

**International Virtual Training Course on  
“Integrated Natural Resources Management for Sustainable Tourism  
and Marketing Strategies”**

**Faculty of Environment and Resource Studies  
Mahidol University, Thailand**

**October 3 – 16, 2021**

**1. Course Title:**

Integrated Natural Resources Management for Sustainable Tourism and Marketing Strategies

**2. Duration**

October 3 – 16, 2021

**3. Background and Rational**

Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. According with the World Tourism Rankings Thailand has the second place in Asia. Moreover, International tourism now accounts for a larger share of foreign exchange receipts and export earnings than any other industry in the world. But, while tourism provides considerable economic benefits for many countries, regions and communities, its rapid expansion has also had detrimental environmental and socio-cultural impacts. Natural resource depletion and environmental degradation associated with tourism, for example, are often serious problems in tourism-rich regions. This International Training Course will argue that the promotion of sustainable tourism development and Integrated Natural Resources Management is essential for maximizing its socio-economic benefits and minimizing its environmental impact.

At the same time, the methods of pollution prevention, load capacity and management of organic waste for its transformation, diversification of zones, routes and tourist circuits, carrying capacity, are essential for an adequate Integrated Natural Resources management and Sustainable Tourism.

Moreover, an adequate Management of Natural Resources and Sustainable Tourism with specific Marketing Strategies will help to protect the degradation of natural areas, also will help to control emission of gases in the tourism processes involved (Low Carbon Tourism Destination).

The management of the carrying capacity of natural resources and the treatment of solid waste have been active areas of study, research and teaching of the Faculty of Environment and Studies of Resources. Moreover, Thailand has taken great steps to improve management in the last decade, at the same way Thailand is one of the top ranking for Tourism located at the second position with 32.6 million International tourist arrivals. For these reasons, the Faculty of Environment and Resource Studies intends to organize a training program in Integrated Natural Resources Management for Sustainable Tourism and Marketing Strategies. This program will provide an understanding of the principles that underline the effective management of natural resources, mitigation of environmental impacts, compensation process, and tourism with low carbon emissions (Low Carbon Tourist Destination), reuse and recycling in agribusiness, tourism diversification, agro-tourism, and technology innovation for sustainable tourism. In addition, the transformation of organic substances into Agroindustrial products type OTOP. The course will be based on the experience that the Faculty obtained through practical research and also on the experience of Thailand during the last decade in addressing this issue. Techniques for the Development of Sustainable Tourism and Integrated Management of Natural Resources will be disseminated. It is hoped that this program based on practical experiences in Thailand will be useful for the participants from the government, academic and private sector in the future.

#### **4. Objectives**

- 4.1 To introduce the concepts and principles of Integrated Natural Resources Management for Sustainable Tourism and Marketing Strategies management
- 4.2 To generate participation and understanding of Sustainable Tourism and encourage the application and mitigation of Sustainable Tourism Management

## 5. Course Contents

### 5.1 Course Outline

- Sustainable Tourism
- Natural Resource for Tourism
- Natural Risk and Challenges on Tourism
- Local Identity and Distinctive Features of Attractions and Destinations
- Adaptation and Mitigation Against Risk for Sustainable Tourism Management
- Clean Technology and Innovation for Sustainable Tourism.
- Agro-Tourism
- Forestry Tourism and Conservation Tourism
- Ecosystem Services for Tourism Management
- Health Tourism

### 5.2 Study Trips/Field Trips

- 1) Kanchanaburi Province: National Parks
- 2) Chonburi Province: Bangsaen and Pattaya

### 5.4 Advance Assignments

#### 1) Country Report:

1.1 General information of participant (1 page of A4 size paper) including; Name of participant, Educational background, Country, Name of Organization, Participant's position, Duties and responsibilities (Briefly)

1.2 General information of the Country (1-2 page of A4 size paper) including; Geographical status of the country, Climate, Population, Official language, Social, Educational and Economic conditions, Gross National Products (GNP), Per- capita Income, Major import and export goods, Natural resources and environmental situation, etc.

1.3 Content (up to 4-5 pages of A4 size paper): The detail in your country report should cover with the following topics.

- a) The current situation on Natural Resources Management and Sustainable Tourism in your country

b) Country policy related to Natural Resources Management and Sustainable Tourism

c) The best available technologies/ practices related to Natural Resources Management and Sustainable Tourism

1.4 Lessons learned from past practices of Natural Resources Management and Sustainable Tourism

1.5 Summary and Recommendation (1 page of A4 size paper)

1.5 References and further information (If any) (1 page of A4 size paper)

1.6 Submission date: No later than **September 16, 2021**

## 6. Participant Criteria

- Age: Less than 45 years old
- Work experience in related fields: More than 2 years
- Education: Equivalent to Bachelor Degree or higher
- Language: Good command in English

## 7. Venue

This Fourteen-day online course will be conducted October 3 – 16, 2021 via Zoom cloud meetings from Faculty of Environment and Resource Studies, Mahidol University, Thailand

## 8. Expecting Results

Expected key results for participants after completion of the training course:

- Basic knowledge of Integrated Natural Resources Management for Sustainable Tourism and Marketing Strategies
- Meaningful information about advanced clean technology and innovation for sustainable tourism, low carbon tourist, agro-tourism, monitoring, control and evaluation for tourist projects in Thailand and participants' countries
- Better understanding of further applications through field trips about Tourism management in favor of climate-smart systems
- Information about current Laws, Regulations and Policies of Environment and Tourism in Thailand and participants' countries

## 9. Evaluation

- Participants must attend all online sessions within 48 hours after topic release
- Participants must complete every topic assessment within 48 hours after topic release

## 10. Institution

### 10.1 Executing/Implementation Agency

**- Implementation organization:**

Faculty of Environment and Resource Studies, Mahidol University

**- Staff availability:**

16 Lecturers will involve in this training.

25 Supporting staff will be in charge in this training.

**- Training material:**

Handouts, VDO clips and other pdf related to course topics will be given/ available to participants.

**- Equipment:**

Computers, printers, LCD, media equipment and laboratory equipment are available

**- Other facilities:**

Phone, fax and internet access are available

**- Address:**

999 Phuttamonthon 4 Rd., Salaya, Phuttamonthon, Nakhon Pathom 73170

**- Course Leader:**

Dean of Faculty of Environment and Resource Studies

**- Course Director:**

Ratchaphong Klinsrisuk, Ph.D.

**- Contact Person:**

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