



FOR PR

**The Online Training Programme on
“The New Normal with Sustainable Community – based Eco-tourism Development under 4P model”
Academic Service Centre, Burapha University (BUU), Chonburi, Thailand
in Collaboration with
Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs, Thailand**

Calendar (7th – 25th May 2021)

Activity	Date
1. Soft Announcement	5 th April 2021
2. Official Application Submission Period - Application form - VDO Clip	12 th - 30 th April 2021
3. Participants Announcement	5 th May 2021
4. Online Training Period 4.1 Topic 1 : Programme Orientation and Course Introduction 4.2 Topic 2 : Introduction to Sustainability and Community – based Eco-tourism (CBET) Development in Thailand 4.3 Topic 3 : Collaboration & Participation in Communication-based Eco-tourism in Thailand 4.4 Topic 4 : The New Normal Tourism Standard in Thailand 4.5 Topic 5 : Tourism Driving in Globalization based on SEP 4.6 Topic 6 : Integrated Local Tourism (CBT) 4.7 Topic 7 : The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign 4.8 Topic 8 : The New Normal in Tourism : How life has changed due to COVID-19 4.9 Topic 9 : Conclusion & Post-test	7 th May 2021 11 th May 2021 11 th , 13 rd May 2021 13 rd , 17 th May 2021 17 th May 2021 19 th May 2021 19 th ,21 st May 2021 21 st May 2021 25 th May 2021
5. Submit Final Essay (Post-test)	24 th May 2021

Remark : 1. All topics could be re-viewed at all time until online program ending.
2. According to the Schedule, Live streaming on ZOOM Cloud Meetings at the local time in Thailand (GMT+7).



**Schedule for The Online Training Programme:
“The New Normal with Sustainable Community – based Eco-tourism Development under 4P model”**

Via ZOOM Cloud Meetings (7th – 25th May 2021)

Date/ Time/Topic	Time (Thailand time GMT+7)	Content	Speaker	Remark
Day 1 : Friday 7th May 2021 /11.30 a.m. – 03.00 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
1 Programme Orientation and Course Introduction	12.00 – 01.00 p.m.	Opening Ceremony Ep 1.1 : Course Introduction	Dr. Nawasit Rakbamrung Deputy Director of Academic Service Centre, BUU, Chonburi Province	
	01.00 – 02.00 p.m.	Ep 1.2 : Course Assignment & Evaluation		
	02.00 – 03.00 p.m.	Ep 1.3 : Country Presentation & Sharing		Individual Country presentation
Day 2 : Tuesday 11th May 2021 /11.30 a.m. – 04.00 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
2 Introduction to Sustainability and Community Eco- tourism Development in Thailand	12.00 – 01.00 p.m.	Ep 2.1 : Tourism Situation and Trend - Statistic - Situation and Trend - Sustainable Tourism Information System	Dr.Chuwit Mitrchob, DASTA	Moderator topic 2 : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
	01.00 – 02.00 p.m.	Ep 2.2 : Strategies , Policies and Initiative - The New Normal in Tourism Recovery - Model in Developing Sustainable Tourism	Dr.Chuwit Mitrchob, DASTA	
3 Collaboration & Participation in Community -based Eco- tourism in Thailand	02.00 – 03.00 p.m.	Ep 3.1 : CBET with Community Participation (point of view <i>People</i> sector) Case study Northern, Southern, North-Eastern Region of Thailand: 1. Baan Kao Eco – tourism Community, Song Kha province (Southern) 2. Baan Na Ton Jun tourism Community, Sukhothai province (Northern) 3. Baan Kiriwongkot, Udon thani province (North-Eastern)	1. Dr. Nawasit Rakbamrung 2. Representative from Communities	
	03.00 – 04.00 p.m.	Discussion		
Day 3 : Thursday 13th May 2021 /11.30 a.m. – 04.00 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
3 Collaboration & Participation in Community -based Eco- tourism in Thailand	12.00 – 01.00 p.m.	Ep 3.2 : “The bridge from Local to Global” collaboration between community and private (point of view <i>Private & Partnership</i> sector)	Representative from Thai Responsible Tourism Association (TRTA)	Moderator : Dr. Nawasit Rakbamrung
	01.00 – 02.30 p.m.	Ep 3.3 : “Support and Promotion” collaboration between community and Local Government, Government Agency (point of view <i>Public</i> sector) Case study from Central/Eastern Region of Thailand	Representatives from Municipality/ Government Agency and Community	- VDO record from site&Live -Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
4 ◆ The New Normal Tourism Standard in Thailand	02.30 - 04.00 p.m.	Ep 4.1 : Sustainable Tourism - Green Tourism - Sustainable Tourism - Responsible Tourism : RT (3 dimensions : Social Responsibility, Economic Responsibility, Environmental Responsibility) - case study	Representative from Ministry of Tourism and Sport or related organization	Moderator : Dr. Nawasit Rakbamrung
Day 4 : Monday 17th May 2021 /11.30 a.m. – 03.30 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
4 ◆ The New Normal Tourism Standard in Thailand	12.00 – 01.30 p.m.	Ep 4.2 : Tourism Quality Standard - Thailand and ASEAN Tourism Standard - Amazing Thailand Safety and Health Administration (SHA)	Representatives from Tourism Department, Ministry of Tourism and Sport	Moderator : Dr. Nawasit Rakbamrung
	01.30 – 02.00 p.m.	Discussion		
5 ◆ Tourism Driving in Globalization based on SEP	02.00 – 03.30 p.m.	- Case study Central Region of Thailand : Bang Kra Jao bend Community, Samutprakarn Province - Discussion	Representatives from Bang Kra Jao bend Community	-VDO record from site&Live - Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
Day 5 : Wednesday 19th May 2021 /11.30 a.m. – 04.00 p.m. (outdoor live)				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
6 ◆ Integrated Local Tourism (CBT)	12.00 – 02.00 p.m.	- Case study CBT from Central Region of Thailand : Tambone Baan Leam Tourism Community, Suphan buri province - Discussion	Representative from Tambone Baan Leam Community	-Live on site - Moderator : Dr. Nawasit Rakbamrung
7 ◆ The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign	02.00 – 04.00 p.m.	Ep 8.1 - Marketing Communication, Tools and Strategies - Campaign Success cases and case study : Village tourism 4.0 - Discussion	Representative from TAT or related organization	- Moderator : Dr. Nawasit Rakbamrung
Day 6 : Friday 21st May 2021 /11.30 a.m. – 04.30 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
7 ◆ The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign	12.00 – 02.00 p.m.	Ep 8.2 : - Destination Design & Branding - Discussion	Dr.Ratchata Channol, Burapha University	- Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
8 ◆ The New Normal in Tourism : How life has changed due to COVID-19	02.00 – 03.00 p.m.	Ep 9.1 : Overview COVID-19 in Thailand - Situation & Policy - Impact - Prevention - What will change?	Guest Speakers : Ep. 1 Veterinarian Dr. Soawapak Hinjoy, Director of International Cooperation Agency, Department of Disease Control, Ministry of Public Health	- Moderator : Dr. Nawasit Rakbamrung
	03.00 – 04.00 p.m.	Ep 9.2 : Hospital Case Study & Experienced Sharing	Representative from local hospital	
	04.00 - 04.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	
Day 7 : Tuesday 25th May 2021 /11.30 a.m. – 02.00 p.m.				
	11.30 – 12.00 a.m.	☞ Room open to Join link & Register		
9 ◆ Conclusion	12.00 – 02.00 p.m.	Post-test & Closing Ceremony of the Training Programme: 1. Individual Presentation 2. Concept Paper for further cooperation/projects 3. Post-test 4. Closing Ceremony	1. Dr.Chuwit Mitrchob, DASTA 2. Dr. Nawasit Rakbamrung 3.Ms.Buttri Dumrisathonlamark	

Remark : 1. Schedule subjects to change if applicable

2. According to the Schedule, Live streaming on ZOOM Cloud Meetings at the local time in Thailand (GMT+7)

3. DASTA : Designated Areas for Sustainable Tourism Administration (Public Organization)

TAT : Tourism Authority of Thailand

SEP : Sufficiency Economy Philosophy

CBET : Community – based Eco-tourism / CBT : Community – based tourism

TRTA : Thai Responsible Tourism Association (TRTA) was formed by stakeholders from six different sectors involved in tourism: tour operators, accommodation providers, restaurants, tourist guides, local communities and academics. The group shares the belief that Responsible Tourism can have a positive impact for all stakeholders and by being responsible and conscientious in using tourism resources help guarantee its future sustainability.

4. Course concept is learn with experiences from 4P = People – Public – Private - Partnership in tourism