



Course Outline

International Virtual Training Course

under the collaboration between the Royal Thai Government
and the Colombo Plan

1. Course Title:

The SDGs localization: Sufficient Economy Philosophy and Community Based Tourism

2. Duration:

23 days (24 July - 15 August 2023)

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 are categorized into 5 themes: Sufficiency Economy Philosophy (SEP), food security, climate change and environmental issues, public health, BCG Model related.

The Colombo Plan

The Colombo Plan for Cooperative Economic and Social Development in Asia and the Pacific is a unique intergovernmental organization providing development assistance under the "Planning for Prosperity" motto and the concept of self-help where member countries provide assistance to one another in socio-economic development.

The Colombo Plan was conceived at the Commonwealth Conference on Foreign Affairs held in Colombo, Ceylon (now Sri Lanka) in January 1950 and was established on 1 July 1951 as a cooperative venture for the economic and social advancement of the people of South and Southeast Asia. It has grown from the founding group of seven Commonwealth nations - Australia, Britain, Canada, Ceylon, India, New Zealand and Pakistan – to 28 including non-Commonwealth and countries belonging to the Association of Southeast Asian Nations (ASEAN) and South Asian Association for Regional Cooperation (SAARC). Current Colombo Plan member countries are Afghanistan, Australia, Bangladesh, Bhutan, Brunei, Chile, Fiji, India, Indonesia, Iran, Japan, Republic of Korea, Kingdom of Saudi Arabia, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, the Philippines, Singapore, Sri Lanka, Thailand, United States of America and Vietnam.

In December 1977 the Colombo Plan for Cooperative Economic Development in South and Southeast Asia was changed to The Colombo Plan for Co-operative Economic and Social Development in Asia and the Pacific, to reflect the expanded geographical composition of its enhanced membership and the scope of its activities. The Colombo Plan endeavours to enhance Human Resource Development initiatives in the member countries through its Capacity Building Programmes. The Colombo Plan provides short-term training courses, workshops, scholarships and Master's degree programmes under the wings of its Capacity Building Programme. All activities are fully or partially funded on cost sharing basis by donors in the Colombo Plan member countries and other International Organizations.

Organization/Institution

Mae Fah Luang University follows the aspiration of Her Royal Highness Princess Srinagarindra to "restore forests and develop people", and striving to "developing people; cultivating knowledge; instilling quality; upholding virtues; and conserving the environment". Our mission is to produce quality human resources and develop excellence in academics, research, and innovations for the society under disruptions to achieve the Sustainable Development Goals in accordance with Thailand's development. And our vision is to become a Leading University in ASEAN with International Recognition.

School of Social Innovation was established with an ultimate aim to produce human resources with academic excellence and to have interdisciplinary social practices knowledge, especially in international development. The School of Social Innovation aims to solve complex social problems in more practical and sustained way amid the rapid changes in societies around the world. The School of Social Innovation aims to educate our students within the framework of sustainable development in accordance

with UN guidelines. Moreover, the School of Social Innovation brings Thailand's good practice and applies the concept of Thailand's Sufficiency Economy Philosophy (SEP) as one of the most important concepts to ensure sustainable development.

Sufficient Economy Philosophy (SEP)

Sufficiency Economy Philosophy (SEP) is a home-grown approach for sustainable development. This philosophy was first promoted by His Majesty the late King Bhumibol Adulyadej since the 1950s as self-reliant or sustainable farming. Later, in the 1970s, it was accepted as an idea of Sufficiency Economy. Founded on the fundamental principle of Thai culture, Sufficiency Economy is a method of development based on three pillars: Moderation, Reasonableness and Risk Management. Knowledge and virtue are conditions for decision and activities that carry out at a sufficient level. One of principles is that the producers or consumers produce or consume within the limitation of existing income or resources. However, it does not mean that one must constantly be prudent. It is to consume within one's capacity.

Despite the positive impact of modern and rapid development, it led to the rise of consumerism which created economic dependence and deterioration of natural resources. Existing kinship, traditional knowledge and wisdom are forgotten and have started to disappear. The 1997 Thailand's economic crisis is a costly example of unbalanced, unstable growth and improper economic and social development process. This crisis highlighted the important of SEP which emphasizes on strengthening community's capacity, balancing way of life and resilience and respecting for the environment.

The concept and goals of SEP and SDGs are similar; aiming to achieve sustainable development where poverty is eradicated and inequality is reduced, for example. As a decision-making framework, SEP is a way for Thailand to apply, implement and achieve the 2030 Agenda on Sustainable Development.

Community Based Tourism

Tourism is among the highest income industries in Thailand. Impressive natural beauty, friendly hospitality and reasonable price are a few examples on why Thailand tourism is very attractive. However, financial benefits from tourism come with a great cost. Tourism industry that focuses only on business and profit greatly affect both natural resources and local community. Unsustainable business practice takes money out of community and leave only the destruction of environment. Therefore, Community Based Tourism (CBT) was developed as an alternative business practice and new travel destination. Focusing on identity and locality, community play an important role in operating and managing CBT. Not only about material development, CBT is also about participation so that local community receive maximum profit. Strengthened community, restoration and preservation of culture, dignity and sustainability of environment are targets of CBT.

However, just like any development, sustainability of CBT is crucial and this is where SEP plays an important role in its development. Without the concept of SEP, CBT will become business oriented and aims only for profit. Together with knowledge

and virtue, the three pillars of SEP are needed for CBT to become sustainable business model where benefit is for everyone and environment is preserved. This program will reveal how SEP and business can work together and provide benefit for the whole community and environment.

The Training Program

This program offers knowledge, training and firsthand experiences in SEP, SDGs and CBT for participants. Participants will receive enough support and encouragement to set up similar project in their home countries. More importantly, participants will impress and develop positive attitude towards Thailand and SEP as well as reproduce the SEP in their own country. In this program, participants will study concept, origin and implementation of SEP, SDGs and CBT via ZOOM program from their countries. Beside lecturing about SEP, SDGs and CBT, participants will gain knowledge from 4 VIDEO documentaries about CBT and learn from the real practitioner. Therefore, our course was developed based on Sufficiency Economy Philosophy (SEP) and Sustainable Development Goals (SDGs). This training program uses Thailand's best practice model as an example case study through both theoretical and practical studies, so that Sufficiency Economy Philosophy (SEP) concept is recognized and implemented internationally. In addition, participants' participation in this training program in Thailand will create impression for participants and, when they go back to their country, pass this attitude to others. This will build a reputation and spread the concept of SEP, culture and acceptance of Thailand to other countries.

4. Objectives:

The program is designed to:

1. Promote and provide participants with knowledge and understanding the origin, concept and implementation of Sufficiency Economy Philosophy (SEP) in Thailand
2. Provide participants with knowledge of Sustainable Development Goals (SDGs) and its linkage with Sufficiency Economy Philosophy (SEP)
3. Promote one of Sufficiency Economy Philosophy (SEP) best practices in Thailand; the Community Based Tourism
4. Provide participants with insightful knowledge and understanding of the Community Based Tourism from experience practitioners
5. Produce an appreciation of Sufficiency Economy Philosophy (SEP) in participants' countries and recognition internationally
6. Impress and develop positive attitude of participants by using the best practice, Thai culture, hospitality and friendliness
7. Encourage and support participants to initiate similar projects with the Community Based Tourism in their home countries under the guidance of Thailand
8. Multiply appreciation and positive attitude towards Thailand through participants

5. Course Contents:

This training course comprised of 4 modules

Module 1: Introduction to SEP and SDGS

This module aims to introduce SEP to participants by providing concept, origin and examples of implementation. Moreover, this module will emphasize the important of SEP and how this philosophy helped Thailand in the time of crisis. In addition, participants will receive basic understanding of SDGs and the linkage between SEP and SDGs. During this module, participants will also produce their country report.

Module 2: SEP best practice: The Community Based Tourism

This module aims to introduce participants to one of beat practices of SEP; the CBT. It will provide concept and origin of the program as well as in-depth knowledge of the CBT which is the center of this certificate program. Moreover, this module will show how CBT can help achieving sustainability for local community, economic, development and nature. This module also aims to prepare participants before going to the South.

Module 3: SEP in action

This module will provide participants with real life experience in SEP by showing them pre-recorded VIDEO documentaries about CBT in Chumphon. Participants will receive knowledge from the real practitioners in field of CBT. Moreover, participants will learn the whole process, from the start till the end. Participants will understand the process and able to create similar projects at home.

Module 4: Evaluation and presentation

This module aims to summarize all knowledge and evaluate participants' understanding of the program. After program's conclusion, participants require to present their impression from the South. Moreover, this module will provide participants with project planning and encourage them to plan similar projects for their home countries. Participants then present their plans.

6. Participants' Criteria:

Applicants must fulfill the following requirements:

- Be nominated by their respective governments;
- Education: at least high school. Preferred applicant who holds bachelor degree in any fields.
- Language: proficiency in English (speaking, reading and writing), proficiency in Thai is a plus
- Everyone who are open-minded and ready to learn. Preferred applicants who are community leader, government person that responsible for development, member of civil society group or those who can multiply knowledge in their country.
- Number of applicants will be decided together between Thailand International Cooperation Agency (TICA) and Mae Fah Luang University.

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:

1. Mae Fah Luang University, Bangkok office. 27 Panjabhum 2 Building, 7th floor South Sathorn Rd., Sathorn Bangkok 10120.
2. Online via ZOOM program

9. Expected Results:

1. SEP becomes internationally recognized
2. Participants understand the relationship between SEP and SDGs and how SEP and help achieving SDGs
3. Participants understand CBT process and its importance towards SDGs
4. Participants can build similar projects in their own countries

5. Participants develop positive attitude towards Thailand
6. Participants help multiplying positive attitude towards Thailand and SEP in their countries

10. Organization/ Institution:

- **Implementing Agency;**
School of Social Innovation (Bangkok office), Mae Fah Luang University
- **Contact Person**
 - 1) Dr. Pradit Chinudomsab
Tel: (+66) 081 551 6365
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11. Expenditure/Funding:

This training course is funded by TICA and the Colombo Plan 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 Online - Training Programme:
The SDGs localization: Sufficient Economy Philosophy
and Community Based Tourism
(24 July – 15 August 2023)**

Date/Period /Topic	Time (Thailand Time)	Content	Speaker	Note
Day 1: Monday 24 July 2023				
Welcome and Introduction to the program	13:00 – 16:00	<ul style="list-style-type: none"> - Welcome and Opening remarks - Introduction of program - Introduction of program outline - Explain the course. For example; How to graduate? How to study? What are expectations? How to evaluate? 	Dr. Pradit Chinudomsub	ZOOM
Day 2: Tuesday 25 July 2023				
Know each other	13:00 – 16:00	<ul style="list-style-type: none"> - “Know each other and break the ice” activities - “Know more about students’ backgrounds - individual presentation about themselves” - Give First assignment; the Country Report 	Dr. Thanikun Chantra	ZOOM
Day 3: Wednesday 26 July 2023				
About Thailand	13:00 – 16:00	<ul style="list-style-type: none"> - Basic knowledge about Thailand - History, culture, travel and hospitality in Thailand 	Dr. Pradit Chinudomsub	ZOOM
Day 4: Thursday 27 July 2023				
SDGs	13:00 – 16:00	<ul style="list-style-type: none"> - Introduction to SDGs - Concept, goals and implementation of SDGs - How it is important? - Issues relate to SDGs (for example, climate change) - SDGs that related to CBT 	Dr. Thanikun Chantra	ZOOM

Day 5: Friday 28 July 2023				
The Royal Philosophy	13:00 – 16:00	- The Royal initiation of sufficiency - The Royal concept of sufficiency - The Royal examples of sustainability	- Lecturers in certificate program or Guest speaker	ZOOM
Day 6: Saturday 29 July 2023				
SEP	13:00 – 16:00	- What is SEP? - The origin of SEP - Concept, theory and implementation of SEP - The importance of SEP.	- Lecturers in certificate program or Guest speaker	ZOOM
Day 7: Sunday 30 July 2023				
SEP II	13:00 – 16:00	- Cases of SEP in Thailand - The successful stories of SEP - How SEP changed life of many? - How SEP helped Thailand in the time of crisis?	- Lecturers in certificate program or Guest speaker	ZOOM
Day 8: Monday 31 July 2023				
SDGs and SEP	13:00 – 16:00	- How SDGs and SEP are related? - Is SEP a way to achieve SDGs? - How SEP can help achieving sustainability? - The importance of Cooperation and SEP. - How SEP change local people attitude and practice?	- Lecturers in certificate program or Guest speaker	ZOOM
Day 9: Tuesday 1 August 2023				
Evaluation I	13:00 – 14:00	Evaluation I: - Basic understanding about SEP	-	Online
Country report	14:00 – 16:00	- Country Report presentation	Dr. Thanikun Chantra	ZOOM
Day 10: Wednesday 2 August 2023				
CBT I	13:00 – 16:00	- What is CBT? - Concept, theory and implementation of CBT - The importance of CBT in Thailand	- Lecturers in certificate program or Guest speaker	ZOOM

		- The story of CBT in Thailand		
Day 11: Thursday 3 August 2023				
CBT III	13:00 - 16:00	- How to build a CBT? - How to manage the CBT? - How to create participation from local people	- Lecturers in certificate program or Guest speaker	ZOOM
Day 12: Friday 4 August 2023				
Case study I	13:00 - 16:00	- Examples of CBT in Thailand - Overview of Chumphon and CBT - Different types of CBT in the area	Dr. Pradit Chinudomsab	ZOOM
Day 13: Saturday 5 August 2023				
Case study II	13:00 - 16:00	Case study video (CBT in community)	Guest speaker (Thai language with subtitle)	Video
Day 14: Sunday 6 August 2023				
Case study III	13:00 - 16:00	Case study video (CBT on seaside)	Guest speaker (Thai language with subtitle)	Video
Day 15: Monday 7 August 2023				
Case study IV	13:00 - 16:00	Case study video (CBT on riverside)	Guest speaker (Thai language with subtitle)	Video
Day 16: Tuesday 8 August 2023				
Case study V	13:00 - 16:00	Case study video (CBT on mountain)	Guest speaker (Thai language with subtitle)	Video
Day 17: Wednesday 9 August 2023				
Problems and how to solve	13:00 - 16:00	- Problems and how to solve the problems in CBT - Cooperation between CBT	- Lecturers in certificate program or Guest speaker	ZOOM
Day 18: Thursday 10 August 2023				
SEP, CBT and SDGs	13:00 - 16:00	- The relationship between SEP and CBT - The relationship between SDGs and CBT - How CBT helps achieving sustainability?	Dr. Thanikun Chantra	ZOOM
Day 19: Friday 11 August 2023				
Project presentation I	13:00 - 16:00	Evaluation II Your CBT project	- Lecturers in certificate	ZOOM

		presentation and assessment from experts I	program or Guest speaker	
Day 20: Saturday 12 August 2023				
Project presentation II	13:00 -16:00	Evaluation II Your CBT project presentation and assessment from experts II	- Lecturers in certificate program or Guest speaker	ZOOM
Day 21: Sunday 13 August 2023				
Project presentation III	13:00 - 16:00	Evaluation II Your CBT project presentation and assessment from experts III	- Lecturers in certificate program or Guest speaker	ZOOM
Day 22: Monday 14 August 2023				
The Future	13:00 - 16:00	- Lesson learned - SEP, SDGS and the future of development - Sufficiency way of development	Dr. Thanikun Chantra	ZOOM
Day 23: Tuesday 15 August 2023				
Summary	13:00 - 16:00	- Summary - Sharing impression of this program - Satisfaction survey - Program improvement survey - Sharing contact for future follow up - Farewell	Dr. Pradit Chinudomsab	ZOOM