



Phrarnang beach is without boat as per the commitment to Railay Model

Railay Model

January 2023 – Krabi, Thailand – **“Railay Model: Together, we will keep our Railay beautiful”**

This initiative formulates from the collaboration of various stakeholders from public and private sector including Krabi province, Rayavadee & other Railay hotels and the locals.

Rayavadee Krabi has long been known by tourists all around the world as a luxury resort in Railay beach where all the natural charms are well-preserved. Not only our award-winning architecture and tropical landscapes became the landmark for our visitors, the naturally-crafted scenes around the resort – soft and white sand, clear blue sea, majestic limestone cliffs, and many wildlives which help maintain a balanced ecosystem – are ready to impress everyone with its stunning and equally important role.

No matter what we do, we always take these natural resources into the equation. By referring to ‘we’, it is not only Rayavadee but everyone and everything in Railay: the locals, resorts & hotels, restaurants, and other entrepreneurs in the area. Everyone works hand in hand to preserve the unique environment so that the later generations and nature lovers can also appreciate it just like we do. As a result, the “Railay Model” was founded with its main purpose to maintain and improve this touristic area.

The five main focuses of Railay Model are:

1. To improve the ecotourism and restore natural surroundings in the area such as placing coral reef buoys, enforcing specific touristic routes around Phra Nang cape, both onshore and offshore;
2. To improve the quality of tourism in Railay Bay area by specifying the pick-up points for boat services to maintain order in Railay bay;

3. To reduce wastes, especially plastic wastes, by banning plastic bottles and bags in the area, by separating wastes and reducing the use of plastic;
4. To improve tourists' security by establishing a tourist center, setting up CCTVs in Railey area, setting up warning and road signs, and setting up a security team to make sure that everyone is safe;
5. To cultivate awareness of nature conservation on youths and tourists alike by inviting them to take part in beach cleaning activities, to learn about ecosystem restoration, and to plant beach forest trees.

From the day we started the Railay Model until now, we have learned so much and realized how important nature is to us. Not only are we proud as the locals here, we also take pride in working together to preserve this beautiful land so that everyone can experience the value and beauty of this gem for generations to come.

For further information or high resolution photography,
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