



Course outline for Online International Training 2022

1. Course Title

“The Next Normal with Sustainable Community-based Eco-tourism Development under 4P model 2022”

2. Duration

2 weeks (7 days) : 2nd – 16th May 2022 see attached – Schedule

3. Background

TICA: Thailand International Cooperation Agency

TICA is a national focal point for Thailand’s international development cooperation. TICA was established in 2004 to realize Thailand’s aspiration to be a contributor of development cooperation. Believing that global challenges are best addressed by international cooperation and global partnership, today we continue to strengthen our contribution to achieve 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, especially through the concept of South-South and Triangular Cooperation, TICA continues to realign our focuses in order to deliver Thailand’s commitment to be a relevant partner in global agendas including the 2030 Agenda for Sustainable Development.

Burapha University (BUU)

Burapha University was established in 1955 as Bangsaen Educational College and later in 1974 became Bangsaen Campus under Srinakharinwirot University. The University became an independent institution in 2008. Today, Burapha University has campuses in Chonburi, Chantaburi and Sa Kaeo Provinces, and offers undergraduate and postgraduate programmes in Social Sciences, Health Sciences and Sciences and Technology.

Theme of online training: SEP

This online training falls under the theme – “**Sufficiency Economy Philosophy**” or SEP. The SEP is an approach for sustainable development which espouses moderation, reasonableness and prudence as development framework based on knowledge and virtue. The Philosophy stresses the importance of human development at all levels and also emphasizes the need to strengthen community’s capacity to ensure a balanced way of life and resilience, with full respect for the

environment. As an approach and mind-setting framework, we believe that SEP can be applied to all 17 SDGs. Therefore, over the recent years, Thailand has shared with international community the application of SEP, our home-grown approach to sustainable development.

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

Thailand International Cooperation Agency (TICA) cooperate with Burapha University conducted an online training course on "The Next Normal with Sustainable Community – based Eco-tourism Development under 4P model 2022" via Zoom Cloud Meeting.

4. Course objective

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;

- Understand the concept of CBET as an approach for sustainable development under the COVID-19 pandemic.
- Understand how to apply CBET to different cases, such as, community development projects and lesson learned from Thai and foreign model.
- Be able to apply CBET to the case of their respective countries.

5 .Course Contents

5.1 Programme Orientation and Course Introduction

5.2 Introduction to Sustainability and Community Eco- tourism Development in Thailand

5.3 Collaboration & Participation in Community -based Eco-tourism in Thailand

- Part I People sector

- Part II Private & Public sector

5.4 The Next Normal Tourism Standard in Thailand

- Thailand Tourism Quality Standard

- Travel Confidently in Thailand with SHA, Amazing Thailand Safety and Health

Administration and Safe Travels

5.5 Tourism Driving in Globalization based on SEP - Seminar Case study

5.6 Integrated Local Tourism (CBT)

- CBT Case study

- Eco – Low Carbon tourism Case study

- 5.7 The Next Normal Marketing Communication
 - Tourism Marketing Communication, Tools and Strategies
 - Campaign Success cases and case study
 - TAT projects for CBT
- 5.8 New Normal to Next Normal : How life has changed
- 5.9 Conclusion
 - Individual Presentation
 - Concept Paper for further cooperation/projects

6 .Participant Criteria

Participants should meet the following criteria:

- 6.1 Be nominated by their government
- 6.2 University graduated in every fields.
- 6.3 Currently working with at least five-year experience in of agriculture, economics, rural development, social science, environment, public policy or relevant fields.
- 6.4 Able to participate in the online training course for the entire duration
- 6.5 In good mental and physical health
- 6.6 Sufficient command of spoken and written English language
- 6.7 Computer literacy

7. Focused countries

ASEAN, South Asia, and others

8. Attendance and Evaluation

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

- 1. Online learning (not less than 80%)
- 2. Online class participation and discussion
- 3. Submission of the assignment
- 4. Online evaluation (the most correct and outstanding answer)

9. Online Schedule

This seven-day online course via Zoom Cloud Meeting from Burapha University, Thailand

10. Training Institution

Academic Service Centre, Burapha University

- 1) Dr. Nawasit Rakbamrung
Email: nawasit@buu.ac.th
- 2) Ms. Buttri Dumrisathonlamark
Email: buttri@buu.ac.th
- 3) Ms. Wetanee Sirikit
Email: wiway127@gmail.com
- 4) Ms.Nattaporn Lairat
Email: nataporn@go.buu.ac.th

Email : buueco@gmail.com

11. Executing/Funding Agency

Thailand International Cooperation Agency (TICA)
Government Complex, Building B (South Zone), 8th Floor,
Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND
Website: www.tica.thaigov.net
Email: aitc_sep@mfa.mail.go.th



**Schedule for The Online Training Programme:
“The Next Normal with Sustainable Community–based Eco–tourism Development
under 4P (Public-Private-People-Partnership) model”**

Via ZOOM Cloud Meetings : 2nd - 16th May 2022

Date/Time/Topic	Time (Thailand time GMT+7)	Content	Speaker	Remark
Day 1 : Monday 2nd May 2022 /08.30 – 12.00 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	Dr. Nawasit Rakbamrung Deputy Director of Academic Service Centre, BUU, Chonburi Province	Opening Ceremony : 1.Representative from TICA 2. Representative from BUU
	10.00 – 11.00 a.m.	Ep 1.2 : Course Assignment & Evaluation		
	11.00 – 12.00 a.m.	Ep 1.3 : Country Presentation & Overview of Tourism Sharing		
Day 2 : Wednesday 4th May 2022 /08.30 a.m.– 13.00 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
2 Introduction to Sustainability and Community Eco- tourism Development in Thailand	09.00 – 10.00 a.m.	Ep 2.1 : Tourism Situation and Trend - Statistic - Situation and Trend - Sustainable Tourism Information System	Dr.Chuwit Mitrchob, Deputy Director–General of DASTA	Moderator : Dr. Nawasit Rakbamrung

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
	10.00 – 11.00 a.m.	Ep 2.2 : Strategies , Policies and Initiative - The New Normal in Tourism Recovery - Model in Developing Sustainable Tourism	Dr.Chuwit Mitrchob, Deputy Director-General of DASTA	Moderator : Dr. Nawasit Rakbamrung
<i>Break 30 minutes</i>				
3 Collaboration & Participation in Community -based Eco-tourism in Thailand <i>Part I : People sector</i>	11.30 a.m.– 13.00 p.m.	Ep 3.1 : CBET with Community Participation Case study each Regions 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)	Dr. Nawasit Rakbamrung	Representatives from Communities (VDO Clip)
Day 3 : Friday 6th May 2022 /08.30 a.m.– 12.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
3 Collaboration & Participation in Community -based Eco-tourism in Thailand <i>Part II : Private & Public sector</i>	09.00 – 10.00 a.m.	Ep 3.2 : “The bridge from Local to Global” collaboration between community and private Note : Responsible Tourism (RT) 3 dimensions : Social Responsibility, Economic Responsibility, Environmental Responsibility	Mr.Nithi Subhongsang, Co-founder, former Secretary, member of TRTA and Managing Director of Nutty’s Adventures	Moderator : Dr. Nawasit Rakbamrung
	10.00 – 11.00 a.m.	Ep 3.3 : “Support and Promotion” collaboration between community and Local Government, Government Agency	Representative from Department of Community Development, Ministry of Interior or Relevant organization	

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
<i>Break 30 minutes</i>				
	11.30 – 12.30 p.m.	Ep 3.4 : Marine& Coastal Ecotourism management in Thailand	1. Mrs. Peeranuch Dulkul Kappelle Forest Technical Officer, Senior Professional Level, National Park Office.	Moderator : Dr. Nawasit Rakbamrung
Day 4 : Monday 9th May 2022 /08.30 – 12.00 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
4 ◆ The Next Normal Tourism Standard in Thailand	09.00 – 10.30 a.m.	Ep 4.1 : Thailand and ASEAN Tourism Standard	Dr.Panidapa Suankaew, Head of Tourism Services Promotion and Development, Bureau of Tourism Services Development, Tourism Department, MOTS	Moderator : Dr. Nawasit Rakbamrung
	10.30 – 12.00 a.m.	Ep 4.2 : Travel Confidently in Thailand with SHA, Amazing Thailand Safety and Health Administration and Safe Travels: - Strategy and Plan to promote - Measures Driving - Sanitation and Safety standards - Certification - Partnership/Alliance	Representative from Tourism Products and Business Group, Tourism Authority of Thailand (TAT)	Moderator : Dr. Nawasit Rakbamrung

Date/Time/Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
Day 5 : Wednesday 11th May 2022 /08.30 – 13.00 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
5 ◆ 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. M.R.Srichalerm Kanjapoo, Assistant Secretary - General of the Academic Services, The Chaipattana Foundation, Representative from OUR Khung Bang Kachao Project 2. Miss Watcharee Churugsa, Assistant Director of DASTA 3. Dr. Nawasit Rakbamrung, BUU	Moderator : Dr. Nawasit Rakbamrung
Break 30 minutes				
6 ◆ Integrated Local Tourism (CBT)	11.30 a.m. - 13.00 p.m.	Ep 6.1 CBT Case study from Central Region of Thailand : Tambone Baan Leam Tourism Community, Suphan buri province - Discussion	Mr.Sophol Panthu, Leader of Tambone Baan Leam Tourism Community Entreprise and team	-Live from site/VDO recorded Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
Day 6 : Friday 13th May 2022 /08.30 – 13.00 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
<p>6</p> <p>◇ Integrated Local Tourism (CBT)</p>	09.00 – 11.00 a.m.	<p>Ep 6.2 Eco – Low Carbon tourism Case study from Eastern Region of Thailand : Koh Mak (Mak Island), Trat province</p>	<p>1. Mrs.Sureeporn Rattanasathian, Chief Administrator of Koh Mak Subdistrict Organization Administration (Local Government)</p> <p>2. Mr.Noppadon Sutthithanakun, Representative from Coral reef and Marine resources Conservative Group</p> <p>3. Mr.Yodchai Sudhidhanakul, Representative from CBT : Koh Mak Tourism community</p> <p>4. Mr.Jakrapad Taveteekul, Representative from Koh Mak tourism private sector</p> <p>5. Ms.Mattana Krueajan, Representative from DASTA, Trat province office</p>	<p>- Moderator : Dr. Nawasit Rakbamrung</p>

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
			6. Dr. Siwasak Pansukkom, ,lecturer of School of Humanities and Tourism Management, Bangkok University 7. Mr. Suwan Pitaksinthorn, Senior Marine Scientist, National Park Office, DNP, Ministry of Natural Resources and Environment	
Break 30 minutes				
7 ◆ The Next Normal Tourism Marketing Communication	11.30 – 13.00 p.m.	Ep 7.1 - Tourism Marketing Communication, Tools and Strategies - Campaign Success cases and case study - TAT projects for CBT - Sharing & Discussion	Representative form Marketing Communications , Tourism Authority of Thailand (TAT) or relevants	- Moderator : Dr. Nawasit Rakbamrung
	13.00 - 13.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	
Day 7 : Monday 16th May 2022 /08.30 – 12.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
8 ◆ New Normal to Next Normal : How life has changed	09.00 – 10.30 a.m.	Pre & Post-COVID-19 in Thailand 1. Overview : Situation & Policy 2. Impact 3. Prevention & Measure 4. What will change? 5. Case study	1. Veterinarian Dr. Soawapak Hinjoy, Director of International Cooperation Agency, Department of Disease Control, Ministry of Public Health 2. Mr. Jitphanu Sridej Public Health Technical Officer, Department of Disease Control, Ministry of Public Health	- Moderator : Dr. Nawasit Rakbamrung

Topic	Time/ Date (Thailand time GMT+7)	Content	Speaker	Remark
9 ◇ Conclusion	10.30 – 12.30 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. Assist.Prof.Dr.Sakchai Setranawat, BUU 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)
 - 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.
 - MOTS : Ministry of Tourism and Sport
DNP : Department of National Parks, Wildlife and Plant Conservation of Thailand
 - Course concept is learn with experiences from 4P = People – Public – Private - Partnership in tourism