



Registration Form
<https://qr.go.page.link/Vzy3m>



Course Outline
<https://qr.go.page.link/pFjrg>



Course outline for Online International Training

Course Title

“The New Normal with Sustainable Community-based Eco-tourism Development”

Duration

3 weeks (16th November – 2nd December 2020)

Background

TICA: Thailand International Cooperation Agency

TICA is a national focal point for Thailand’s international development cooperation. TICA was established in 2004 to realize Thailand’s aspiration to be a contributor of development cooperation. Believing that global challenges are best addressed by international cooperation and global partnership, today we continue to strengthen our contribution to achieve 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, especially through the concept of South-South and Triangular Cooperation, TICA continues to realign our focuses in order to deliver Thailand’s commitment to be a relevant partner in global agendas including the 2030 Agenda for Sustainable Development.

➤ **Burapha University (BUU)**

Burapha University was established in 1955 as Bangsaen Educational College and later in 1974 became Bangsaen Campus under Srinakharinwirot University. The University became an independent institution in 2008. Today, Burapha University has campuses in Chonburi, Chantaburi and Sa Kaeo Provinces, and offers undergraduate and postgraduate programmes in Social Sciences, Health Sciences and Sciences and Technology.

➤ **Theme of online training course: SEP**

This online training course falls under the theme – “**Sufficiency Economy Philosophy**” or SEP. The SEP is an approach for sustainable development which espouses moderation, reasonableness and prudence as development framework based on knowledge and virtue. The Philosophy stresses the importance of human development at all levels and also emphasizes the need to strengthen community’s

capacity to ensure a balanced way of life and resilience, with full respect for the environment. As an approach and mind-setting framework, we believe that SEP can be applied to all 17 SDGs. Therefore, over the recent years, Thailand has shared with international community the application of SEP, our home-grown approach to sustainable development.

In response to the COVID-19 pandemic, we aims to share Thailand's experiences in the application of Community-based Eco-tourism (CBET) for sustainable development particularly during the period of COVID-19 pandemic.

Thailand International Cooperation Agency (TICA) cooperate with Burapha University conducted an online training course on "The New Normal with Sustainable Community-based Eco-tourism Development" via Zoom Cloud Meeting on 16 November – 2 December 2020.

Course objective

At the end of this course, participants are expected to;

- Understand the concept of CBET as an approach for sustainable development under the COVID-19 pandemic.
- Understand how to apply CBET to different cases such as community development projects and lessons learned from Thai community model.
- Be able to apply CBET to the case of their respective countries.

Course Contents

- 5.1 Programme Orientation and Course Introduction
- 5.2 The New Normal in Tourism: How life has changed due to COVID-19
- 5.3 Introduction to Sustainability and Community-based Eco-tourism (CBET) Development in Thailand
- 5.4 Collaboration & Participation in Communication-based Eco-tourism in Thailand
- 5.5 The New Normal Tourism Standard in Thailand
- 5.6 Tourism Driving in Globalization based on SEP
- 5.7 Integrated Local Tourism (CBT)
- 5.8 The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign
- 5.9 Conclusion & Post-test

Participant Criteria

Participants should meet the following criteria:

- 6.1 Be nominated by their governments.
- 6.2 University graduated in every fields.
- 6.3 Currently working in the field of Agriculture, Economics, Rural Development, social science, environment, public policy

- or relevant fields.
- 6.4 Be able to participate in the online training course for the entire duration.
 - 6.5 Have good mental and physical health.
 - 6.6 Sufficient command of spoken and written English language.
 - 6.7 Computer literacy

Focused countries

OIC & FEALAC members countries and others

Attendance and Evaluation

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

1. Online learning (not less than 80%)
2. Online class participation and discussion
3. Submission of the assignment
4. Online evaluation (the most correct and outstanding answer)

Online Schedule

This seven-day online course will be conducted in 16th, 18th, 20th, 23rd, 25th, 27th November and 2nd December 2020 via Zoom Cloud Meeting from Burapha University, Thailand

Training Institution

Academic Service Centre, Burapha University

- 1) Dr. Nawasit Rakbamrung
Email: nawasit@buu.ac.th
- 2) Ms. Buttri Dumrisathonlamark
Email: buttri@buu.ac.th
- 3) Ms. Wetanee Sirikit
Email: wiway127@gmail.com
- 4) Ms. Nattaporn Lairat
Email: nataporn@go.buu.ac.th

Email: buueco@gmail.com

Executing/Funding Agency

Thailand International Cooperation Agency (TICA)

Government Complex, Building B (South Zone), 8th Floor,

Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND

Website: tica-thaigov.mfa.go.th

Email: aic_sep@mfa.mail.go.th