



**The Online Training Programme on
“The New Normal with Sustainable Community–based Eco–tourism Development
under 4Ps model for ACMECS” in HRD Smart Scholarships Project
22nd – 26th , 30th August 2022 (Thailand time GMT+7)
Organize by Academic Service Centre, Burapha University, Chonburi, Thailand**



1. Course Title: The New Normal with Sustainable Community–based Eco–tourism Development under 4Ps model for ACMECS

2. Duration: This seven-day online course will be conducted in 22nd – 26th and 30th August 2022 (Thailand time GMT+7) via Zoom Cloud Meeting from Academic Service Centre, Burapha University, Thailand

3. Background and Rational

Thailand has offered the various kinds of tourism which the community based ecotourism has become one of the most interesting tourism types throughout the country. They are both managed by the community itself, management decisions are made by local people and profits directly go to the community and often marketed and organized by private travel companies and government protected areas under the wide concept of sustainable tourism such as:

- Contributes actively to the conservation of natural and cultural heritage
- Includes local and indigenous communities in its planning development and operation contributing to their well-being
- Interprets the natural and culture heritage of the destination to the visitor
- Lends itself better to independent travelers, as well as organizes tours for small sized groups.

In response to the COVID-19 pandemic, we aims to share Thailand’s experiences in the application of Sufficiency Economy Philosophy (SEP) for sustainable development particularly during the period of COVID-19 pandemic.

So, the Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs in collaboration with Academic Service Centre (ASC), Burapha University, Chonburi, Thailand conducted an online training course on “The New Normal with Sustainable Community–based Eco–tourism Development under 4Ps model for ACMECS” via Zoom Cloud Meeting on 22nd – 26th and 30th August 2022

4. Institute organizer: Burapha University, THAILAND

5. Objectives: This online training course aims at sharing Thailand's experiences in the application of Community-based Eco-tourism (CBET) for sustainable development. At the end of this course, participants are expected to;

5.1 Understand the concept of CBET as an approach for sustainable development under the COVID-19 pandemic.

5.2 Understand how to apply CBET to different cases, such as, community development projects and lesson learned from Thai and foreign model.

5.3 Be able to apply CBET to the case of their respective countries.

6. Course Contents:

6.1 Course Outline

- Programme Orientation and Course Introduction
- Introduction to Sustainability and Community Eco-tourism Development in Thailand
- Collaboration in Community-based tourism in Thailand
- The bridge from Local to Global
- What is the importance of community participation?
- Tourism Standard in Thailand
- Best practice CBT with Thailand Tourism Standard & BCG model
- BCG model and Coastal Ecotourism management
- Integrated Local stakeholders for Sustainable Tourism
- Tourism Driving in Globalization based on SEP
- The Next Normal Tourism Marketing Communication
- Concept Paper Presentation & Conclusion

6.2 Advance Assignments

6.2.1 Country reports

All participants are requested to prepare a 5 minutes country report.

Part 1: Country background and some details focus on geography, social and economy background and government policy for sustainable development.

Part 2: Idea/example development project in your country. The details should focus on key success or negative factors.

6.2.2 Project Assignment

Each participant is required to prepare, submit report and give the presentation on how to apply the CBET to delegations' country (before ending the programme).

7. Focused countries

Countries member from Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy (ACMECS) : Myanmar, Thailand, Lao PDR, Cambodia and Vietnam

8. Participant Criteria

8.1 Be nominated by their respective government

8.2 Language: proficiency in English (speaking, listening, reading and writing)

8.3 Education: At least bachelor degree in relation to agriculture, economics, rural development, social science, environment and public policy or other relevant disciplinary areas with five (5) years of related work experience

8.4 Able to participate in the online training course for the entire duration

9. Attendance and Evaluation

Participants who completed the online training will receive E-certificate base on:

- 9.1 Online learning, real – time class attendance (not less than 80%)
- 9.2 Online Interactive class participation and discussion
- 9.3 Submission of the assignment : Report and presentation
- 9.4 Online evaluation (the most correct and outstanding answer)

10. Expected Results

- 10.1 To learn and experience the best practice relevant to the participated course
- 10.2 To be able to apply CBET theories and concepts as a potential approach to the community development for sustainable development
- 10.3 To create a good friendship among participants
- 10.4 To explore the Thainess including the traditional & cultural sharing during the participants' time

11. Institution

11.1 Executing Agency

Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs (MFA)

11.2 Implementing Agency

The course will be conducted by Academic Service Centre, Burapha University, 169 Long - Hadd Bangsaen, Saensuk, Muang, Chonburi, 20131 Thailand

Contact persons

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12. Expenditure/funding

Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs (MFA)
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Schedule for the Online Training Programme:

“The New Normal with Sustainable Community – based Eco-tourism Development under 4Ps model for ACMECS”

Via ZOOM Cloud Meetings: 22nd – 26th , 30th August 2022 (Thailand time GMT+7)

**Academic Service Centre, Burapha University (BUU) in Collaboration with
Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs**

Date/Time/Topic	Time (Thailand time GMT+7)	Content	Speaker	Remark
Day 1 : Monday 22nd July 2022 /08.30 – 13.30 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
1 Programme Orientation and Course Introduction	09.00 – 10.00 a.m.	Opening Ceremony Ep 1.1 : - Course Introduction - Course Assignment & Evaluation	Dr. Nawasit Rakbamrung Deputy Director of ASC, BUU, Chonburi Province	Opening Ceremony : 1.Representative from TICA 2. Representative from BUU
	10.00 – 11.00 a.m.	Ep 1.2 : Country Presentation & Overview of Tourism Sharing	1.Dr. Nawasit Rakbamrung 2. Ms.Buttri Dumrisathonlamark, BUU	
	11.00 – 11.30 a.m.	Break		
2 Introduction to Sustainability and Community tourism Development in Thailand	11.30 – 12.30 p.m.	Ep 2.1 : Tourism Situation and Trend - Statistic - Situation and Trend - Sustainable Tourism Information System	Representative from DASTA	Moderator : Dr. Nawasit Rakbamrung
	12.30 – 13.30 p.m.	Ep 2.2 : Strategies , Policies and Initiative - Thailand Next Normal in Tourism - Model in Developing Sustainable Tourism /BCG model	Representative from DASTA	

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
Day 2 : Tuesday 23rd July 2022 /08.30 a.m.– 13.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
3 Collaboration in Community - based tourism in Thailand	09.00 – 10.30 a.m.	<ul style="list-style-type: none"> - Community Collaboration of Public & Private sector - Strengthening community participation - Model of Sustainable Community Development - Support and Promotion - Success Projects/Case study 	Representative from 2 related organization 1. Local Government or Government Agency : Department of Community Development, MI or related organization 2. Travel Agency: Local Alike or related organization 3. Dr. Nawasit Rakbamrung	
4 The bridge from Local to Global	10.30 – 11.30 a.m.	<ul style="list-style-type: none"> - Responsible Tourism (RT) in Thailand 3 dimensions : Social Responsibility, Economic Responsibility, Environmental Responsibility - Case study 	Representative from TRTA	Moderator : Dr. Nawasit Rakbamrung
	11.30 – 12.00 a.m.	Break		
5 What is the importance of community participation?	12.00 – 13.30 p.m.	CBT with Community Participation Case study each Regions of Thailand: 1. Southern region 2. Northern region 3. North – Eastern region	Dr. Nawasit Rakbamrung	
Day 3 : Wednesday 24th July 2022 /08.30 a.m.– 12.00 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
6 Tourism Standard in Thailand	09.00 – 10.30 a.m.	Thailand and ASEAN Tourism Standard and Safe Travel Measure (Amazing Thailand Safety and Health Administration – SHA)	Representative from Bureau of Tourism Services Development, Tourism Department, MOTS	Moderator : Dr. Nawasit Rakbamrung
7 Best practice CBT with Thailand Tourism Standard & BCG model	10.30 – 12.00 a.m.	CBT Case study from Central/Eastern Region of Thailand	Representative from Local Community	- VDO recorded Moderator : Dr. Nawasit Rakbamrung
Day 4 : Thursday 25th July 2022 /08.30 – 13.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
8 BCG model and Coastal Ecotourism management	09.00 – 10.00 a.m.	- Marine& Coastal Ecotourism management in Thailand - Case study of Responsible Tourism	Representative from National Park Office. Department of National Parks, Wildlife and Plant Conservation of Thailand	Moderator : Dr. Nawasit Rakbamrung
9 Integrated Local stakeholders for Sustainable Tourism	10.00 – 12.00 a.m.	Sustainable tourism Case study from Central/Eastern Region of Thailand	1.Representative from Local government 2. Representative from Official 3. Representative from Local tourism private sector 4. Representative from Local People 5. Representative from Partnership	- VDO recorded - Moderator : Dr. Nawasit Rakbamrung

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
	12.00 - 12.30 p.m.	Break		
	12.30 – 13.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	
Day 5 : Friday 26th July 2022 /08.30 – 12.30 p.m.				
	08.30 – 09.00 a.m.	🔓 Room open to Join link & Register		
10 Tourism Driving in Globalization based on SEP	09.00 – 11.00 a.m.	Seminar Case study Central Region of Thailand : Bang Krachao bend Community, Samutprakarn Province: 1. Sufficiency Economy Philosophy 2. Social Collaboration with Collective Impact for Community Centric Development on Shared Goal and Collective Impact 3. CBT case study (VDO recorded from site) 4. Discussion	1. Representative from The Chaipattana Foundation, Representative from OUR Khung Bang Kachao Project 2. Representative from DASTA 3. Dr. Nawasit Rakbamrung, BUU	Moderator : Dr. Nawasit Rakbamrung
11 The Next Normal Tourism Marketing Communication	11.00 – 12.30 p.m.	- Tourism Marketing Communication, Tools and Strategies - Campaign Success cases and case study - TAT projects for CBT - Sharing & Discussion	Representative from Marketing Communications Tourism Authority of Thailand (TAT) or related organization	Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
Day 6 : Tuesday 30th July 2022 /08.30 – 12.00 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
12 Concept Paper Presentation & Conclusion	09.00 – 12.00 a.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. Representative from related organization 3. Dr. Nawasit Rakbamrung, BUU 4. Ms.Buttri Dumrisathonlamark, BUU	

- Remark :**
- Schedule subjects to change if applicable
 - According to the Schedule, Live streaming on ZOOM Cloud Meetings at the local time in Thailand (GMT+7)
 - ASC : Academic Service Centre
DASTA : Designated Areas for Sustainable Tourism Administration (Public Organization)
MI : Ministry of Interior
TAT : Tourism Authority of Thailand
SEP : Sufficiency Economy Philosophy
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.
MOTS : Ministry of Tourism and Sport
DNP : Department of National Parks, Wildlife and Plant Conservation of Thailand
 - Course concept is learn with experiences from 4Ps = People – Public – Private - Partnership in tourism