

The Official Proposal and Training Programme Details

Thailand-Colombo Plan Joint Annual International Training Course (AITC) 2018

“Sustainable Community-based Eco-tourism Development”

I Course Title: Sustainable Community-based Eco-tourism Development

II Duration: 24th April – 9th May 2018 (16 days)

III Closing date for application: 20 March 2018

IV Rationale

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.

So, the Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs in collaboration with Academic Service Centre (ASC), Burapha University, Chonburi, Thailand organize and design the course's curriculum with the arrangement of this programme to share the best practices about ecotourism for developing countries and can apply knowledge and experience for sustainable development in their countries.

V Course Objectives

- To enhance the capability, potency and efficiency knowledge including the community enterprise development in Thailand based on the ecotourism
- To promote and academically collaborate the good relationship among participants
- To experience and expand in the concept of Thai tourism in various aspects
- To create and build the connection with others in Thai tourism areas

VI Expected outcome

- To learn and experience the best practice relevant to the participated course
- To be able to apply and make use the concepts along with understanding
- The national and international awareness of environmental concerns may possibly be forced
- The preserved tourism areas could be improved to attract the quality tourists to visit the country and to stay longer
- To create a good friendship among participants
- To explore the Thainess including the traditional & cultural sharing during the participants' time

VII Course Outline

Lecture

- Introduction to Sustainable Tourism and Eco-tourism Development in Thailand: Strategies and Policies
- Sustainable Tourism in Thailand
- Marketing Communication, Tools and Strategies on Community based Tourism(CBT) Campaign
- Eco-tourism Business in Thailand
- Community based Tourism (CBT) in Thailand
- Sustainable and Community-Based Ecotourism Administration
- Eco-tourism Products

- Sufficiency Economy Philosophy (SEP) and SEP Tourism
- Agritourism and Gastronomy Tourism

Study Visits/ Field Trips/ Special Activities

Study Visits

- Eco-tourism Bike-tour, Bangkok
- Koh Chang, Trat province
- The Ecotourism Group Ban-namchieo Community, Trat province
- Pong Raed Agri-Nature Center, Chantaburi Province
- Pak Nam PraSae Community, Rayong province
- Thai Island and Sea Natural History Museum & Koh Samaesarn (Samaesarn Island), Chonburi province
- Suphatraland, Rayong province

Field Trips/ Special Activities

- Royal Grand Palace, Queen Sirikit Museum of Textiles, Bangkok
- Nitasrattanakosin Exhibition Hall, Bangkok
- Nongnooch Tropical Garden/Pattaya Floating Market/Pattaya City, Chonburi province

Advance Assignments

Country reports

All participants are requested to prepare a 10 minutes country report on country background and some details focus on geography, social and economy background on eco-tourism.

Project Assignment

After course work (before ending the programme), each participant is required to prepare, submit report and give the presentation on how to apply the ecotourism to your country with commentators as show in schedule.

VIII Number of Participants: up to 22 persons

IX Qualifications

Candidates must possess qualifications as specified in “Guideline for Thailand’s Annual International Training Course Programme” No. 2 “Qualifications”. Moreover, candidates must achieved a degree in relation to tourism management, environment, natural resources, social or other relevant disciplinary areas with five (5) years of related work experience

X Venue

Bangkok, Chonburi, Chantaburi, Rayong and Trat province.

XI Evaluation

Participants are required to attend all activities organized during the course as attendance in all sessions is obligatory. TICA reserves the rights to revoke its fellowship offer or take appropriate action deemed appropriate in case a participant is in attendance of less than 90 percent of the training hours. Moreover, participants are required to submit assigned papers and make a presentation.

XII Training Institution:

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