism, wildlife and animal rescue programs.
- iv. Inspire local Government to improve and restore heritage sites.
- v. Inspire local Government to maintain, improve and update urban infrastructure.

4. Health & Active Lifestyles

- i. Support activities organized in the region.
- ii. Promote healthy lifestyles and wellness.
- iii. Support rescue/rehabilitation programs.

5. Local Community:

- i. Help to promote community initiative projects.



The Club Committee

1. The Club Committee consists of:
 - ❖ The Founder – Overall Vision, Government Liaison, Public Relations & Protocol
 - ❖ The President – Lead & Supervise the Club, with support from other Members of the Committee
 - ❖ The Vice-President – Support the President
 - ❖ The Secretary – Maintain Club records and minutes, lead the Club's social media presence
 - ❖ The Treasurer – Manage the Club's budget, expenses, and bank account. Ensure financial transparency and update all Members on the Club's accounts annually.
2. Except for The Founder, Committee Members will be elected annually at an AGM.
3. Committee Meetings will take place every Wednesday.
4. The meetings will review the Club's progress, discuss projects, issues, and strategies and identify the agenda for the next Club Meeting.



Membership Policy

1. Membership is by invitation only.
2. Members have the right to propose friends and/or business colleagues for membership.
3. An aspiring member must have the following qualifications/criteria:
 - ❖ Be recommended by at least two current members and attend two meetings as an observer
 - ❖ Be in the hospitality business
 - ❖ Or, be a member of other reputable clubs or chambers of commerce
 - ❖ Or, be someone with qualifications and experience that can support the Club's Vision & Mission.
4. Candidates must be approved for membership by two members of the Admission Committee and the Founder.
5. The Admission Committee is elected by all members at an AGM.
6. Each new member is invited to make a presentation within a year of joining.
7. The membership fee is annual: a new member will pay pro-rata according to the month of subscription.
8. In order to stay a neutral party to its members, the Club will not favour or endorse a Member's business over another.
9. The Club is not responsible for business transactions between members or other entities introduced via the Club.

A Shared Vision and Mutual Enjoyment of the Club by all its Members is Central to the Club's Existence



Types of Membership

1. Individual Member

- ❖ The annual fee for Individual Members is 4,850 THB. Membership is not transferable.

2. Corporate Member

- ❖ The Corporate Membership annual fee is 14,500 THB. Corporations can assign up to three director-level executives as Members, such membership is transferable to another eligible Member if needed.

3. Founding Member

- ❖ A Founding Member is an individual that was actively engaged, without remuneration, in starting/creating the Club and its Vision.

4. Honorary Member

- ❖ Individuals who support the Club's Vision and Mission will be invited by the Founder to be Honorary Members on the bases that they can bring benefit to the Club due to their significant level of influence in particular fields.

5. Honorary Advisor

- ❖ Individuals in government, corporate or organizational roles that can bring benefit to the Club can be invited by the Founder to be Honorary Advisors.



Members' Benefits

The Club is a networking forum dedicated to helping develop the region as a beautiful place to live, visit and do business in. To do so it brings together leaders in the region's tourism and business communities, as well as decision-makers in Government and other relevant entities.

- ❖ Therefore, the primary benefit of membership is involvement in the Club's Vision, Mission & Objectives; resulting in a sustainable, long-term, and mutually advantageous development of the region, economic and social well-being, as well as better business opportunities and connections with the community.
- ❖ Members are also kept up to date with the latest tourism news and policies, as well as meeting speakers of interest at our monthly meetings.
- ❖ Members will be linked to our website and Facebook pages in order to promote their events and initiatives.
- ❖ With the Club Committee's approval, Members' business may be supported in other appropriate ways, so long as this does not conflict with fellow Members' interests and is in keeping with our Vision and Mission.
- ❖ Reciprocal benefits with other organizations in the region will be arranged.



Club Meetings

1. Meetings will take place on the second Friday of every month (unless local holidays or other unforeseeable reasons).
2. The main purpose of the meetings is to review the Club's progress, share ideas, propose initiatives and assign next steps to enhance the Club's Objectives. They are formal, 'members-only' meetings, not just social networking events.
3. What is said and presented at meetings are normally 'off-the-record' and can only be publicised with the speaker's and Club Committee's permission, or when a discussion is specified as 'on-the-record'.
4. Each meeting will have a special presentation relevant to and in support of the Club's general objectives.
5. Each meeting will have a moderator to ensure productive discussion.
6. Members can invite one guest as an observer to the meeting. A Member's guest needs to be registered by notification to the Club Committee at least two days in advance of a meeting for approval, and a reason given for their suitability to be an observer.
7. Members will be responsible for their guest's behavior at the meeting. Unless invited by the meeting moderator guests should not participate in meeting discussions.
8. Guest speakers who wish to promote a business that has relevance to the Club's objectives will be offered an opportunity to present to the meeting for 5,000 THB.

Rules & Regulations



Membership Regulations

1. Membership to the Club is by invitation only. Prospective Members will be invited to attend 2 meetings as an observer prior to being accepted as a Club Member
2. An application for membership must be on forms provided by the Club and is therefore in agreement with its Vision & Mission as well as these Rules & Regulations.
3. Each Member warrants the accuracy of the information provided.
4. Joining fee shall be payable to the Club with the application for membership.
5. The duration of membership is for a minimum of 12 consecutive months (pro rata).
6. Each Member of The Royal Cost Riviera Club shall be at least eighteen years of age.
7. Membership should be renewed within one month of the expiry date.
8. Membership is not transferable.
9. A Member who through actions contravening the 'Codes of Conduct' set out in these Rules & Regulations will be liable to have their membership terminated and possible forfeit of the annual subscription in whole or in part.
10. Each Member shall advise the Club of any change of address or relevant information.
11. The Club reserves the right to refuse admission to the Club.



Rules & Regulations

Codes of Conduct

Members are advised that the following 'Codes of Conduct' items must be adhered to and if they are not then the member may be terminated.

1. Violence will not be tolerated.
2. Conduct yourself with decorum.
3. Treat other Club Members with respect.
4. Dress appropriately (smart casual).
5. Political opinions are not to be voiced in Club Meetings or on the Club's Social Media
6. Racist comments will not be tolerated.
7. Sexist comments will not be tolerated.
8. Drug taking will not be tolerated.
9. Members will be responsible for actions of guest observers they propose or second.
10. Criminal activity in or outside of the Club will not be tolerated.

These Club Rules & Regulations may be subject to change