



**The Online Training Programme on
“The New Normal with Sustainable Community–based Eco–tourism Development
under 4Ps model for ACMECS” in HRD Smart Scholarships Project
21 - 26 November 2022 (Thailand time GMT+7)
Organize by Academic Service Centre, Burapha University, Chonburi, Thailand**



1. Course Title: The New Normal with Sustainable Community–based Eco–tourism Development under 4Ps model for ACMECS

2. Duration: This seven-day online course will be conducted in 21 - 26 November 2022 (Thailand time GMT+7) via Zoom Cloud Meeting from Academic Service Centre, Burapha University, Thailand

3. Background and Rational

Thailand has offered the various kinds of tourism which the community based ecotourism has become one of the most interesting tourism types throughout the country. They are both managed by the community itself, management decisions are made by local people and profits directly go to the community and often marketed and organized by private travel companies and government protected areas under the wide concept of sustainable tourism such as:

- Contributes actively to the conservation of natural and cultural heritage
- Includes local and indigenous communities in its planning development and operation contributing to their well-being
- Interprets the natural and culture heritage of the destination to the visitor
- Lends itself better to independent travelers, as well as organizes tours for small sized groups.

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

So, the Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs in collaboration with Academic Service Centre (ASC), Burapha University, Chonburi, Thailand conducted an online training course on “The New Normal with Sustainable Community–based Eco–tourism Development under 4Ps model for ACMECS” via Zoom Cloud Meeting on 21 - 26 November 2022

4. Institute organizer: Burapha University, THAILAND

5. Objectives: 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;

5.1 Understand the concept of CBET as an approach for sustainable development under the COVID-19 pandemic.

5.2 Understand how to apply CBET to different cases, such as, community development projects and lesson learned from Thai and foreign model.

5.3 Be able to apply CBET to the case of their respective countries.

6. Course Contents:

6.1 Course Outline

- Programme Orientation and Course Introduction
- Introduction to Sustainability and Community Eco-tourism Development in Thailand
- Collaboration in Community-based tourism in Thailand
- The bridge from Local to Global
- What is the importance of community participation?
- Tourism Standard in Thailand
- Best practice CBT with Thailand Tourism Standard & BCG model
- BCG model and Coastal Ecotourism management
- Integrated Local stakeholders for Sustainable Tourism
- Tourism Driving in Globalization based on SEP
- The Next Normal Tourism Marketing Communication
- Concept Paper Presentation & Conclusion

6.2 Advance Assignments

6.2.1 Country reports

All participants are requested to prepare a 5 minutes country report.

Part 1: Country background and some details focus on geography, social and economy background and government policy for sustainable development.

Part 2: Idea/example development project in your country. The details should focus on key success or negative factors.

6.2.2 Project Assignment

Each participant is required to prepare, submit report and give the presentation on how to apply the CBET to delegations' country (before ending the programme).

7. Focused countries

Countries member from Ayeyawady-Chao Phraya-Mekong Economic Cooperation Strategy (ACMECS) : Myanmar, Thailand, Lao PDR, Cambodia and Vietnam

8. Participant Criteria

8.1 Be nominated by their respective government

8.2 Language: proficiency in English (speaking, listening, reading and writing)

8.3 Education: At least bachelor degree in relation to agriculture, economics, rural development, social science, environment and public policy or other relevant disciplinary areas with five (5) years of related work experience

8.4 Able to participate in the online training course for the entire duration

9. Attendance and Evaluation

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

- 9.1 Online learning, real – time class attendance (not less than 80%)
- 9.2 Online Interactive class participation and discussion
- 9.3 Submission of the assignment : Report and presentation
- 9.4 Online evaluation (the most correct and outstanding answer)

10. Expected Results

- 10.1 To learn and experience the best practice relevant to the participated course
- 10.2 To be able to apply CBET theories and concepts as a potential approach to the community development for sustainable development
- 10.3 To create a good friendship among participants
- 10.4 To explore the Thainess including the traditional & cultural sharing during the participants' time

11. Institution

11.1 Executing Agency

Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs (MFA)

11.2 Implementing Agency

The course will be conducted by Academic Service Centre, Burapha University, 169 Long - Hadd Bangsaen, Saensuk, Muang, Chonburi, 20131 Thailand

Contact persons

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12. Expenditure/funding

Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs (MFA)
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Schedule for the Online Training Programme:

“The New Normal with Sustainable Community – based Eco-tourism Development under 4Ps model for ACMECS”

Via ZOOM Cloud Meetings: 21st – 26th November 2022 (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
Day 1 : Monday 21st November 2022 /08.30 a.m.– 13.30 p.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 - Course Assignment & Evaluation	Dr. Nawasit Rakbamrung Deputy Director of ASC, BUU, Chonburi Province	Opening Ceremony : 1.Representative from TICA 2. Representative from BUU
	10.00 – 11.00 a.m.	Ep 1.2 : Country Report & Presentation	1.Dr. Nawasit Rakbamrung 2. Ms.Buttri Dumrisathon- lamark, ASC, BUU	
	11.00 – 11.30 a.m.	Break		
2 Thailand Next Normal in Community - based Tourism	11.30 – 12.30 p.m.	Ep 2.1 : - Strategies, Policies and Initiative - Tourism Situation and Trend - Statistic	Dr.Chuwit Mitrchob, Deputy Director–General of DASTA	Moderator : Dr. Nawasit Rakbamrung
	12.30 – 13.30 p.m.	Ep 2.2 : - Model in Developing Sustainable Tourism and BCG model - Sustainable Tourism Information System	Dr.Chuwit Mitrchob, Deputy Director–General of DASTA	Moderator : Dr. Nawasit Rakbamrung

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
Day 2 : Tuesday 22nd November 2022 /08.30 a.m.– 13.30 p.m.				
	08.30 – 09.00 a.m.	🔑 Room open to Join link & Register		
3 Community Development Collaboration of Public & Private sector	09.00 – 10.30 a.m.	<ul style="list-style-type: none"> - Strengthening community participation - Model of Sustainable Community Development - Support and Promotion of public sector - Success Projects of public sector And Case study of Private sector 	1. Public sector: Mrs. Suparas Sakdapitak Community Development Officer Specialist level, Community management unit, Bureau of Community Empowerment, Community Development Department, Ministry of Interior 2. Private sector (Travel Agency): Representative from Local Alike or related organization 3. Dr. Nawasit Rakbamrung	
4 Creative & Responsible Tourism in Thailand	10.30 – 11.30 a.m.	<ul style="list-style-type: none"> - Concepts & Driving of Creative & Responsible Tourism - Case study of Creative & Responsible Tourism in Thailand 	Mr.Nithi Subhongsang, Co-founder, member of TRTA and Managing Director of Nutty's Adventures	Moderator : Dr. Nawasit Rakbamrung
	11.30 – 12.00 a.m.	Break		
5 What is the importance of community participation?	12.00 – 13.30 p.m.	CBT with Community Participation Case study each Regions of Thailand	Dr. Nawasit Rakbamrung	

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
Day 3 : Wednesday 23rd November 2022 /08.30 a.m.– 12.00 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
6 Thailand Tourism Standard & Measurement	09.00 – 10.30 a.m.	- ASEAN and Thailand Tourism Standard - Safe Travel Measure (Amazing Thailand Safety and Health Administration – SHA) - SHA Plus	Representative from Bureau of Tourism Services Development, Tourism Department, MOTS	Moderator : Dr. Nawasit Rakbamrung
7 BCG model in CBT	10.30 – 12.00 a.m.	CBT Case study from Central/Eastern Region of Thailand - Designing CBT tour program involve local resources, Water – Related Activities - Community Participation and Role of member At Baan Talay Noi Rayong hee Community Enterprise, Rayong province	1. Representative from Local government/ Municipality: Tang Kwean Subdistrict Administrative Organization 2.Representative from Local Community Enterprise/Club: Baan Talay Noi Community, Rayong province or related community in Central/ Eastern Region	VDO recorded Moderator : Dr. Nawasit Rakbamrung
Day 4 : Thursday 24th November 2022 /08.30 a.m.– 13.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
8 Social Collaboration with Collective Impact for Community Centric Development	09.00 – 11.00 a.m.	Seminar Case study Central Region of Thailand : Bang Krachao bend, Samutprakarn Province: 1. Sufficiency Economy Philosophy 2. CBT Driving in Globalization based on SEP & Shared Goal and Collective Impact 3. CBT case study	1. M.R.Srichalerm Kanjanapoo, 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	

Date/Time/Topic	Thailand time (GMT+7)	Content	Speaker	Remark
	11.00 – 11.30 a.m.	Break		
9 Integrated 4Ps model for Sustainable Tourism	11.30 – 13.30 p.m.	Sustainable tourism Case study from Central/Eastern Region of Thailand: CBT in Bang Krachao bend at Bang Ko Bua community - Creative River tourism in nature area And land-based recreational activities	1. Representative from DASTA area 1 2. Representative from private sector: Local Hotel Owner 3. Representative from Bang Ko Bua Tourism Community Promotion Club 4. Representative from Partnership	VDO recorded Moderator : Dr. Nawasit Rakbamrung
Day 5 : Friday 25th November /08.30 a.m.– 12.30 p.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
10 BCG model and Coastal Ecotourism	09.00 – 10.00 a.m.	- Marine& Coastal Ecotourism management in Thailand - BCG Case study of Responsible Tourism	Mrs. Peeranuch Dulkul Kappelle Forest Technical Officer, Senior Professional Level, National Park Office.	Moderator : Dr. Nawasit Rakbamrung
11 Promoting Thailand as a Sustainable & Preferred Destination for Tourism	10.00 – 11.30 a.m.	- Policies and Marketing plan - Delivering the value of Thailand's tourism - Developing a marketing information technology system - Campaign Success cases	Mr.Watcharaphan Bunnag Public Relation Officer, Tourism Authority of Thailand (TAT)	Moderator : Dr. Nawasit Rakbamrung
	11.30 – 12.30 p.m.	Wrap up & Summary	Dr. Nawasit Rakbamrung	
Day 6 : Saturday 26th November 2022 /08.30 a.m.– 12.00 a.m.				
	08.30 – 09.00 a.m.	☞ Room open to Join link & Register		
12 Concept Paper Presentation & Conclusion	09.00 – 12.00 a.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, Deputy Director-General of DASTA 2. Ms.Supaporn Prach-Umpai, Advisor of Thai tourism Promotion Association (TTPA) 3. Dr. Nawasit Rakbamrung, BUU 4. Ms.Buttri Dumrisathon- lamark, BUU	

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)

MI: Ministry of Interior

TAT: Tourism Authority of Thailand

SEP: Sufficiency Economy Philosophy

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.

MOTS: Ministry of Tourism and Sport

DNP: Department of National Parks, Wildlife and Plant Conservation of Thailand

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