



## Course outline for Online International Training 2024

### 1. Course Title

“Sustainable Creative & Responsible Tourism Development based on BCG model”

### 2. Duration

9 Days: 6 – 17 May 2024

### 3. Background

Sustainable tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive impact ones which combines also the environmental, economic and socio-cultural aspects of tourism development.

Creative tourism is one of the important strategies in achieving sustainable tourism by engaging the local communities based on their identity, way of life, local folk wisdom, arts, culture and history. By adding creativity to the local assets, visitors could engage new experiences through hands-on, community-based activities and learn the unique character of the local people and sense of place. Creative tourism also help building communities stronger and make local people more self-reliant, which are the keys to the creation of the true sustainable tourism.

Responsible tourism is another key which is about making better places to live in and better places for people to visit. All of sectors need to take responsibility and action to make tourism more sustainable as well as the BCG economic model which incorporates concepts from the bio-economy, circular economy and green economy to contribute to sustainable tourism and extend the benefits of tourism to more communities.

### 4. Course objectives

This online training course aims at sharing Thailand’s experiences in the application of sustainable tourism which is involved with creative and responsible tourism based on BCG economic model. After the completion of the training all participants are expected to:

- 4.1 Understand the meaning of sustainable tourism in various aspects
- 4.2 Experience the creative tourism and the responsible tourism as the keys of sustainable tourism

4.3 Adopt some good practices in some communities as the role model and create some goods to their countries

4.4 Inspire some ideas and apply some similarities and differences to their countries aimed to the sustainable tourism upon their resources

## 5. Online Schedule/ Duration

This ninth-day online course period **6 – 17 May 2024** via Zoom Cloud Meeting from Burapha University, Thailand

## 6. Online Course Contents

**6.1 Activities** : Lecture, Seminar, Study visit (VDO recorded from site), Wrap up & Daily Summary, Assignment, Presentation and Discussion

### 6.2 Course Outline

Topic	Detail	Hours
1	Course Introduction	1.5
2	Tourism for SDGs Platform - What is core of Tourism? - Tourism Strategies, Policies, Initiative, Situation, Future Trend and Statistic - Tourism for SDGs Platform - Discover the unique initiatives and tools of the tourism for SDGs Platform - Sustainable Tourism Information System	2
3	Tourism Product Development - Meaning of Tourism Product - Types of tourism Product - Innovative tourism Products, Thailand Smart Tourism/E – tourism/ Traveltech - Destination Management - Travel Facilitation of tourist travel	1.5
4	Challenges and Opportunities of Tourism & Hospitality industry - Tourism Network Development to Promote Participation for Sustainable Tourism - Challenges and Opportunities	2
5	Thailand & ASEAN Tourism Standard - Thailand and ASEAN Tourism Standard - Measures Driving	1.5

Topic	Detail	Hours
	<ul style="list-style-type: none"> <li>- Partnership/Alliance</li> <li>- Good Practices</li> </ul>	
6	<p>Best Practice CBT in Creative tourism, Creative City of Gastronomy from UNESCO Creative Cities Network (UNCCN2021) at Petburi province:</p> <ol style="list-style-type: none"> <li>1. Good Practice Community Based Creative tourism in Gastronomy</li> <li>2. Belief in SEP of people in community</li> </ol>	2
7	<p>Tourism Development for Community of Happiness</p> <ul style="list-style-type: none"> <li>- Community based Tourism in Thailand</li> <li>- Capacity Building for Tourist Attractions Towards Sustainable Destinations TOP 100 and GSTC</li> <li>- Model in Developing Sustainable Tourism</li> <li>- Success Community Tourism Case in Gastronomy – Art &amp; Culture Agri tourism</li> <li>- New CBT Prototype (Carbon Neutral CBT, CBT SE &amp; New Gen CBT and Wellness CBT)</li> </ul>	1.5
8	<p>Case study of Community based Eco &amp; Agricultural Tourism under BCG model at Sala Din Community based Integrated Agricultural Tourism Enterprise, Creative Industry Village, Na khon pa tom province in detail</p> <ol style="list-style-type: none"> <li>1. Water&amp; Environment Management with SEP &amp;BCG case study: Klong (Canal) Maha Sawass, River of Lotus</li> <li>2. Tourism Service &amp; Product Development (processed food from rice, organic fruits)</li> </ol>	2
9	<p>Tourism for All Experiences</p> <ul style="list-style-type: none"> <li>- Policy, Threat and Promotion for Tourism for All</li> <li>- Universal designed Facilitation for tourism</li> <li>- World Tourism for All case study</li> <li>- Collaboration/Alliances</li> </ul>	2
10	<p>Responsible Tourism and future sustainability</p> <ul style="list-style-type: none"> <li>- Social Responsibility, Economic Responsibility, Environmental Responsibility</li> </ul>	1.5

	<ul style="list-style-type: none"> <li>- Tourism for All: Accessible Tourism, Social Tourism and Sustainable tourism</li> <li>- How to manage a tour program for the Accessible tour</li> <li>- The program “Bangkok and Beyond for Wheelchair Travellers” (in which Thailand Tourism Gold Award 2023 in the "Tour Programme" category presented by TAT)</li> </ul>	
11	<p>Ecotourism &amp; BCG in Tourism</p> <ul style="list-style-type: none"> <li>- Ecotourism management (Land &amp; Coastal)</li> <li>- Measures and standards</li> <li>- Amazing Balance tourism with BCG: Bio Innovative tourism, Circular Lifestyle tourism, Carbon Neutral tourism</li> <li>- Tourism for SDGs: Biodiversity and Climate Action</li> <li>- Case study</li> </ul>	1.5
12	<p>Low Carbon Tourism concepts and model development</p> <ul style="list-style-type: none"> <li>- Concepts of Low Carbon Tourism</li> <li>- Management Process for Low Carbon tourism</li> <li>- Case study in Thailand :               <ol style="list-style-type: none"> <li>1) Baan Tham Sua community, Kaeng Kra chan district, Petburi province (Thailand Homestay Standard, Thailand Tourism Gold Awards in Community Tourist Attraction, Thailand Tourism Silver Awards in Sustainable Low Carbon Attraction and TAT Eco Adventure Village for Outing Activity Silver Awards</li> <li>2) Koh Mak Island, Trat province</li> </ol> </li> </ul>	2
13	<p>Experiences with Low Carbon&amp; Responsible Tourism</p> <ul style="list-style-type: none"> <li>- How to Creating Tourism Identity</li> <li>- Key of Success</li> <li>- Bike tour “Unseen community in the city”</li> <li>- “Travel Your Style” with Creative Campaigns, Community tourism under concepts “Traveling is Sharing”</li> </ul>	1.5
14	<p>Good Practice CBT in Cultural &amp; Gastronomy tourism at Ta kein tia Community</p>	2
15	<p>Collaboration &amp; Participation for Sustainable Tourism Development</p> <ul style="list-style-type: none"> <li>- Community Support and Promotion : OTOP Village</li> </ul>	2

	<ul style="list-style-type: none"> <li>- Social Enterprise (SE) in Tourism</li> <li>- Community based Tourism Research</li> <li>- CBT Integrated</li> </ul>	
16	Why Thailand is famous for tourism? <ul style="list-style-type: none"> <li>- The New chapter Tourism Marketing Communication, Tools and Strategies</li> <li>- Campaign Success cases</li> <li>- Safe Travels with with Amazing Thailand Safety and Health Administration (SHA, SHA Plus, SHA Extra Plus)</li> </ul>	1.5
17	Wrap up and summary	1
18	Concept paper Presentation & Conclusion	3

#### **Study Visits topic 6, 8, 12, 14**

- Klong Kracheang canal community, Petburi province
- Baan Rai Krang community Petburi province
- Sala Din Community based Integrated Agricultural Tourism Enterprise, Na khon pa tom province

- Baan Tham Seu community, Kaeng Kra jan district, Petburi province
- Koh Mark, Trat province
- Ta kein tia Community, Chonburi province

The objectives of the study visits aim to utilize ecotourism to present the contribution and also the conservation of cultural and natural resources and to explore and benchmark with the comparison of the participants' concept ideas.

#### **Workshop**

- Pretest/ Post-test
- Participants' Country Report, Presentation & Discussion
- Concept Paper for further cooperation/projects Presentation (Individual)
- Conclusion

### **6.3 Advance Assignments**

#### **6.3.1 Country reports**

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.

### **6.3.2 Project Assignment**

Each participant is required to prepare, submit report and give the presentation on how to apply sustainable tourism to your country (Concept Paper) before ending the programme

## **7. Participant Criteria**

### **7.1 Participants should meet the following criteria:**

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

### **7.2 Number of Participants : unlimit but not more than 100 persons**

## **8. Focused countries**

Asia, Africa, Pacific, Latin America and Caribbean

## **9. Expected Results**

- 9.1 To learn and experience the best practice relevant to the participated course
- 9.2 To be able to apply sustainable tourism and concepts as a potential approach to the community development for sustainable development
- 9.3 To explore the Thainess including the traditional & cultural sharing during the participants' time

## **10. Evaluation**

Participants who are eligible to pass the training must attend all activities at 100% of total time and submit a draft of group proposal and presentation are also required.

## **11. Training Institution**

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

## Contact persons

### 11.1 Dr. Nawasit Rakbamrung, Deputy Director

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### 11.2 Ms. Buttri Dumrisathonlamark, Assistant Director and Acting Head of Training &

Consultancy Department

Tel: +66-38-102288 Mobile: +66-92-521-5656 Email: [buttri@buu.ac.th](mailto:buttri@buu.ac.th)

## 12. 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](http://www.tica.thaigov.net)

Email: [aitc@mfa.go.th](mailto:aitc@mfa.go.th)



### Schedule for the Online Training Programme:

“Sustainable Creative & Responsible Tourism Development based on BCG model” 2024

Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs in Collaboration with  
Academic Service Centre, Burapha University (BUU)

6 – 17 May 2024

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
Day 1: 6 May 2024/ 08.00 a.m. – 12.00 a.m.				
08.00 – 08.30 a.m.		Daily Online Register		
1 Course Introduction	08.30 – 10.00 a.m.	<b>Lecture 1</b> 1.Pre-test 2.Programme Orientation - Course Introduction - Assignment - Evaluation 3. “Let me Introduce Myself” Activity	Dr. Nawasit Rakbamrung Deputy Director of ASC, BUU	



Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
2 Tourism for SDGs Platform	10.00 - 12.00 a.m.	<b>Lecture 2</b> seminar on - What is core of Tourism? - Tourism Strategies, Policies, Initiative Situation, Future Trend and Statistic - Tourism for SDGs Platform - Discover the unique initiatives and tools of the tourism for SDGs Platform - Sustainable Tourism Information System	1. Representatives from Ministry of Tourism and Sport (MOTS) 2. The Association of Domestic Travel (ADT) 3. Representative from tourism partnership (Education Institute)	<b>Moderator:</b> Dr. Nawasit Rakbamrung
<b>Day 2: 7 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
08.00 – 08.30 a.m.		Daily Online Register		
3 Tourism Product Development	08.30 – 10.00 a.m.	<b>Lecture 3</b> - Meaning of Tourism Product - Types of tourism Product - Innovative tourism Products, Thailand Smart Tourism/E – tourism/ Traveltech - Destination Management - Travel Facilitation of tourist travel	Representatives from MOTS or related	<b>Moderator:</b> Dr. Nawasit Rakbamrung
4 Challenges and Opportunities of Tourism & Hospitality industry	10.00 – 12.00 a.m.	<b>Lecture 4</b> seminar on - Tourism Network Development to Promote Participation for Sustainable Tourism - Challenges and Opportunities	Representative from 1. Association of Thai Travel Agents (ATTA) 2. Professional Tourist guide Association of Thailand 3. Thai Hotels Association (THA)	<b>Moderator:</b> Dr. Nawasit Rakbamrung

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
Day 3: 8 May 2024/ 08.00 a.m. – 12.00 a.m.				
	08.00 – 08.30 a.m.	Daily Online Register		
5 Thailand & ASEAN Tourism Standard	08.30 – 10.00 a.m.	<b>Lecture 5</b> - Thailand and ASEAN Tourism Standard - Measures Driving - Partnership/Alliance - Good Practices	Representatives from Tourism Department, MOTS	<b>Moderator :</b> Dr. Nawasit Rakbamrung
6 Good Practice CBT in Creative tourism	10.00 – 12.00 a.m.	<b>Study visit 1</b> Creative City of Gastronomy from UNESCO Creative Cities Network (UNCCN2021) at Petburi province: 1. Good Practice Community Based Creative tourism in Gastronomy at 1.1 Khlong Krachaeng canal community (Old Market by the river community) “Eat & Art Unlimited” <b>workshop</b> : 2 knowledge rotations of activity bases	1.Representative from Khlong Krachaeng canal community 2. Representative from Baan Rai krang (Mr.Prasong Homruen, Village headman) 3.Dr. Nawasit Rakbamrung	Video recorded from site

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
		<p>1.2 Baan Rai Krang community, Guarantee with <i>Thailand Tourism Silver Awards 2023 in Community tourist attraction category</i> presented by TAT</p> <p>2. Belief in SEP of people in community <b>workshop</b> : 4 knowledge rotations of activity bases</p>		
<b>Day 4: 9 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
	08.00 – 08.30 a.m.	Daily Online Register		
7 Tourism Development for Community of Happiness	08.30 – 10.00 a.m.	<p><b>Lecture 6</b></p> <ul style="list-style-type: none"> <li>- Community based Tourism in Thailand</li> <li>- Capacity Building for Tourist Attractions Towards Sustainable Destinations TOP 100 and GSTC</li> <li>- Model in Developing Sustainable Tourism</li> <li>- Success Community Tourism Case in Gastronomy – Art &amp; Culture – Agri tourism</li> <li>- New CBT Prototype (Carbon Neutral CBT, CBT SE &amp; New Gen CBT and Wellness CBT)</li> </ul>	Representatives from DASTA	<b>Moderator :</b> Dr. Nawasit Rakbamrung

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
8 Case study of Community based Eco & Agricultural Tourism under BCG model	10.00 – 12.00 a.m.	<b>Study visit 2</b> at Sala Din Community based Integrated Agricultural Tourism Enterprise, Creative Industry Village, Na khon pa tom province in detail 1. Water& Environment Management with SEP &BCG case study: Klong (Canal) Maha Sawass, River of Lotus 2. Tourism Service & Product Development (processed food from rice, organic fruits) <b>workshop</b> : 3 knowledge rotations of activity bases	1. Representative from Sala Din Community Enterprise 2. Representative from Utokapat Foundation under Royal Patronage of H.M. the King 3. Representative from Buddha Monthon district Community Development office 4.Dr. Nawasit Rakbamrung	Video recorded from site
<b>Day 5: 10 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
08.00 – 08.30 a.m.		Daily Online Register		
9 Tourism for All Experiences	08.30 – 10.00 a.m.	<b>Lecture 7</b> seminar on - Policy, Threat and Promotion for Tourism for All - Universal designed Facilitation for tourism - World Tourism for All case study - Collaboration/Alliances	1. Mr. Weerasak Kowsurat, A former Minister of Tourism and Sports and Senator 2. Mr. Krisana Lalai, President of Foundation of Civilization 3. Dr. Nawasit Rakbamrung	

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
10 Responsible Tourism and future sustainability	10.00 – 12.00 a.m.	<b>Lecture 8</b> - Social Responsibility, Economic Responsibility, Environmental Responsibility - Tourism for All: Accessible Tourism, Social Tourism and Sustainable tourism - How to manage a tour program for the Accessible tour - The program “Bangkok and Beyond for Wheelchair Travellers” (in which Thailand Tourism Gold Award 2023 in the "Tour Programme" category presented by TAT)	Mr.Nithi Subhongsang, Co-founder, member of TRTA and Managing Director of Nutty’s Adventure which have leading staff member who has passed Certified Accessible Travel Advocate presented by SNG	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>Day 6: 13 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
08.00 – 08.30 a.m.		Daily Online Register		
11 Ecotourism & BCG in Tourism	08.30 – 10.00 a.m.	<b>Lecture 9</b> seminar on - Ecotourism management (Land & Coastal) - Measures and standards - Amazing Balance tourism with BCG: Bio Innovative tourism, Circular Lifestyle tourism, Carbon Neutral tourism - Tourism for SDGs: Biodiversity and Climate Action - Case study	Representative from 1. Department of National Parks, Wildlife and Plant Conservation of Thailand (DNP) or related 2. Thai Ecotourism and Adventure Travel Association (TEATA) 3. Dr.Nawasit Rakbamrung	

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
12 Low Carbon Tourism concepts and model development	10.00 - 12.00 a.m.	<b>Study visit 3</b> - Concepts of Low Carbon Tourism - Management Process for Low Carbon tourism - Case study in Thailand : 1) Baan Tham Seu community, Kaeng Krajan district, Petburi province (Thailand Homestay Standard, Thailand Tourism Gold Awards in Community Tourist Attraction, Thailand Tourism Silver Awards in Sustainable Low Carbon Attraction and TAT Eco Adventure Village for Outing Activity Silver Awards <b>Workshop:</b> 4 knowledge rotations of activity bases 2) Koh Mak Island, Trat province	Representative from 1. DASTA or related 2. Representative from Community 3. University partnership 4. Dr. Nawasit Rakbamrung	Video recorded from Site
<b>Day 7: 14 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
08.00 – 08.30 a.m.		Daily Online Register		

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
13 Experiences with Low Carbon& Responsible Tourism	08.30 – 10.00 a.m.	<b>Lecture 10</b> - Bike tour “Unseen community in the city” - “Travel Your Style” with Creative Campaigns, Community tourism under concepts “Traveling is Sharing” - How to Creating Tourism Identity - Key of Success	1. Representative from Co Van Kessel Company 2. Representative from Fridaytrip Company 3. Dr. Nawasit Rakbamrung	
14 Good Practice CBT in Cultural tourism	10.00 – 12.00 a.m.	<b>Study visit 4</b> at Ta kein tia Community <b>Workshop</b> : 4 knowledge rotations of activity bases “Coconut Lover”	1.President of Ta kein tia Community Tourism Club 2. President of Coconut lover club 3.Dr. Nawasit Rakbamrung	Video recorded from Site
<b>Day 8: 15 May 2024/ 08.00 a.m. – 12.00 a.m.</b>				
08.00 – 08.30 a.m.		Daily Online Register		

Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
15 Collaboration & Participation for Sustainable Tourism Development	08.30 – 10.30 a.m.	<b>Lecture 11</b> seminar on - Community Support and Promotion : OTOP Village - Social Enterprise (SE) in Tourism - Community based Tourism Research - CBT Integrated	Representative from 1.Public sector: Department of Community Development, MOI 2. Partnership: Community based Tourism Institute (CBT-I) 3.Private: Findfolk Sustainable Tourism Consultant and Destination Management Organization	<b>Moderator :</b> Dr. Nawasit Rakbamrung
16 Why Thailand is famous for tourism?	10.30 – 12.00 a.m.	<b>Lecture 12</b> - The New chapter Tourism Marketing Communication, Tools and Strategies - Campaign Success cases - Safe Travels with with Amazing Thailand Safety and Health Administration (SHA, SHA Plus, SHA Extra Plus)	Representative form Tourism Authority of Thailand (TAT) or related	<b>Moderator :</b> Dr. Nawasit Rakbamrung



Date/ Period/Topic	Time (Thailand time)	Content	Speaker	Remark
17 Wrap up and summary	12.00 a.m. – 01.00 p.m.	workshop	Dr.Nawasit Rakkamrungs	
<b>Day 9: 17 May 2024/ 08.30 a.m. – 12.00 a.m.</b>				
08.30 – 09.00 a.m.		Daily Online Register		
18 Concept paper Presentation & Conclusion	09.00 a.m.– 12.00 a.m.	<b>Workshop :</b> Presentation by Participants, Comment, Discussion and Summary	1. Representative from DASTA or related 2. Representative from MOTS or related organization 3. Dr.Nawasit Rakkamrungs	Individual Presentation not more than 6 minutes per person including comment from speakers

**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

3. ASC : Academic Service Centre

BUU : Burapha university

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

TAT: Tourism Authority of Thailand

MOTS: Ministry of Tourism and Sport

TRTA: Thai Responsible Tourism Association was formed by stakeholders from six different sectors involved in tourism:  
tour operators, accommodation providers, restaurants, tourist guides, local communities and academics.

GSTC: Global Sustainable Tourism Criteria

CBT- I : Community-based Tourism Institute

SNG: Special Needs Group