



### Schedule for the Online Training Programme:

#### “Mega Trend & The Future tourism: Health and Wellness tourism with 4P model Collaboration under Sufficiency Economy Philosophy and Sustainability”

Via ZOOM Cloud Meetings: 20 – 31 March 2023 (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	Thailand time (GMT+7)	Content	Speaker	Remark
<b>Day 1 : 20 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	☞ Room opens to Join link & Register		
<b>1</b> Programme Orientation and Course Introduction	09.00 – 10.00 a.m.	<ul style="list-style-type: none"> <li>- Opening Ceremony</li> <li>- Course Introduction</li> <li>- Course Assignment &amp; Evaluation</li> </ul>	Dr. Nawasit Rakbamrung Deputy Director of ASC, BUU, Chonburi Province	Opening Ceremony : 1. Representative from TICA 2. Representative from BUU
<b>Workshop 1</b>	10.00 – 11.00 a.m.	<ul style="list-style-type: none"> <li>- Participants's Country Report &amp; Presentation</li> <li>- Discussion</li> </ul>	1. Dr. Nawasit Rakbamrung 2. Ms. Buttri Dumrisathon-lamark, ASC, BUU	
<b>2</b> The Future tourism: Thailand Health & Wellness tourism	11.00 a.m.– 12.30 p.m.	<ul style="list-style-type: none"> <li>- Thailand Tourism Strategies, Policies, Development Plan and Initiative</li> <li>- The Next Normal in Tourism Recovery/New Trend</li> <li>- Ecosystem /Alliances to support and develop Health &amp; Wellness tourism</li> <li>- Value Chain and Delivering the value of Thailand's tourism</li> </ul>	Representatives from <i>Public sector:</i> Ministry of Tourism and Sports (MOTS)	<b>Moderator :</b> Dr. Nawasit Rakbamrung

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<b>Day 2 : 21 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	🔑 Room opens to Join link & Register		
<b>3</b> Thailand Strategic Health, Wellness and Medical Driving and initiative	09.00 – 10.30 a.m.	<ul style="list-style-type: none"> <li>- Government - Driven initiative &amp; - Measurement</li> <li>- Strategic Driving towards World Health Service Center (Wellness Hub, Medical Service Hub, Academic Hub, Product Hub)</li> <li>- Health, Wellness and Medical Innovation &amp; Technology</li> <li>- Conceptualization and differentiation of health tourism, wellness tourism and medical tourism</li> <li>- Safe Travel Measurement (Amazing Thailand Safety and Health Administration – SHA) and SHA Plus</li> </ul>	Representatives from <i>Public sector:</i> Ministry of Public Health or related organization	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>4</b> Community - based Tourism Policies and Initiative in Thailand	10.30 – 12.30 p.m.	<ul style="list-style-type: none"> <li>- Strategies, Policies and Initiative</li> <li>- Tourism Situation and Trend</li> <li>- Statistic</li> <li>- Model in Developing Sustainable Tourism and BCG model</li> <li>- Sustainable Tourism Information System</li> <li>- Community Based Health tourism case study</li> </ul>	Representatives from <i>Public sector:</i> Dr.Chuwit Mitrchob, Deputy Director-General of DASTA	<b>Moderator :</b> Dr. Nawasit Rakbamrung

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
<b>Day 3 : 22 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	🔑 Room opens to Join link & Register		
<b>5</b> Health & Wellness Economy and business in Thailand	09.00 – 11.00 a.m.	1. Wellness Economy and business - Wellness Real Estate - Wellness Tourism - Spa Economy - Fitness & Mindbody - Healthy eating Nutrition & Weight loss - Personal care Beauty & Antiaging - Preventive and Personalized Medicine and Public health 2. Creative Services and products Concept serve Health & Wellness tourism trend 3. Health & Wellness Services and Products 4. Case study	Representatives from <i>Partnership sector</i> : Asean Institute for Health Developement, Mahidol University or related organization	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>6</b> Wellness hub Development and Thailand Wellness Economic Corridor (TWC)	11.00 a.m. – 12.30 p.m.	- Strategy &Policy of Wellness hub Development and Thailand Wellness Economic Corridor (TWC) - The driving mechanism of the health and wellness tourism industry for increase competitiveness - Case study	Representatives from <i>Partnership sector</i> : 1. Eastern Economic Corridor (EEC) office or related organization 2. Faculty of Allied Health Science, Burapha University or related organization 3. Dr. Nawasit Rakbamrung	

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
<b>Day 4 : 23 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	☞ Room opens to Join link & Register		
<b>7</b> Collaboration to develop and promote Health and Wellness Tourism	09.00 – 10.30 a.m.	<ul style="list-style-type: none"> <li>- Policies and Marketing plan</li> <li>- Challenges and Opportunities of Tourism &amp; Hospitality industry amid Covid – 19 pandemic</li> <li>- The scope of healthcare the quality of procedures and patient/client safety</li> <li>- Developing Competitive of Wellness tourism, Use of competitive advantages in the territory in order to foster wellness tourism.</li> <li>- Wellness tourism Supply Chain</li> <li>- Positioning Thailand as a Health &amp; Wellness Hub in a competitive global marketplace</li> </ul>	Representatives from 1. <i>Private sector:</i> Tour Agent/Tour Operation/ related organization, Ms.Sriamporn Boonthanapisut, Wellness & Medical Travel Agency, BKK 2. <i>Partnership (Spa&amp;Wellness supporter) sector:</i> The Federation of Thai Spa & Wellness Association or related organization, Ms.Phattiraporn Khiewsanun, Director, Asia Pacific Spa and Wellness Coalition 3. <i>Partnership (Academic) sector:</i> Dr. Nawasit Rakbamrung, BUU	
<b>8</b> The Next Normal Tourism Marketing Communication, Tools and Strategies	10.30 – 12.00 a.m.	<ul style="list-style-type: none"> <li>- Marketing Strategic plan</li> <li>- Wellness tourism marketing strategies and how to create a consistent and authentic message to convey travelers visiting the destination</li> <li>- Promoting Thailand as a Sustainable &amp; Preferred Destination for Tourism</li> </ul>	Representatives from <i>Public sector:</i> Tourism Authority of Thailand (TAT)	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>Workshop 2</b>	12.00 – 12.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	

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<b>Day 5 : 24 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	🔑 Room opens to Join link & Register		
<b>9</b> CBT Driving in Globalization based on Sufficiency Economy Philosophy	09.00– 10.30 a.m.	1. Introduction of Sufficiency Economy Philosophy (SEP) 2. CBT Driving in Globalization based on SEP & Shared Goal and Social Collaboration with Collective Impact for Community Centric Development 3. CBT development case study	Representative from The Chaipattana Foundation or related organization	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>10</b> Thailand & ASEAN Tourism Standard	10.30 – 11.30 a.m.	The quality standards in Thailand for the provision of tourism services, for tour operators, hotels, spas and thermal centers	Representative from Tourism Services Development Division Department of Tourism, MOTS	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>11</b> Thailand's good practices on Healthy & Wellness tourism <i>Part I</i> <i>Community-Based Healthy Tourism</i>	11.30 – 12.30 p.m.	The local and regional level on Community-Based Healthy Tourism (CBHT) and Gastronomy tourism based on SEP case Study: 1. CBHT- Thai traditional massage & ASEAN Homestay standard, Baan Rai kong king Community, <i>Chaing mai province</i> 2. Community Health Learning Center, Hong Hom Paya, Lanna Tradition Herbal and Medicine Learning center, Nang Lae sub district, <i>Chaing rai province</i>	Dr.Nawasit Rakbamrung	

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
<b>Day 6 : 27 March 2023 /08.30 a.m.– 01.00 p.m.</b>				
	08.30 – 09.00 a.m.	🔗 Room opens to Join link & Register		
<b>12</b> Thai Traditional Massage & Medical	09.00 – 10.00 a.m.	<b>Study Visit 1</b> ( <i>VDO recorded onsite</i> ) Thai Traditional Massage School at Watpo* & Chetawan Traditional Medical School *Memory of the World from UNESCO and Thailand The Epigraphic Archives of Wat Pho, Year of Inscription 2008	Representative from Watpo & Chetawan Traditional Medical School	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>13</b> Introduction of Hot Spring in Thailand	10.00 – 11.00 a.m.	- Introduction of Thermal/Mineral Springs - Hot Spring Standardization for Medical Spa & Tourism Promotion - Case study	Dr. Ngamnetr Eiamnakha Head of Academic & Public Health Service Standard Promoting, Department of Health Service Support Ministry of Public Health	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>14</b> Thailand's good practices on Healthy & Wellness tourism <i>Part 2</i> <i>Thermal/Mineral Springs, Natural Hot Stream Case Study in Thailand</i>	11.00 – 12.30 a.m.	- Thermal/Mineral Springs, Natural Hot Stream Case Study - Sanitation and Safety <b>Study Visit 2</b> ( <i>VDO recorded onsite</i> ): 1. Salt Hot Spring, Amataya Wellness is Thailand's first-ever rehabilitation and healthcare center and Klongtom Heritage*, Klongtom district, <i>Krabi province</i> 2. Hot Mud Spa, Ban Tham Suea CBT, Ao Luk district, <i>Krabi province</i> <i>Or related location, place and community</i>	1. Representative from Klongtom Heritage or related organization 2. Representative from Ban Tham Suea CBT or related organization	<b>Moderator :</b> Dr. Nawasit Rakbamrung  *the project target is Become to World Health Destination Community from 3 DNA: Health, Smart City, Sustainability under Krabi province Strategy Plan in Andaman Wellness Economic Corridor : AWC
<b>Day 7 : 28 March 2023 /08.30 a.m.– 01.00 p.m.</b>				
	08.30 – 09.00 a.m.	🔗 Room opens to Join link & Register		

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
<b>15</b> Integration of tourism research to community based wellness tourism development	09.00 – 10.30 a.m.	Development of a local wellness product and its relationship with community-based tourism *CBT research : CBHT Patterns for Sustainable Development of Community-Based Enterprise Networking in Prachinburi Province, The Potentiality of Tourism Cluster Development for Small-Sized Thai Spa and Massage Enterprises in Pattaya City, Chonburi Province, Thailand	Assoc.Prof.Dr.Vuttichat Soonthonsmai, BUU	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>16</b> The Best Health & Wellness tourism Experiences in Thailand	10.30 a.m.– 12.30 p.m.	<b>Study Visit 3 (VDO recorded onsite):</b> <i>Prachinburi province: Herbal City</i> 1. products and standard at Abhaiphubejhr Hospital 2. Ancestral & Thai Traditional Medicine 3. Herb and Health Local Wisdom based on SEP at Bhumi bhubejhr Learning Center, Bang Decha district	Representatives from 1. Abhaiphubejhr Hospital 2. Thai traditional Medicine Abhaiphubejhr Museum 3. Bhumi bhubejhr Learning Center	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>Day 8 : 29 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	☞ Room opens to Join link & Register		
<b>17</b> Wellness Destination in Thailand	09.00 – 10.30 a.m.	<b>Study Visit 4 (VDO recorded onsite):</b> <i>Ayutthaya province</i> 1. THANN Wellness Destination, Bang Tsai district, One of top list World class Thai brand <i>or related destination:</i> - Global Trends - PR& Marketing - Challenging and Opportunities of Health and Wellness tourism in the post COVID World	Representative from THANN Wellness Destination <i>or related organization</i>	<b>Moderator :</b> Dr. Nawasit Rakbamrung

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
	10.30 – 12.00 a.m.	<b>Study Visit 5 (VDO recorded onsite):</b> Wellness World Ayutthaya <i>or related destination</i> Wellness Lifestyle Real Estate - Hospital & Physical Activity - Hotel & Workplace Wellness - Accommodation - Wellness Farm	Representative from 1. Wellness World Group 2. Wellness Products Development Center 3. Wellness Farm	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>Workshop 3</b>	12.00 – 12.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	
<b>Day 9 : 31 March 2023 /08.30 a.m.– 12.30 p.m.</b>				
	08.30 – 09.00 a.m.	🔓 Room opens to Join link & Register		
<b>Workshop 4</b>	09.00 – 12.00 a.m.	Post-test of the Training Programme: 1. Concept Paper for further cooperation/projects Presentation (Individual) 2. Post-test 3. Conclusion	1. Dr.Chuwit Mitrchob, Deputy Director-General of DASTA 2. Ms. Soinapa Pankong Director of Thai Hospitality Empowerment Academy (THEA) 3. Dr. Nawasit Rakbamrung, BUU	
	12.00 – 12.30 p.m.	Closing Ceremony		

**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. ASC: Academic Service Centre

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

TAT: Tourism Authority of Thailand

SEP: Sufficiency Economy Philosophy

CBT: Community – based tourism

MOTS: Ministry of Tourism and Sport

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