



Trusted Thailand

Logo application guide

for business operators





Evaluation Criteria for Applying for the Trusted Thailand Logo

Part 1: Qualifications

Business Licenses Required:

1. Hotel Business License (Ror.Ror.2)
2. Commercial Registration Certificate
3. Value Added Tax Registration Certificate (Por.Por.20)

Part 2: Self-Assessment Form for Applying for the Trusted Thailand Logo

You may include files in the following formats: .JPG, .PNG, .PDF, and .MP4 video files.

General Security Measures for Tourists

- 1) Security System
 - CCTV cameras must be installed at all main entrances and exits.
 - CCTV cameras must be installed in front of elevators, inside elevators, and in hallways near guest rooms on every floor (files for each floor's CCTV can be combined).
 - CCTV cameras must be installed at the check-in counter.
 - CCTV cameras must be installed at the parking lot.
 - Ensure a CCTV control center and data storage system are in place with at least 14 days of historical data.
 - Adequate lighting should be available both inside and outside the building.
 - Provide emergency lighting for power outages (include additional flashlight images for homestays).
 - Maintain third-party insurance as required by law.
 - Develop Standard Operating Procedures (SOPs) for disasters, specifically for fire protection.
 - Trained personnel for first aid and fire prevention, with certification provided.
- 2) Room Safety
 - An internal communication device is provided in the room (in case there is no telephone, another type of communication device is provided).
 - Additional locks must be installed on all room doors.
 - Peepholes must be installed on all room doors.
 - Fire escape routes map must be attached to the room doors inside the rooms.

Part 2: Self-Assessment Form for Applying for the Trusted Thailand Logo

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General Security Measures for Tourists

3) Fire safety

- Ensure there is a report on the inspection of the electrical system and short-circuit protection.
- Fire extinguishing systems, or chemical fire extinguishers with a minimum chemical capacity of 4 kilograms, are provided.
- Install fire alarm devices such as smoke detectors, heat detectors, and manual pull stations.
- Provide materials such as flags, flashlights, and whistles, along with a fire drill plan.
- Display clear and visible fire exit signs.
- Ensure emergency lighting is operational in emergency exit case of power outages.
- Maintain a functional fire alarm system.

Payment Security Measures

- 1) Digital payment systems must be available.
- 2) Credit and debit card payment options must be available.
- 3) Valid receipts must be provided for all transactions.

Foreign Language Communication

- 1) Provide signs, manuals, and essential information in English or Chinese.
- 2) Ensure staff or translation devices are available for foreign language assistance.

Accessibility

- 1) Clearly list the name and location in navigation apps such as Google Maps and Apple Maps.
- 2) The entrance road should be well-lit and located close to the main road.
- 3) Maintain landscaping and decorations around the property, ensuring they are not neglected, and provide nighttime lighting (attach a video of the surroundings both during the day and night).
- 4) Verify that the entrance to the establishment is adequately lit, and how far is the hotel from the main road.
- 5) Offer safe and standard vehicle-hailing services.

Part 1: Qualifications

Business License

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- 5) Offer safe and standard vehicle-hailing services.

Part 1: Qualifications

Business License

1. Non-Hotel Accommodation License (Mor.Ror.2)
 2. A copy of the ID card
 3. Submit evidence of tax payment (Por.Ngor.Dor.90)
-

Part 2: Self-Assessment for the Trusted Thailand Seal

You may attach .JPG, .PNG, .PDF, and .MP4 image files.

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Accessibility

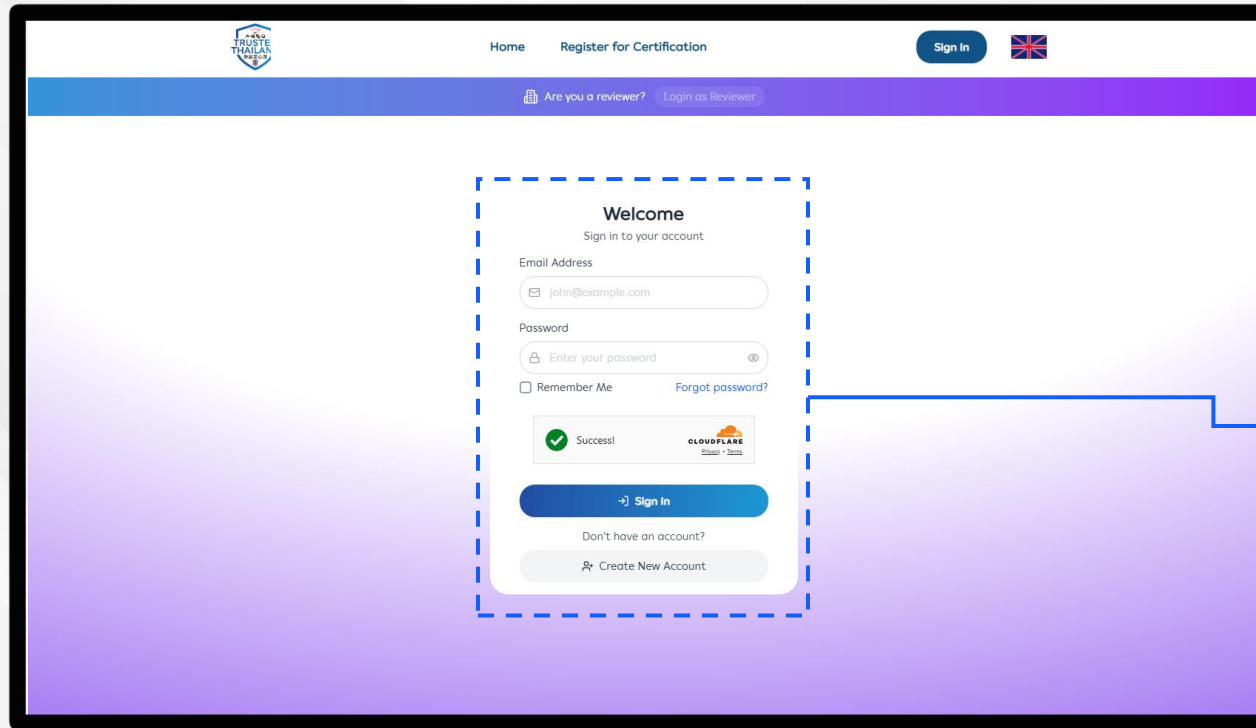
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Application Process for the Trusted Thailand Logo

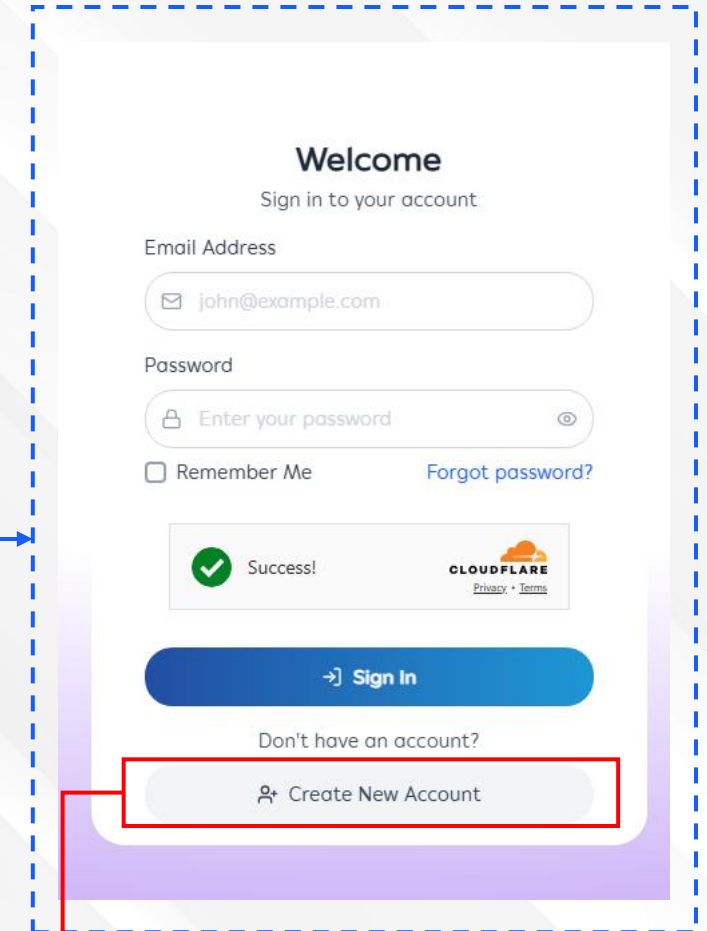
1

Visit
www.tourismthailand.org/trustedthailand



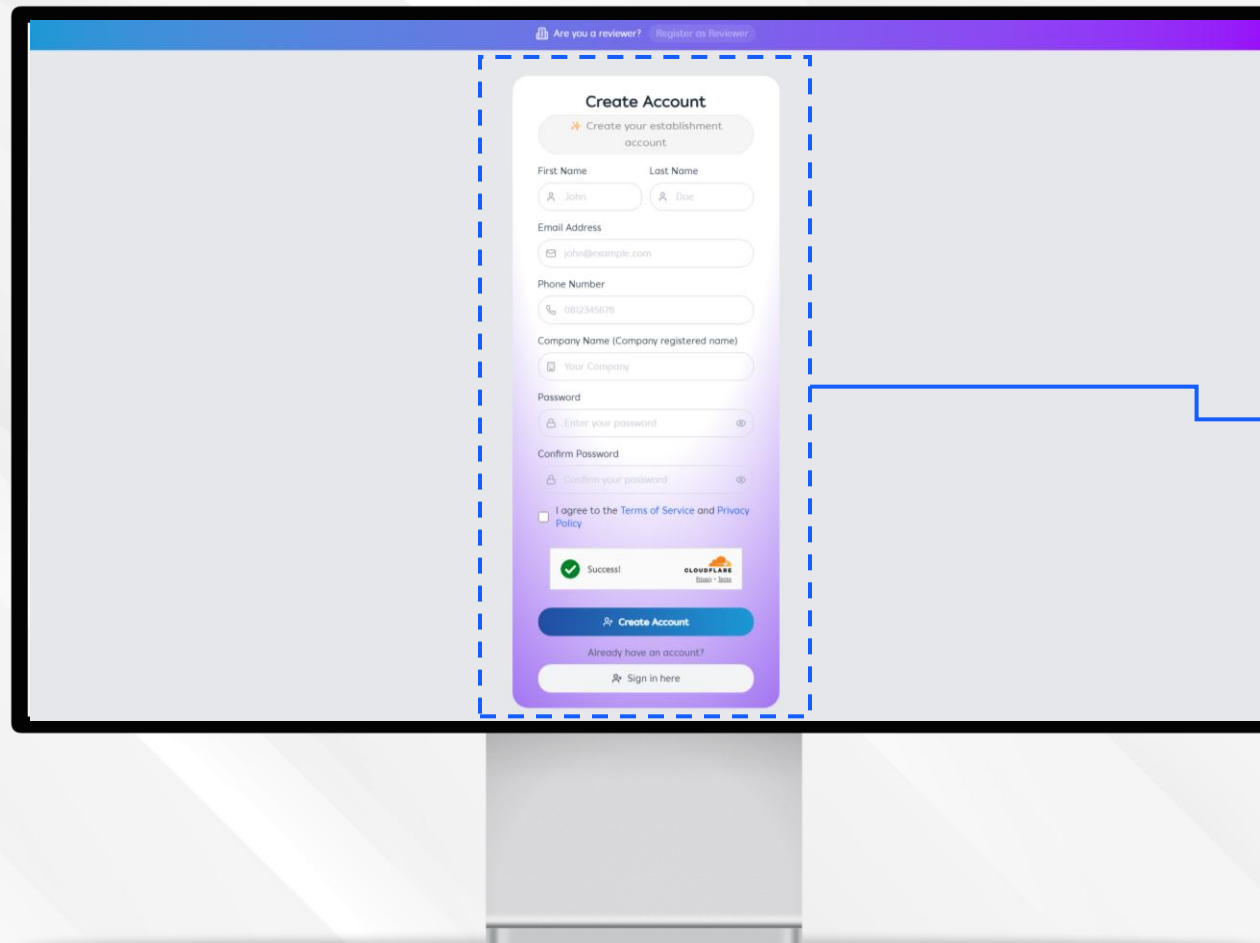
2

Select "Create a New Account" to register.



3

Complete the required information and agree to the Terms of Service and Privacy Policy.



Create Account

Create your establishment account

First Name

Last Name

John

Doe

Email Address

john@example.com

Phone Number

0812345678

Company Name (Company registered name)

Your Company

Password

Enter your password

Confirm Password

Confirm your password

☐ I agree to the Terms of Service and Privacy Policy

Success!

 Cloudflare
Privacy • Terms

Create Account

Already have an account?

Sign in here

Create Account

Create your establishment account

First Name

Last Name

John

Doe

Email Address

john@example.com

Phone Number

0812345678

Company Name (Company registered name)

Your Company

Password

Enter your password

Confirm Password

Confirm your password

☐ I agree to the Terms of Service and Privacy Policy

Success!

 Cloudflare
Privacy • Terms

Create Account

Already have an account?

Sign in here

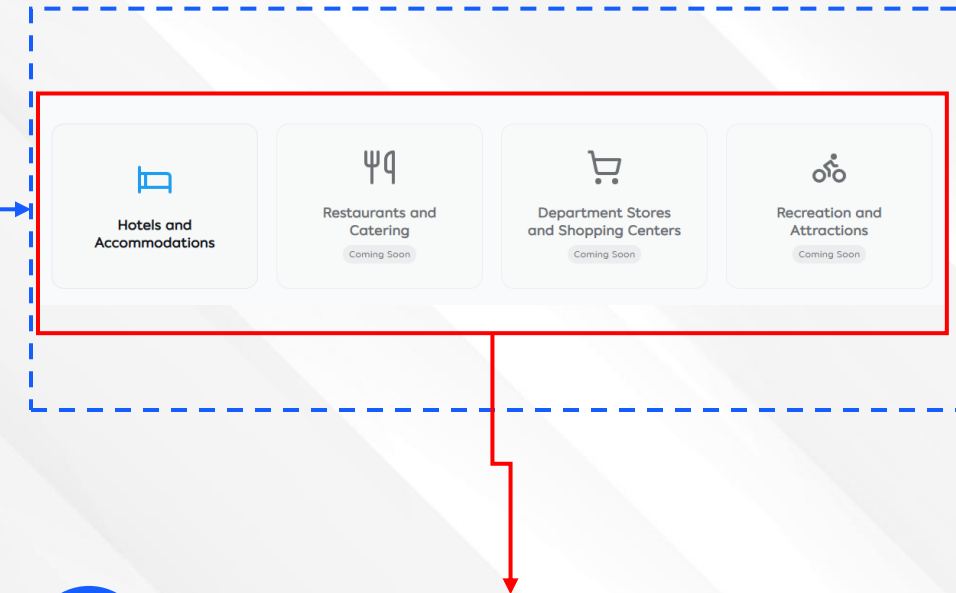
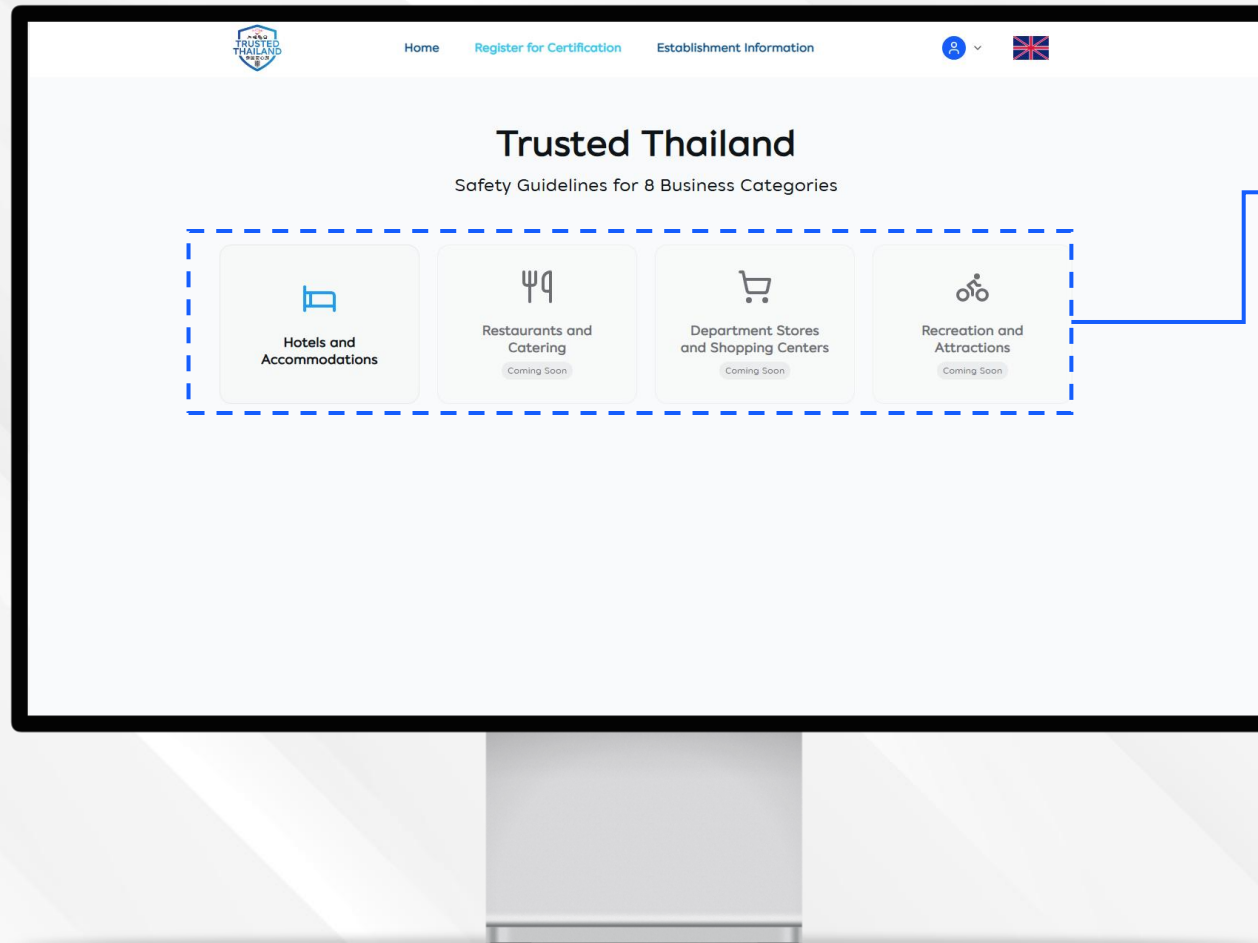
4

Once logged in, you will be directed to the homepage. From there, select the “Register for Certification” menu to apply for the Trusted Thailand logo.



Home

Register for Certification



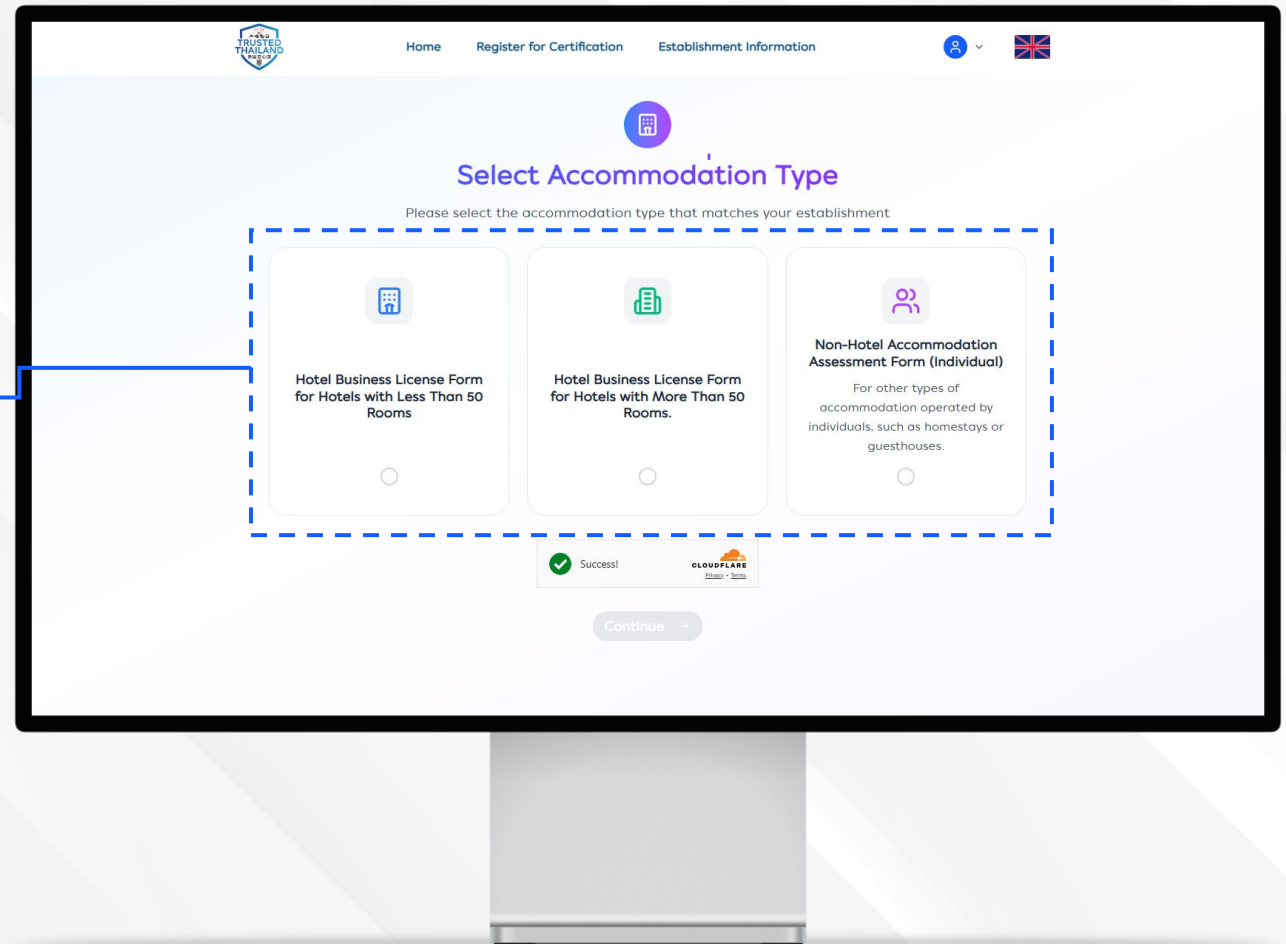
5 Choose the establishment category.

****Initially, applications will only be accepted for the hotel and accommodation category.**

7

For hotel operators, select one of the following types of accommodation:

- 1) Hotel with fewer than 50 rooms
- 2) Hotel with more than 50 rooms
- 3) Non-hotel accommodations (individuals)



Trusted Thailand

Home Register for Certification Establishment Information

Select Accommodation Type

Please select the accommodation type that matches your establishment



Hotel Business License Form
for Hotels with Less Than 50
Rooms

☐



Hotel Business License Form
for Hotels with More Than 50
Rooms.

☐



Non-Hotel Accommodation
Assessment Form (Individual)

For other types of
accommodation operated by
individuals, such as homestays or
guesthouses.

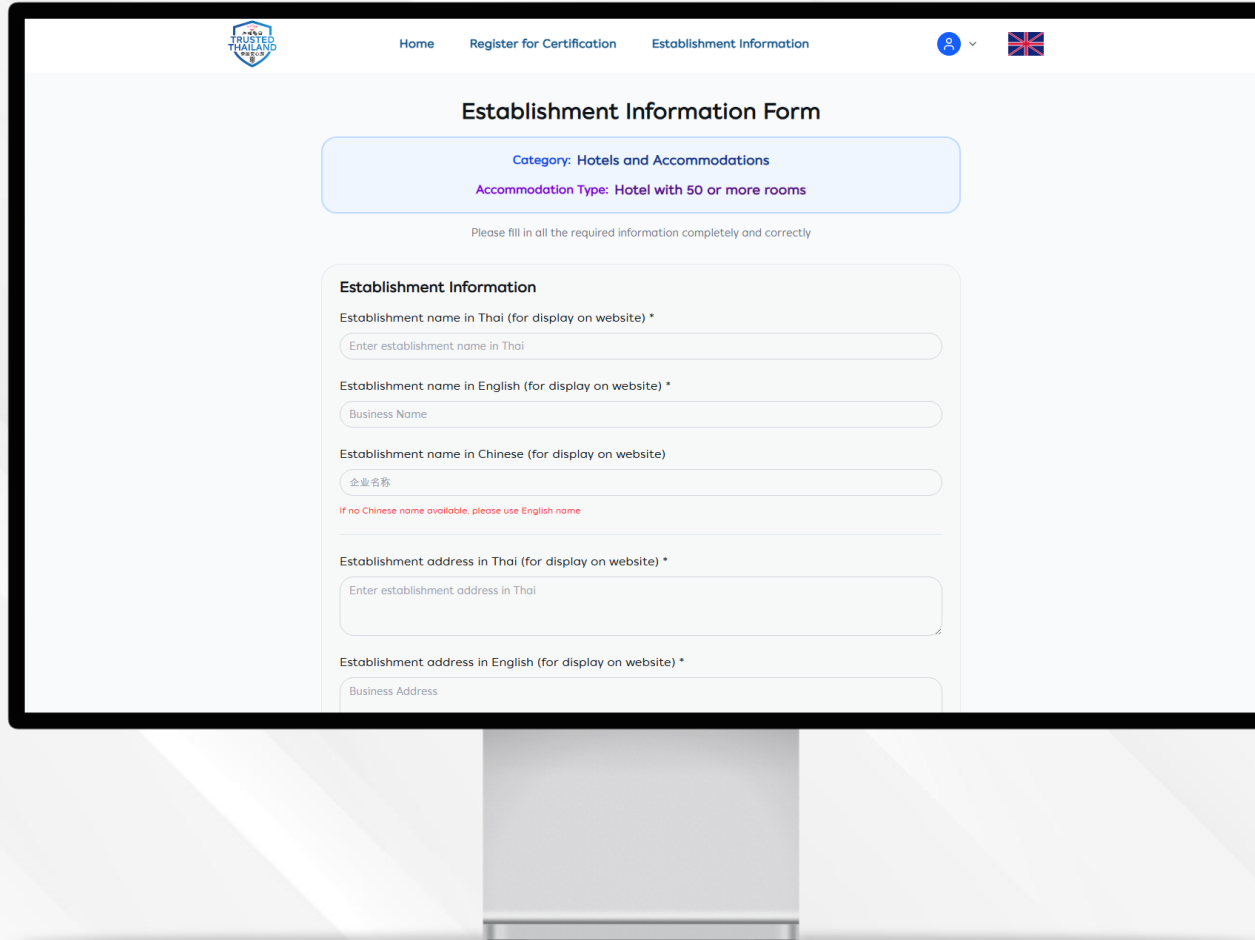
☐

Success!

Continue

8

You will then be directed to the establishment information form, which must be completed.

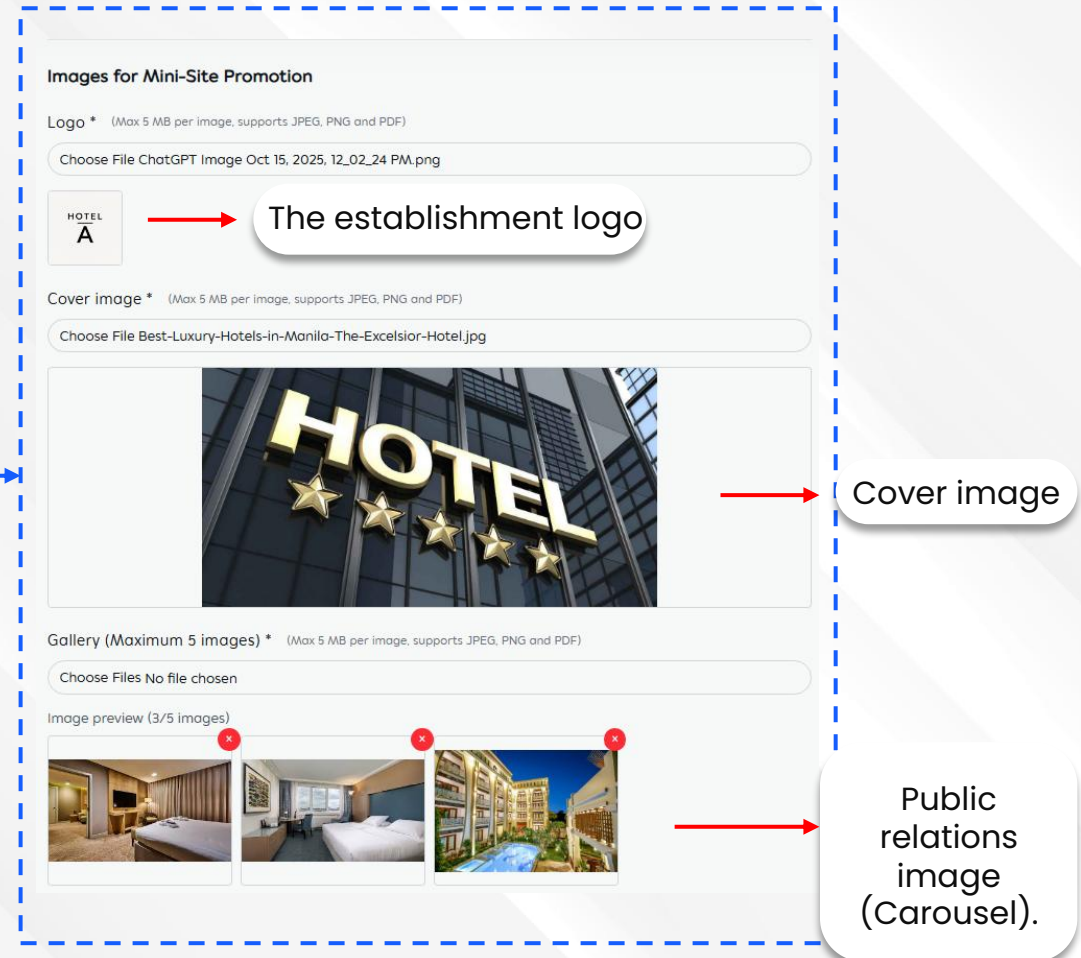
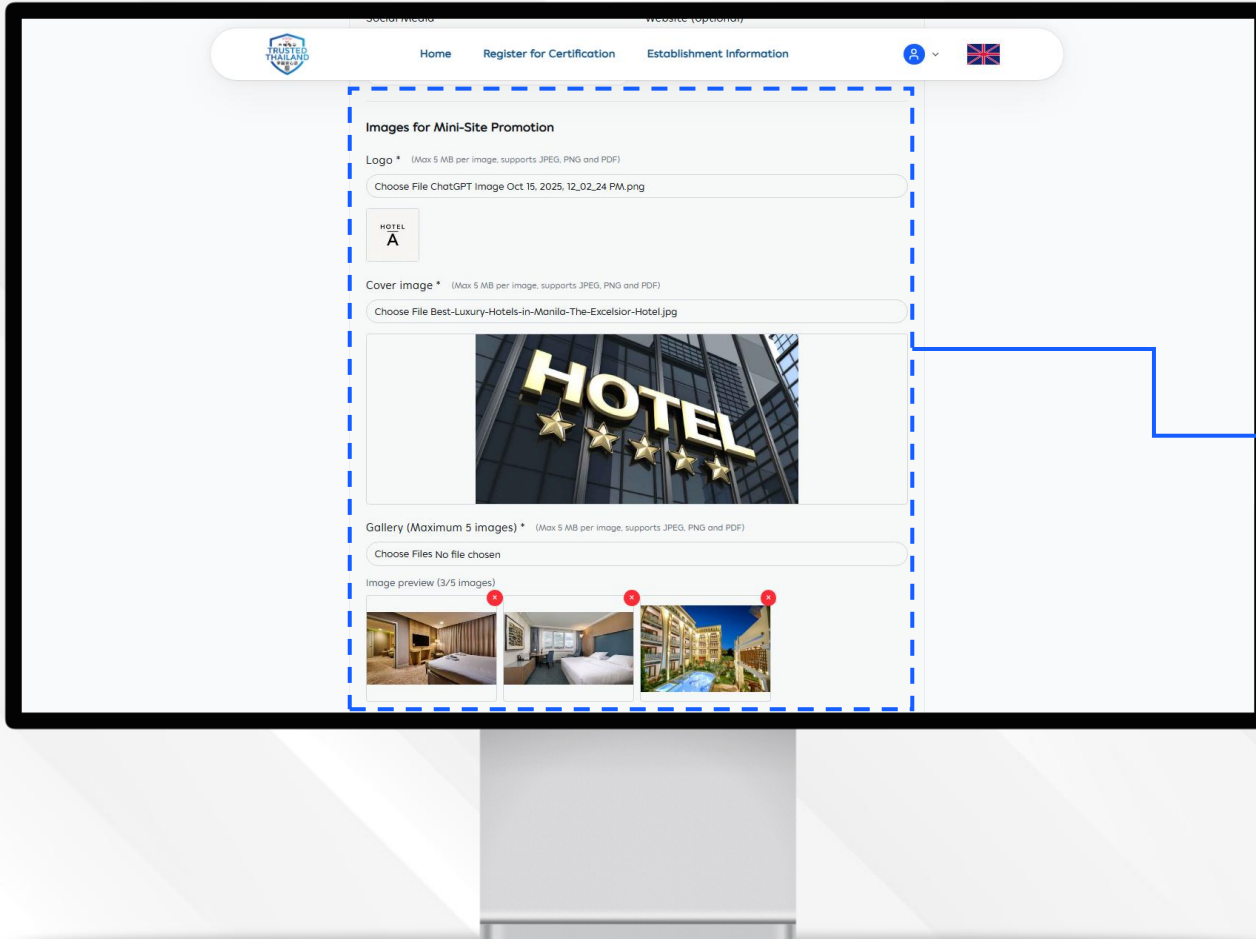


The screenshot shows the 'Establishment Information Form' on the Trusted Thailand website. The form is titled 'Establishment Information Form' and includes a navigation bar with 'Home', 'Register for Certification', and 'Establishment Information'. The form is categorized under 'Hotels and Accommodations' and 'Accommodation Type: Hotel with 50 or more rooms'. It contains several input fields for establishment details:

- Establishment name in Thai (for display on website) ***: Input field with placeholder 'Enter establishment name in Thai'.
- Establishment name in English (for display on website) ***: Input field with placeholder 'Business Name'.
- Establishment name in Chinese (for display on website)**: Input field with placeholder '企业名称'.
- If no Chinese name available, please use English name
- Establishment address in Thai (for display on website) ***: Input field with placeholder 'Enter establishment address in Thai'.
- Establishment address in English (for display on website) ***: Input field with placeholder 'Business Address'.

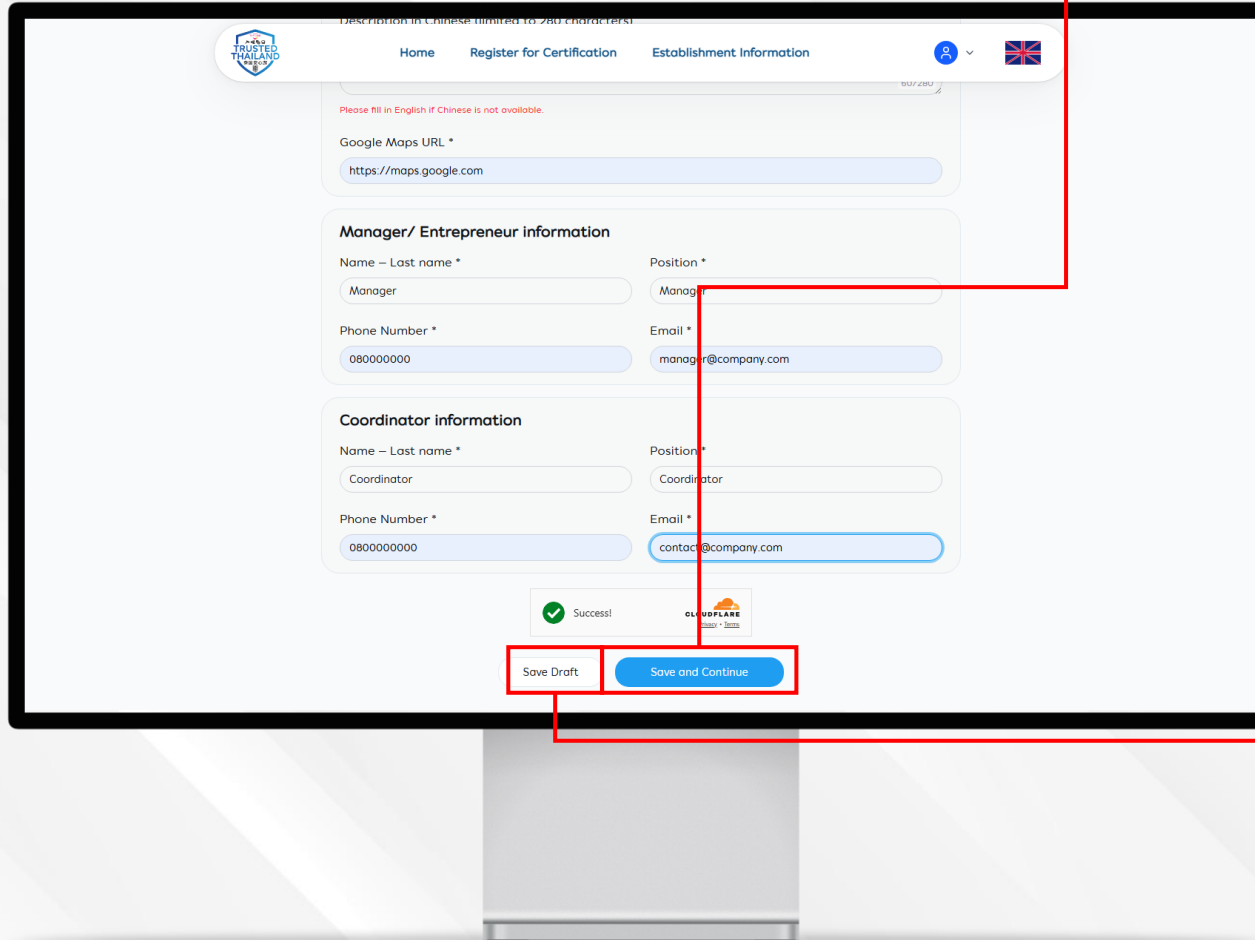
- If you are unable to provide the establishment's name, address, or highlight/tagline in Chinese, please fill in those fields in English.
- During the image upload process, you can upload logos and images for public relations use (images that will be displayed on the website) by clicking "Choose file." Once the image upload is complete, the uploaded image will appear below the upload bar. (Note: If the file size exceeds the specified limit, the image will not upload. You must reduce the file size before uploading. The maximum size per image is 5MB.)

After uploading, a preview of all images will be displayed.



9

After completing the information and uploading images, click "Save information and continue."



The screenshot shows a web form for registration on the Trusted Thailand platform. The form is titled "Establishment Information" and includes a navigation bar with "Home", "Register for Certification", and "Establishment Information". A note at the top states: "Please fill in English if Chinese is not available." The form contains several input fields:

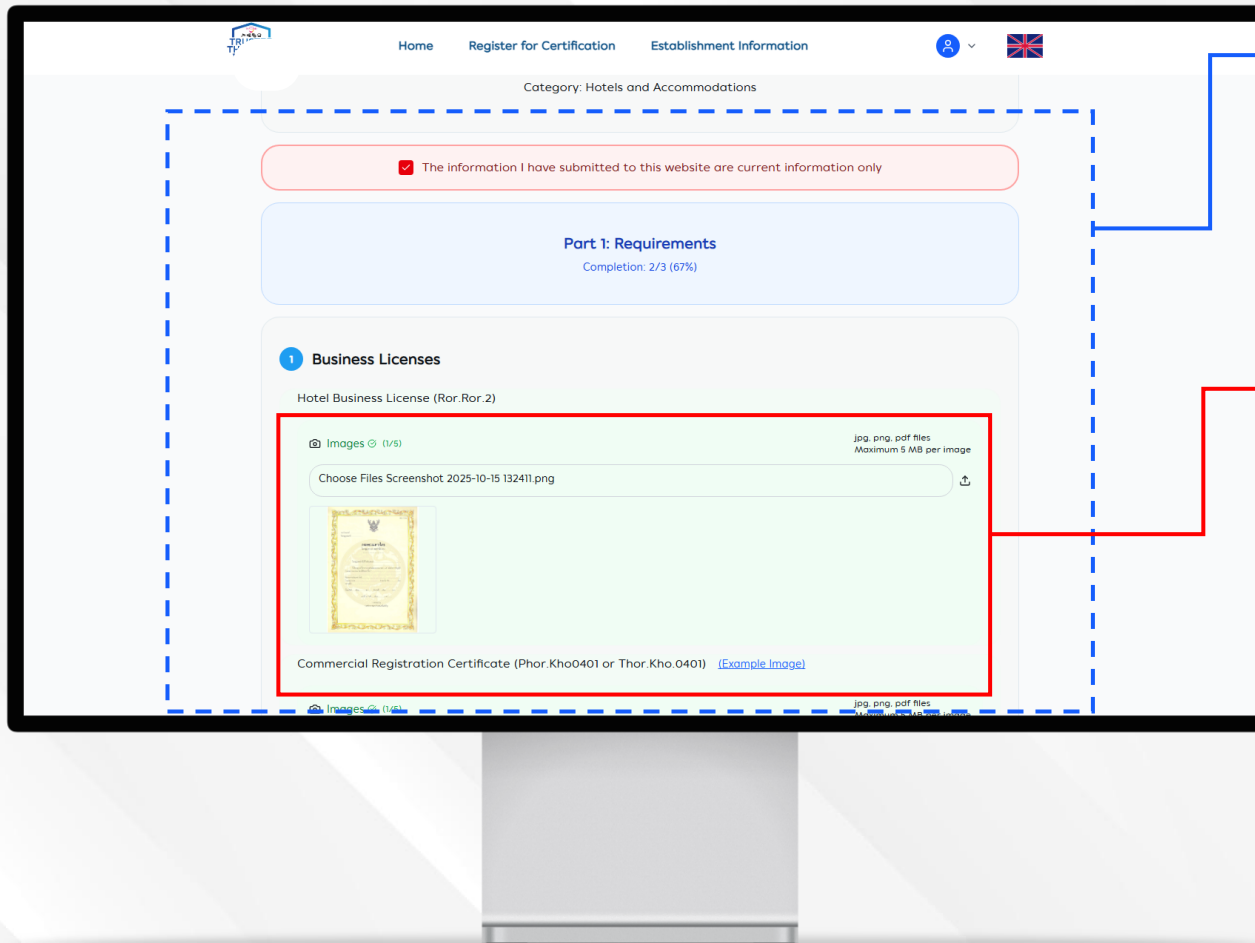
- Google Maps URL * (https://maps.google.com)
- Manager/ Entrepreneur information:
 - Name – Last name * (Manager)
 - Position * (Manager)
 - Phone Number * (0800000000)
 - Email * (manager@company.com)
- Coordinator information:
 - Name – Last name * (Coordinator)
 - Position * (Coordinator)
 - Phone Number * (0800000000)
 - Email * (contact@company.com)

At the bottom of the form, there are two buttons: "Save Draft" and "Save and Continue". A red box highlights these buttons, and a red arrow points from the "Save and Continue" button to the text in the adjacent callout box.

- If you are unable to complete all the information immediately, you can click "**Save draft**," allowing you to return to edit or fill in the establishment information later.

10

After saving the establishment information, you will be taken to the evaluation criteria page, where you can attach supporting documents in the form of images, document files (.PDF), or videos.



The screenshot shows a web interface for 'Part 1: Requirements' under the 'Business Licenses' section. The page is titled 'Hotel Business License (Ror.Ror.2)'. It features a 'Choose Files' button and a preview of a 'Commercial Registration Certificate (Phor.Kho0401 or Thor.Kho.0401)'. A red box highlights the preview image, and a blue dashed box highlights the entire 'Business Licenses' section.

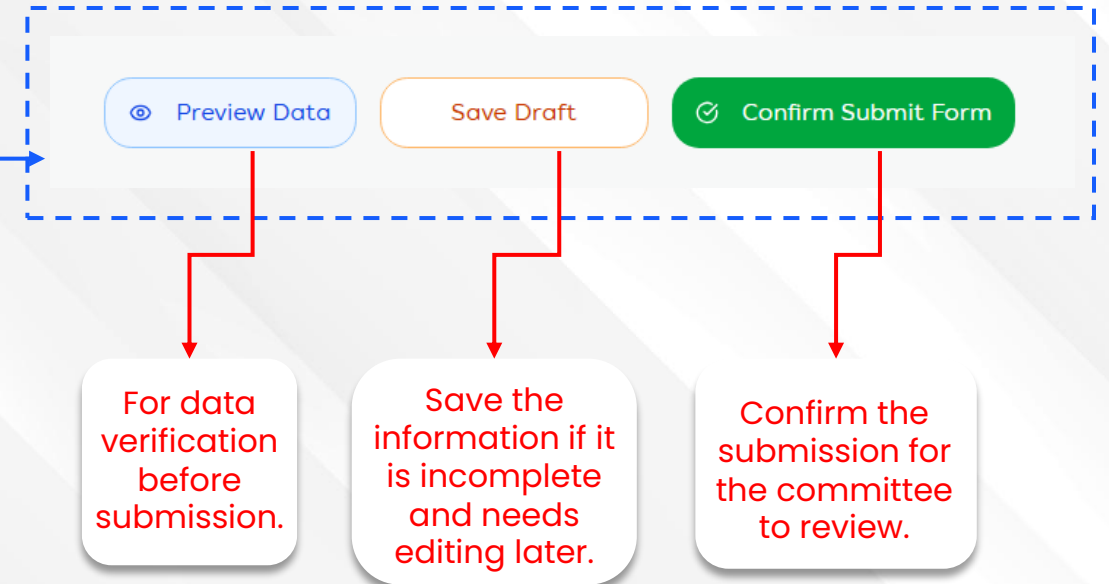
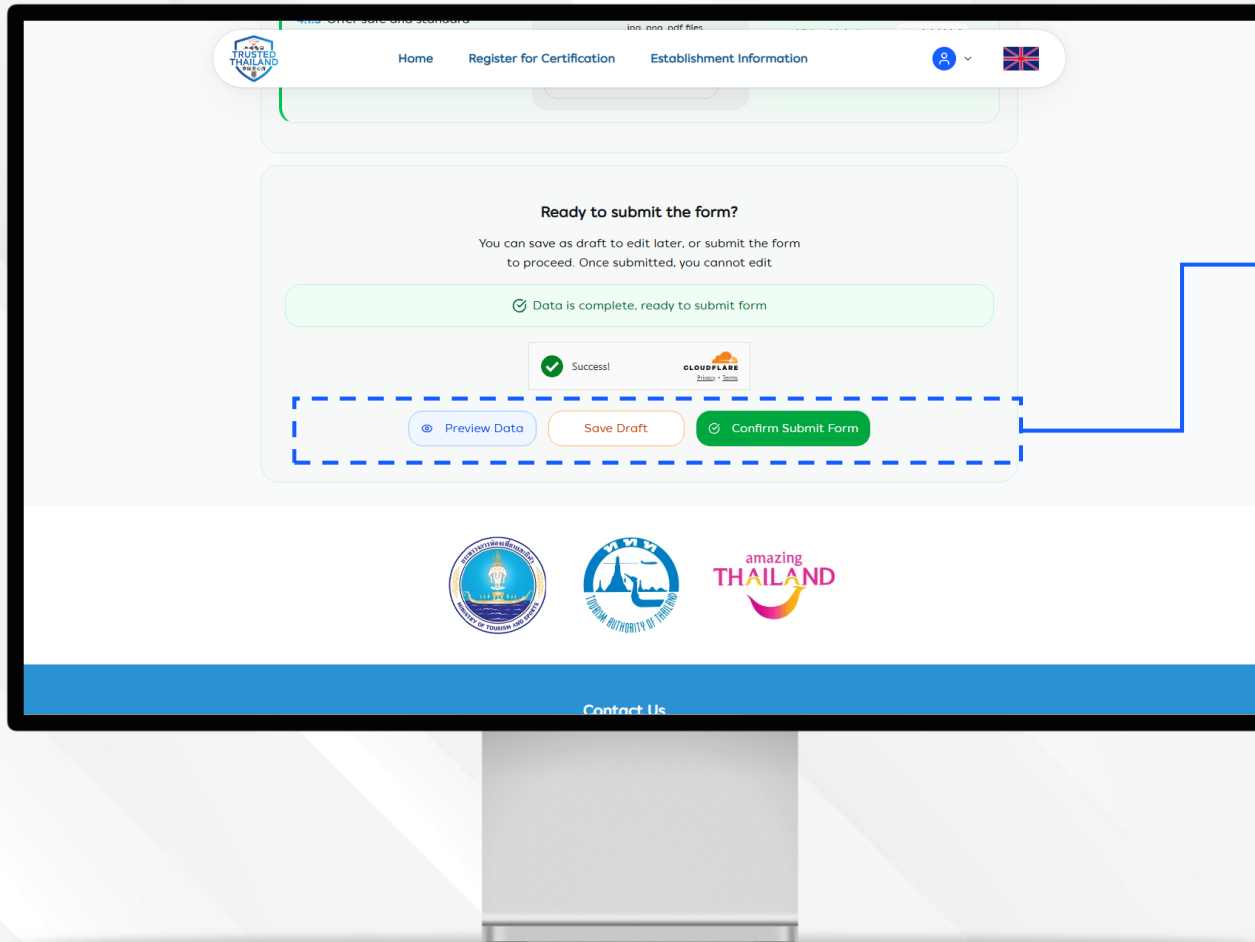
For attaching business documents.

You must upload all documents under 1) Business License. Click "Choose files" to upload (files must be in .JPEG, .PNG, or .PDF format, with a size limit of 5MB. If the upload is successful, the uploaded image will appear below the upload bar, which will turn green).

You can click on the **preview image** to view the attached documents.

11

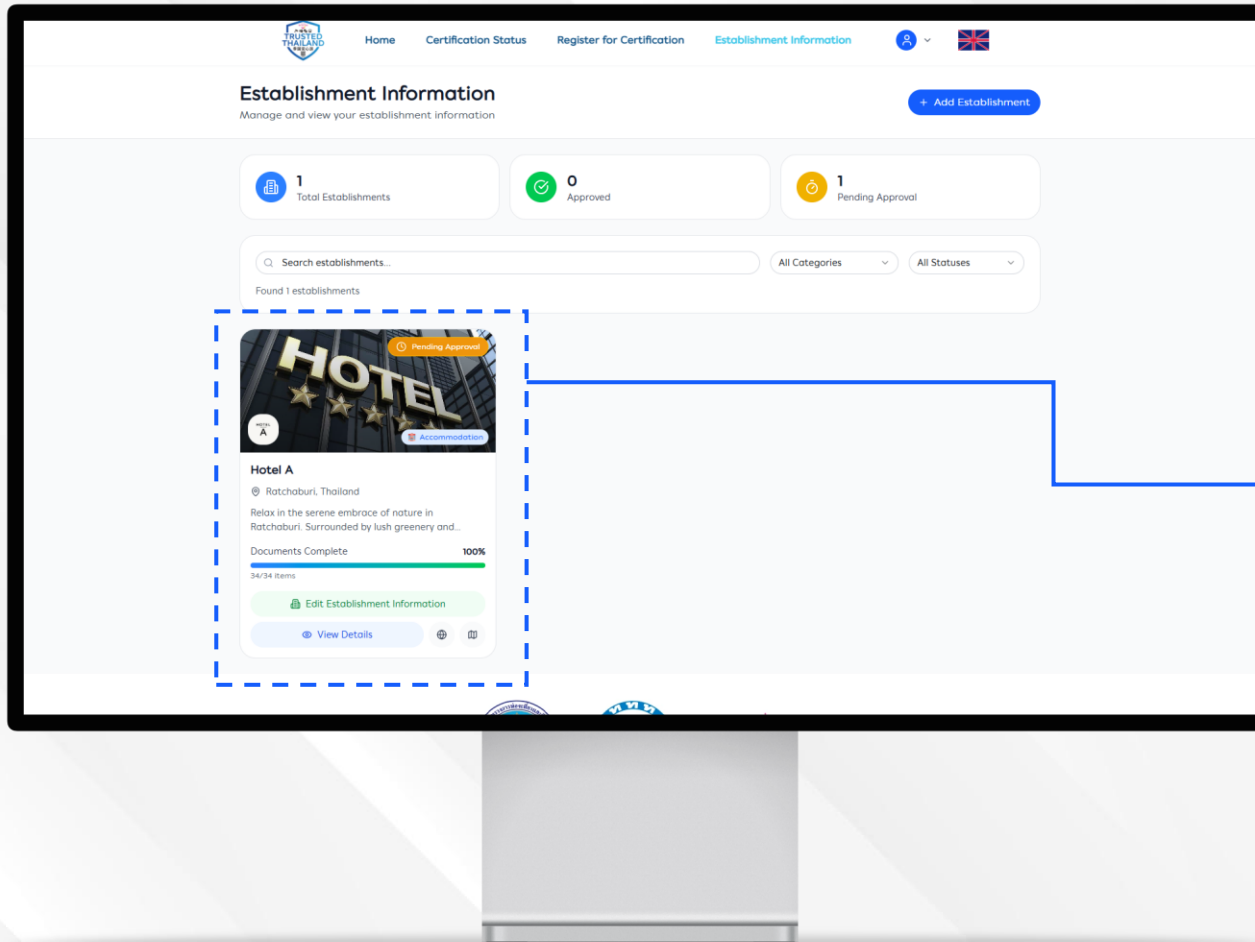
Once all required documents have been attached, you can save the draft, preview the information, and confirm the submission of the form.



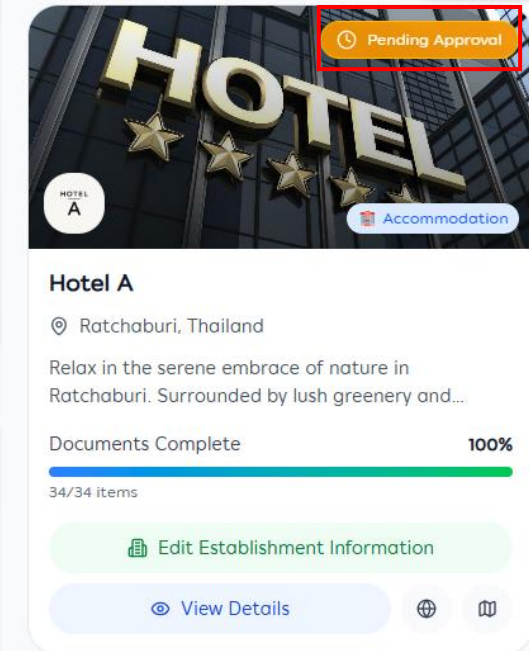
***Once the form is confirmed, only the establishment information can be edited. The evaluation form cannot be edited.

12

After entering the establishment information and attaching required documents, you will be redirected to the establishment information page, where you can view the verification status on your profile page.

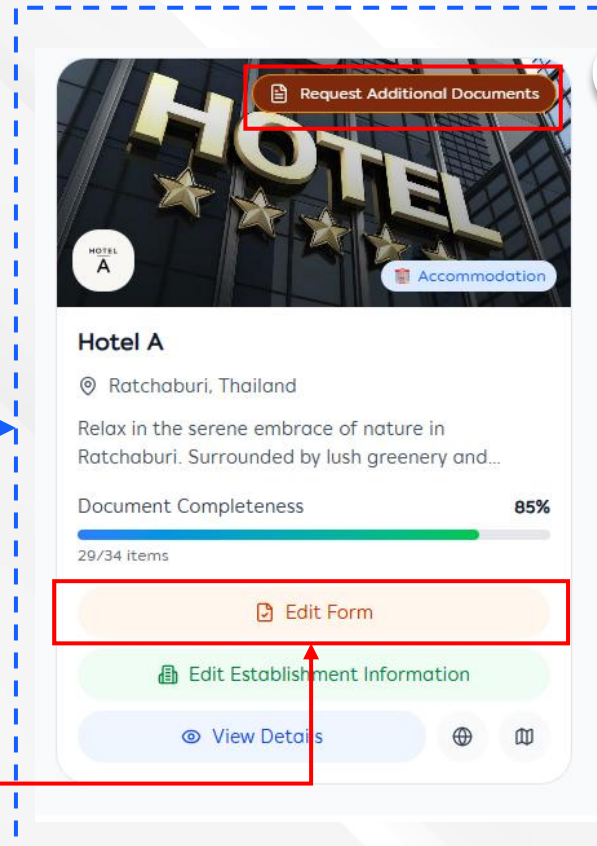
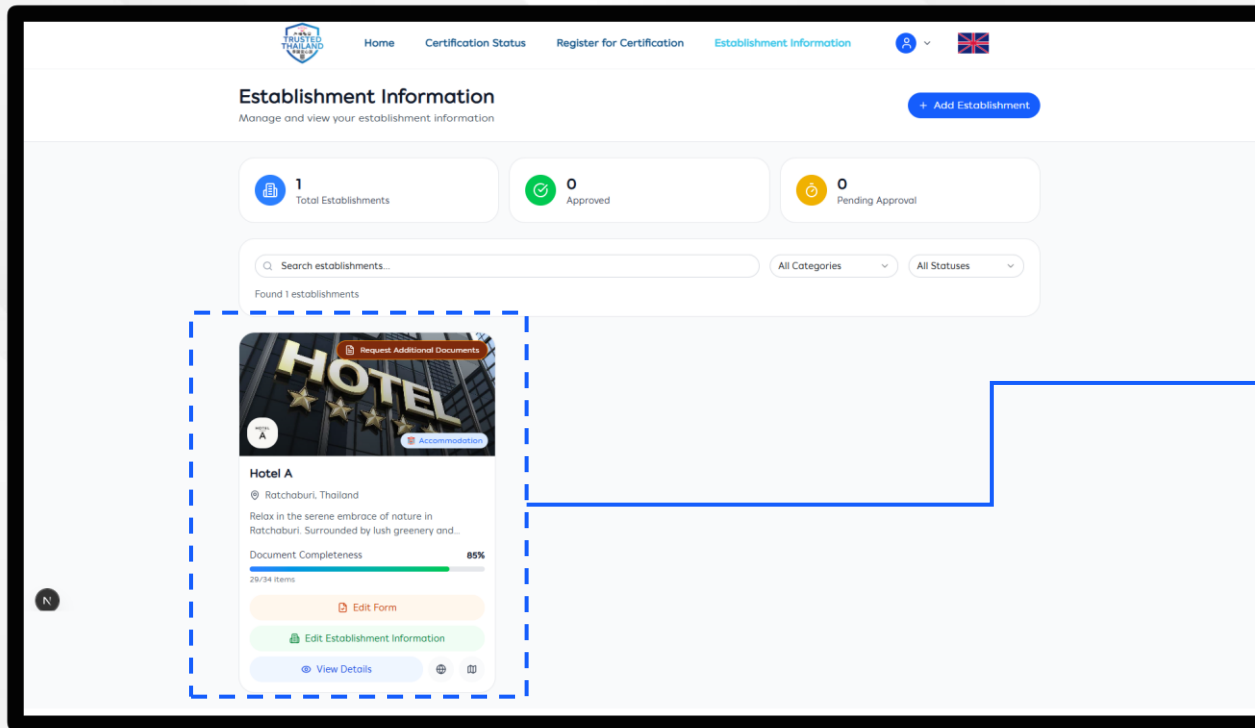


Verification Status



13

If the committee requires additional information, you will see the "Request for Additional Information" status in the top right corner of the registered establishment.



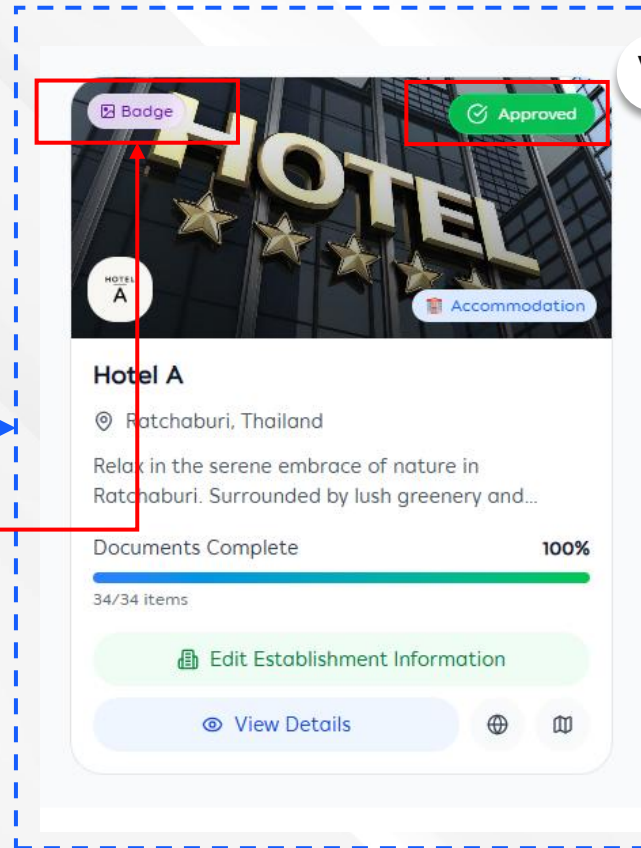
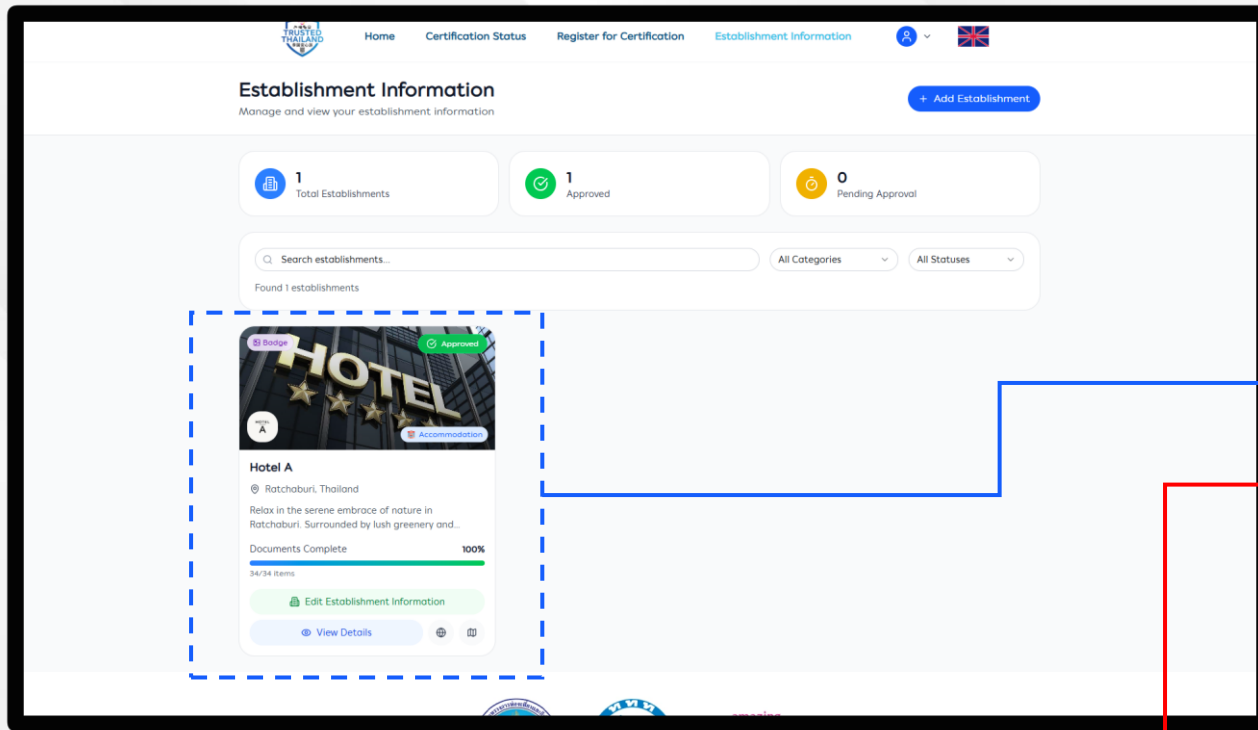
Verification Status

14

You can click on "Edit Form" to attach any additional documents as requested by the committee.

15

Once all information has been verified and approved, you will receive an "Approved" status in the top right corner of the registered establishment.



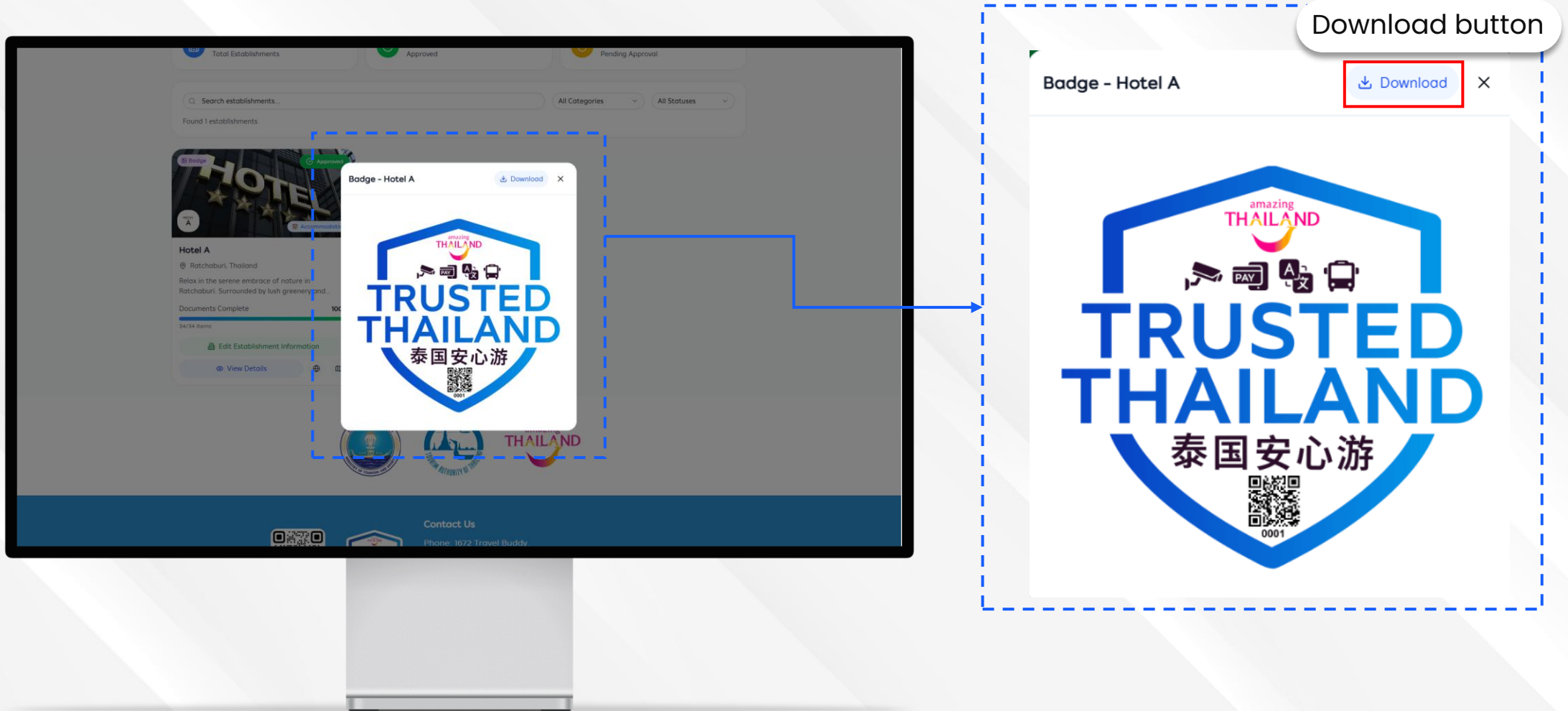
Verification Status

16

You can download the logo by clicking on the "Badge" menu.

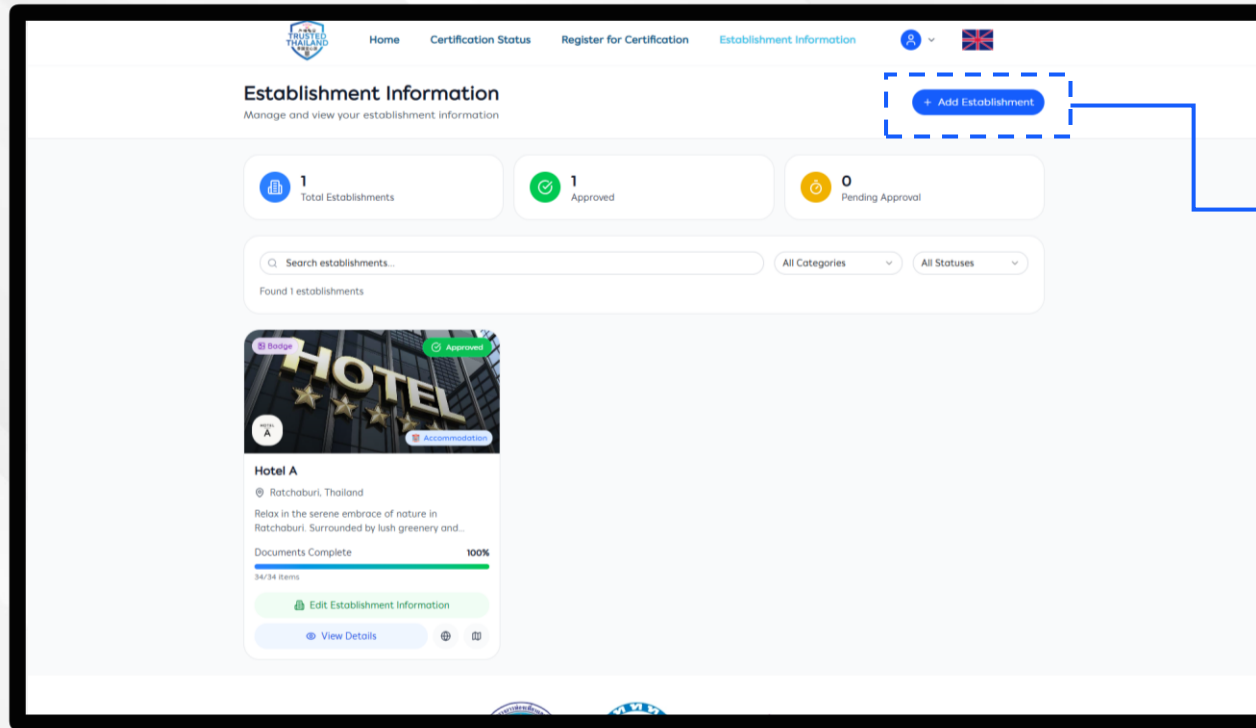
17

The logo download page will appear, allowing you to print and display it at your premises.



18

If you wish to register additional branches or other establishments, you can go to your profile settings and select "+ Add Establishment."



19

Click "Add Establishment."

