



Course Outline

Annual International Training Course

1. Course Title:

Sufficiency Economy Philosophy towards Creative Economy

2. Duration:

13 Days

3. Background:

Thailand International Cooperation Agency (TICA)

TICA is a national focal point for Thailand's international development cooperation. It was established in 2004 to realize Thailand's aspiration to be a contributor to international development cooperation. Believing that global challenges are best addressed through international cooperation and global partnership, TICA continues to work closely together with its development partners to realize the global development agenda through various capacity-building and human resources development programmes. In response to the recent changes in the global landscape of development cooperation, TICA has strengthened its partnerships to harness the synergy of South-South and Triangular Cooperation to tackle global development challenges, including expediting the implementation of Sustainable Development Goals (SDGs). It also continues to realign our focuses in order to deliver Thailand's commitments as a global reliable partner.

Since 1991, TICA, in collaboration with educational institutions in Thailand, has offered short-term training courses under its Annual International Training Course (AITC) programme. The number of courses offered each year varies between 25 to 35 courses for 20-35 participants per course. AITC not only fosters good and friendly relations which Thailand has already enjoyed with recipient countries across regions, but also helps Thailand to reach out to those countries with which we desire to engage more closely. The courses offered by TICA in 2023-2025 are categorized into 5 themes: Sufficiency Economy Philosophy (SEP), food security, climate change and environmental issues, public health, BCG Model related.

Organization/Institution

Faculty of Business Economics and Communication, Naresuan University

4. Objectives:

The program is designed to:

- 4.1 provide insightful knowledge and understanding of Sufficiency Economy Philosophy (SEP) and related creative theories, concepts, models and systems
- 4.2 explain the application of Sufficiency Economy Philosophy in tourism development with case studies
- 4.3 implement techniques/tools required for development project formulation, monitoring and evaluation of creative tourism projects following SEP

5. Course Contents:

The training course comprised of 4 modules

Module 1: The philosophy of sufficiency economy relevant to creative theories and models

1. Overview of Sufficiency Economy Philosophy
2. Sufficiency Economy Philosophy and Thai Diplomacy
3. Entrepreneurship in Thailand through the Lens of SEP
4. Thailand's National Development Plans and SEP
5. Sufficiency Economy and Thailand's Creative Industries
6. Building Community and Tourism Resilience through SEP

Module 2: Application of sufficiency economy philosophy toward sustainable development goals

1. SEP as a Framework for Resilient Communities under SDG Goals
2. Innovation and Sustainability: Applying SEP to SDG-focused Entrepreneurship
3. Sufficiency Economy and Sustainable Tourism in Thailand
4. Community-Based Tourism and SEP: Building Resilience through Local Empowerment

Module 3: The evolution of visitor experiences and creative economy

1. Tourist Behavior and SEP: Promoting Responsible and Ethical Travel
2. Applying SEP to Creative Tourism Experiences: Moderation and Innovation
3. SEP as a Framework for Destination Management in Creative Tourism
4. Aligning SEP with Global Trends in Creative Tourism

Module 4: The partnership between sufficiency economy philosophy and cultural diversity

1. SEP as a Framework for Preserving Cultural Diversity in Sustainable Development
2. Cultural Heritage and SEP in Thailand
3. SEP, Cultural Diversity, and Globalization: Balancing Tradition and Modernity
4. Cultural Diversity as a Catalyst for Economic Resilience through SEP
5. Integrating SEP in the Development of Cultural Products for Sustainable Creative Tourism
6. SEP and Cultural Festivals: A Model for Sustainable Cultural Tourism

Module 5: Sufficiency Economy Philosophy (SEP) community-based approach for creative experience design

1. The principles of SEP community-based Design
2. Community Empowerment through Creative Tourism Experiences
3. Balancing Tradition and Innovation in Creative Experience Design
4. Sustainability in Experience Design: Environmental, Cultural, and Economic Aspects

6. Participants' Criteria:

Applicants must fulfill the following requirements:

- Be nominated by their respective governments;
- Language: proficiency in English (speaking, reading and writing)

7. Attendance and Evaluation

Participants who complete the training will receive a certificate based on:

- Real-time class attendance (not less than 80%)
- Interactive class participation
- Presentation and report
- Evaluation

8. Venue:

Prajuab Kirikhan and Bangkok

9. Expected Results:

- Understanding of the sufficiency economy philosophy concept
- Applying the sufficiency economy philosophy concept to sustainable development goals and creative economy
- Conceptualizing creative tourism projects follows sufficiency economy philosophy

10. Organization/ Institution:

- **Implementing Agency;**

The course will be conducted by Faculty of Business Economics and Communication, Naresuan University

- **Contact Person**

Miss Rommanee Jairux, neejairux@hotmail.com, Tel: 055-964-822

11. Expenditure/Funding:

Thailand International Cooperation Agency (TICA)

Government Complex, Building B (South Zone), 8th Floor,

Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND

Website: <https://tica-thaigov.mfa.go.th/en/index>

Email: aitc@mfa.go.th

**Schedule for the Training Program: Sufficiency Economy Philosophy towards
Creative Economy
12 – 24 May 2025
Prajub Kirikhan, Samut Songkhram, Bangkok, Ayutthaya**

Day 1: 12 May 2025

Module 1: The philosophy of sufficiency economy relevant to creative theories and models

Time	Details	Instructors
9.00-12.00	1. Overview of Sufficiency Economy Philosophy (SEP) 2. Sufficiency Economy Philosophy and Thai Diplomacy 3. Entrepreneurship in Thailand through the Lens of SEP	Dr.Jaruwan Daengbubpha Dr.Woraprat Yolao Dr.Petchsri Nonsiri
Lunch Break		
13.00-16.00	4. Thailand's National Development Plans and SEP 5. Sufficiency Economy and Thailand's Creative Industries 6. Building Community and Tourism Resilience through SEP	Dr.Poramet Dumchoo Dr.Siripen Dabphet Dr.Montira Intason

Day 2: 13 May 2025

Module 2: Application of sufficiency economy philosophy toward sustainable development goals

Time	Details	Instructors
9.00-12.00	1. SEP as a Framework for Resilient Communities under SDG Goals 2. Innovation and Sustainability: Applying SEP to SDG-focused Entrepreneurship	Dr.Petchsri Nonsiri Dr.Jaruwan Daengbubpha Dr.Thammanoon Hengsadeeikul
Lunch Break		
13.00-14.00	3. Sufficiency Economy and Sustainable Tourism in Thailand 4. Community-Based Tourism and SEP: Building Resilience through Local Empowerment	Dr.Montira Intasorn Dr.Siripen Dabphet
14.00-16.00	Workshop	Dr.Woraprat Yoelao Dr.Poramet Dumchoo

Day 3: 14 May 2025
Case Analysis

Time	Details	Instructors
9.00-16.00	Visit sufficiency Economy Philosophy (SEP) projects 1. Huai Sai Royal Development Study Center 2. Chang Hua Man Royal Project 3. Sirindhorn International Environmental Park	Dr.Jaruwan Daengbubpha Dr.Siripen Dabphet Dr.Petchsri Nonsiri Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Staff

Note

1. Huai Sai Royal Development Study Center

This center, located near Hua Hin, is a Royal Development Project initiated by King Bhumibol Adulyadej. It demonstrates SEP applications in agriculture, water resource management, forestry, and rural development. The project is designed to provide local farmers and communities with knowledge about sustainable farming and land management practices.

2. Chang Hua Man Royal Project

This project was initiated by King Bhumibol to promote organic farming, renewable energy, and sustainable agriculture. It serves as a learning center for farmers and communities, focusing on self-reliance and sustainability through SEP practices. The project also includes dairy farms, rice paddies, and wind farms.

3. Sirindhorn International Environmental Park

This park promotes environmental conservation and education based on SEP principles. The park includes educational exhibits, workshops, and activities related to sustainable living, renewable energy, and ecosystem preservation.

Day 4: 15 May 2025

Module 3: The evolution of visitor experiences and creative economy

Time	Details	Instructors
9.00-12.00	1. Tourist Behavior and SEP: Promoting Responsible and Ethical Travel 2. Applying SEP to Creative Tourism Experiences: Moderation and Innovation 3. SEP as a Framework for Destination Management in Creative Tourism	Dr.Siripen Dabphet Dr.Jaruwan Daengbubpha Dr.Petchsri Nonsiri
Lunch Break		
13.00-14.00	4. Aligning SEP with Global Trends in Creative Tourism	Dr.Woraprat Yolao
14.00-16.00	Workshop	Dr.Montira Intason Dr.Poramet Dumchoo

Day 5: 16 May 2025

Case Analysis

Time	Details	Instructors
9.00-12.00	1. Visit Community-Based Pottery and Crafts Villages in Ratchaburi Province	Dr.Jaruwan Daengbubpha
13.00 – 15.00	2. Visit Suan Sampran, Nakorn Pathom Province	Dr.Siripen Dabphet
16.00	Go to Bangkok	Dr.Petchsri Nonsiri Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Staff

Note

1. Community-Based Pottery and Crafts Villages (Tao Hong Tai Ceramics Factory)
Local communities are known for traditional pottery and crafts. Some villages have applied SEP to sustain their craft industries while promoting sustainable tourism.
2. Suan Sampran
Since 2009, Suan Sampran has initiated a movement for sustainable food system under the Sampran Model that highlights principles of inclusive business development and collaborated with a network of organic farmers as well as relevant stakeholders on the basis of fair trade.

Day 6: 17 May 2025
Case Analysis

Time	Details	Instructors
9.00-16.00	<p>Visit Bang Krachao Community</p> <p>- Bang Krachao is a well-preserved green oasis located on the Chao Phraya River. This area is a peaceful retreat known for its lush greenery, traditional way of life, and community-centered activities. The local community promotes eco-tourism and sustainable tourism. The community maintains a traditional Thai way of life. Many residents engage in agricultural activities, particularly fruit farming, and there is a strong sense of community support and cooperation.</p>	<p>Dr.Siripen Dabphet Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Staff</p>

Day 7: 18 May 2025
Case Analysis

Time	Details	Instructors
9.00-12.00	<p>Visit Khlong Lat Mayom Community, Bangkok</p> <p>- Khlong Lat Mayom is a popular floating market located in Bangkok, Thailand, known for its authentic local experience and traditional Thai atmosphere. It a destination for locals and visitors seeking a traditional Thai cultural experience.</p>	<p>Dr.Siripen Dabphet Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Dr.Daorung Fakthong A.Janrapee Kemthong Staff</p>

Day 8: 19 May 2025

Module 4: The partnership between sufficiency economy philosophy and cultural diversity

Time	Details	Instructors
9.00-12.00	<ol style="list-style-type: none"> 1. SEP as a Framework for Preserving Cultural Diversity in Sustainable Development 2. Cultural Heritage and SEP in Thailand 3. SEP, Cultural Diversity, and Globalization: Balancing Tradition and Modernity 	<p>Dr. Ketwadee Buddhbahumbhitak Dr. Siripen Dabphet Dr.Woraprat Yolao</p>
Lunch Break		
13.00-16.00	<ol style="list-style-type: none"> 4. Cultural Diversity as a Catalyst for Economic Resilience through SEP 5. Integrating SEP in the Development of Cultural Products for Sustainable Creative Tourism 6. SEP and Cultural Festivals: A Model for Sustainable Cultural Tourism 	<p>Dr.Daorung Fakthong Dr. Poramet Dumchoo Dr.Montira Intason A.Janrapee Kemthong</p>

Day 9: 20 May 2025
Case Analysis

Time	Details	Instructors
9.00-12.00	Bangkok Food Tour	Dr.Siripen Dabphet
13.00-16.00	Visit Thailand Creative & Design Center (TCDC)	Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Dr.Daorung Fakthong A.Janrapee Kemthong Staff

Day 10: 21 May 2025

Module 5: Sufficiency Economy Philosophy (SEP) community-based approach for creative experience design

Time	Details	Instructors
9.00-12.00	1. The principles of SEP community-based Design 2. Community Empowerment through Creative Tourism Experiences 3. Balancing Tradition and Innovation in Creative Experience Design	Dr.Petchsri Nonsiri Dr.Siripen Dabphet Dr.Montira Intason
Lunch Break		
13.00-14.00	4. Sustainability in Experience Design: Environmental, Cultural, and Economic Aspects	Dr.Woraprat Yoelao
14.00-16.00	Workshop	Dr.Poramet Dumchoo Dr.Daorung Fakthong A.Janrapee Kemthong

Day 11: 22 May 2025

Case Analysis

Time	Details	Instructors
9.00-16.00	Visit Mon-Son-Pa Community in Tamboon Sai Noi, Ayutthaya - The community is a traditional community with roots in the Mon ethnic group, known for preserving their cultural heritage and way of life. This community provides a unique glimpse into the rich cultural traditions, history, and practices of the Mon people, who are an ethnic group originally from Myanmar (Burma) but have lived in Thailand for centuries.	Dr.Petchsri Nonsiri Dr.Siripen Dabphet Dr.Woraprat Yoelao Dr.Poramet Dumchoo Dr.Montira Intason Dr.Daorung Fakthong A.Janrapee Kemthong Staff

Day 12: 23 May 2025
Lesson Learn

Time	Details	Instructors
9.00-12.00	Lesson-learn workshop	Dr.Jaruwan Daengbubpha
13.00-16.00	Writing up concept paper	Dr.Siripen Dabphet
18.00	Network Function	Dr. Ketwadee Buddhbahumbhitak Dr.Montira Intason Dr.Petchsri Nonsiri Dr.Woraprat Yoelao Dr.Poramet Damchoo Dr.Daorong Fakthong A.Janrapee Kemthong

Day 13: 24 May 2025
Concept Paper Presentation

Time	Details	Instructors
9.00-12.00	Presentation: Concept Papeer	Dr.Jaruwan Daengbubpha
13.00-16.00	Free Time	Dr.Siripen Dabphet Dr. Ketwadee Buddhbahumbhitak Dr.Montira Intason Dr.Petchsri Nonsiri Dr.Woraprat Yoelao Dr.Poramet Damchoo Dr.Daorong Fakthong A.Janrapee Kemthong