



**SECRETARIAT OF THE CONFERENCE ON INTERACTION
AND CONFIDENCE BUILDING MEASURES IN ASIA**

**СЕКРЕТАРИАТ СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ
И МЕРАМ ДОВЕРИЯ В АЗИИ**

No. EC/TR/652

The Secretariat of the Conference on Interaction and Confidence Building Measures in Asia (CICA) presents its compliments to the CICA Member States and has the honour to forward herewith zoom link of the online training course on “Sustainable Creative & Responsible Tourism Development based on BCG model for CICA Countries” to be conducted by the Kingdom of Thailand. The training course will be held during 3-14 June 2024 (9 days) from 12:30 PM to 4:30 PM (UTC+7). The schedule for the online training programme is attached.

*Enclosure:
as stated,
on 15 p.*

Zoom Meeting Link:

<https://us02web.zoom.us/j/84209946527?pwd=RIZCZXQvUVBGV1UrVlhWbVJiYXZlZz09>

Meeting ID: 842 0994 6527

Passcode: BUU2024

The Secretariat avails itself of this opportunity to renew to the CICA Member States the assurances of its highest consideration.

Astana, 27 May 2024



**MEMBER STATES OF THE CONFERENCE
ON INTERACTION AND CONFIDENCE
BUILDING MEASURES IN ASIA**



**SECRETARIAT OF THE CONFERENCE ON INTERACTION
AND CONFIDENCE BUILDING MEASURES IN ASIA**

**СЕКРЕТАРИАТ СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ
И МЕРАМ ДОВЕРИЯ В АЗИИ**

№ EC/TR/652

Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и имеет честь препроводить Zoom-ссылку на учебный курс «Устойчивое креативное и ответственное развитие туризма на основе биоциркулярной зеленой модели для стран СВМДА», который будет проведен в формате онлайн Королевством Таиланд. Учебный курс состоится с 3 по 14 июня 2024 года (9 дней) с 12:30 до 16:30 (UTC+7). Расписание программы онлайн-курса прилагается.

*Приложение:
упомянутое,
на 15 л.*

Ссылка на конференцию Zoom:
<https://us02web.zoom.us/j/84209946527?pwd=RlZCZXQvUVBGV1UrVlhWbVJiYXZlZz09>

Идентификатор конференции: 842 0994 6527

Код доступа: BUU2024.

Секретариат пользуется случаем, чтобы возобновить государствам-членам СВМДА уверения в своем весьма высоком уважении.

город Астана, 27 мая 2024 г.

**ГОСУДАРСТВА-ЧЛЕНЫ
СОВЕЩАНИЯ ПО ВЗАИМОДЕЙСТВИЮ И
МЕРАМ ДОВЕРИЯ В АЗИИ**



Қосымша:
аталған,
15 п.

Азиядағы өзара іс-қимыл және сенім шаралары кеңесінің (Азия Кеңесінің) Хатшылығы Азия Кеңесіне мүше мемлекеттерге өзінің зор ілтипатын білдіре отырып, Таиланд Корольдігі онлайн форматта өткізетін «Азия Кеңесі елдері үшін биоциркулярлық жасыл модель негізінде тұрақты креативті және жауапты туризмді дамыту» оқу курсына Zoom-сілтемесін жіберуді өзіне мәртебе санайды. Оқу курсы 2024 жылдың 3-14 маусымы аралығында (9 күн) сағат 12:30-дан 16:30-ға дейін (UTC+7) өтеді. Онлайн курс бағдарламасының кестесі қоса беріледі.

Zoom-конференциясына қосылу үшін сілтеме:
<https://us02web.zoom.us/j/84209946527?pwd=RIZCZXQvUVBGV1UrVlhWbVJiYXZlZ09>

Конференция идентификаторы: 842 0994 6527

Кіру коды: BUU2024.

Хатшылық осы мүмкіндікті пайдалана отырып, Азия Кеңесіне мүше мемлекеттерге өзінің зор ілтипатын тағы да растайды.

Астана қаласы, 2024 жылғы 27 мамыр

**АЗИЯДАҒЫ ӨЗАРА ІС-ҚИМЫЛ ЖӘНЕ
СЕНІМ ШАРАЛАРЫ КЕҢЕСІНЕ
МҮШЕ МЕМЛЕКЕТТЕР**

s-cica@s-cica.org

От: Nawasit Rakbamrung <nawasit@go.buu.ac.th>
Отправлено: пятница, 24 мая 2024 г. 12:34
Кому: s-cica@s-cica.org; modtanoii@yahoo.com; buttri@buu.ac.th
Тема: Zoom link for Online training (Thailand)
Вложения: CICA 2.Online Creative tourism_BUU Schedule 3-14 Jun2024+.pdf

Dear Sirs

Greeting from Thailand, with this email I have attached the Zoom link for the Online training during the period of 3-14 June 2024 with also the updated schedule program.

Topic: Sustainable Creative & Responsible Tourism Development based on BCG model for CICA Countries
3 - 14 June 2024

Join Zoom Meeting
<https://us02web.zoom.us/j/84209946527?pwd=RlZCZXQvUVBGV1UrVlhWbVJiYXZOZz09>
Meeting ID: 842 0994 6527
Passcode: BUU2024

Any further enquiries please do not hesitate to contact me,
See you soon online

Best Regards

Nawasit Rakbarung, PhD
+66-81-6167746 Whatsapp



chedule for the Online Training Programme:

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

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

3 – 14 June 2024

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
Day 1: 3 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
1 Programme Orientation	01.00 – 01.30 p.m.	1.Pre-test 2.Programme Orientation - Course Outline/ Assignment / Evaluation 3. “Let me Introduce Myself” Activity	Dr. Nawasit Rakbamrung Deputy Director of ASC, BUU	
2 Introduction of Thailand tourism & BCG model	01.30 – 02.30 p.m.	Lecture 1 1. Thailand tourism: Past, Present and Future 2. Thailand organization structure related tourism formulation and implement 3.BCG action in SDGs	Dr. Nawasit Rakbamrung	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
3 Seminar on “What is core of Global Tourism?”	02.30 - 04.30 p.m.	<ul style="list-style-type: none"> - Thailand Tourism Strategies, Policies, Initiative Situation, Future Trend, Statistic, Revenue - Global Social – Environment – Economic impact from Tourism - Sustainable Tourism Information System 	1. Ms.Patthanasiri Salyasiri Ewtoksan Director, Tourism Professional Development Division, Department of Tourism Ministry of Tourism and Sport (MOTS)	Moderator: Dr. Nawasit Rakbamrung
		<ul style="list-style-type: none"> - Statistics and insights for inbound and outbound tourism at the global - Discover the unique initiatives and tools of the tourism for SDGs Platform 	2. Ms.Jittin Ritthirat Advisor on sustainability, The Association of Domestic Travel (ADT) / Ph.D. candidate on Sustainability and Competitive Advantage in Hotel Sector	
		<ul style="list-style-type: none"> - The role of research and development in the tourism industry - Integration of tourism research to tourism development - Case Study 	3. Asst. Prof. Dr.Parinya Nakpatom, Dean of International College, Burapha University	
Day 2: 4 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)				
12.30 – 01.00 p.m.	Daily Online Register			

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
4 Tools for Tourism Product development & Destination Management	01.00 – 02.30 p.m.	Lecture 2 - Innovative tourism Products, Thailand Smart Tourism/E – tourism/ Traveltech - Types of tourism Product - Travel Facilitation of tourist travel - Destination Management	Representatives from MOTS or related	Moderator: Dr. Nawasit Rakbamrung
5 Seminar on “Challenges and Opportunities of Tourism & Hospitality industry”	02.30 – 04.30 p.m.	- Role of organization related tourism - Tourism Network Development to Promote Participation for Sustainable Tourism - Challenges and Opportunities	Representative from 1. Mrs.Marisa Sukosol Nunbhakdi Honorary Advisor, Thai Hotels Association (THA)	Moderator: Dr. Nawasit Rakbamrung
		- Role of organization related tourism - Reskilling/ Upskilling in Tourism	2. Ms. Punnaporn (Paula) Wongjunpen, Committee Member, Association of Thai Travel Agents (ATTA)	
		- Role of organization related tourism - Reskilling/ Upskilling in hospitality Industry	3. Ms. Soinapa Pankong, Adviser of Professional Tourist guide Association of Thailand (PGAT)	
Day 3: 5 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)				
12.30 – 01.00 p.m.	Daily Online Register			

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
6 Thailand & ASEAN Tourism Standard	01.00 – 02.30 p.m.	Lecture 3 - Thailand and ASEAN Tourism Standard - Measures Driving - Partnership/Alliance - Good Practices	Representatives from Tourism Department, MOTS	Moderator : Dr. Nawasit Rakbamrung
7 SEP application for Community based Eco & Agri Tourism Case Study	02.30 – 04.30 p.m.	Study visit 1 (Video recorded from site) at Na khon patom province (<i>Central Region of Thailand</i>) 1. Sala Din Community based Integrated Agricultural Tourism Enterprise, Creative Industry Village (CIV), in detail - Water & Environment Management with SEP & BCG case study: Klong (Canal) Maha Sawass, River of Lotus - Tourism Service & Product Development (processed food from rice, organic fruits) 2. Interview: Participation & Collaboration 3. CBT Enterprise activities	1. Mr.Wanchai Sawassdang, Head of Sala Din Community Enterprise and Head of Community Water Management Committee, Community Water Network under Royal Project 2. Ms.Aonuma Eungprasert- porn, Community Development Academic Officer- Specialist level, Buddha Monthon district Community Development office 3.Dr. Nawasit Rakbamrung	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
Day 4: 6 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
8 Community Tourism Development of Happiness & New CBT Prototype	01.00 – 02.30 p.m.	Lecture 4 - Community based Tourism in Thailand - Capacity Building for Tourist Attractions Towards Sustainable Destinations TOP 100 and GSTC - Model in Developing Sustainable Tourism - Success Community Tourism Case in Gastronomy – Art & Culture – Agri tourism - New CBT Prototype (Carbon Neutral CBT, CBT SE & New Gen CBT and Wellness CBT)	Dr.Chuwit Mitrchob, Deputy Director–General of DASTA	Moderator : Dr. Nawasit Rakbamrung
9 Eco Tourism & Low Carbon Destination under BCG model and GSTC Case Study	02.30 – 04.30 p.m.	Study visit 2 (Video recorded from site) at Trat province (<i>Eastern Region of Thailand</i>): 1.Koh Mak, first role model of Low Carbon tourism of Thailand and received second place of 2023 Green Destinations Story Awards in Governance, Reset and Recovery category was selected 2022 Green Destinations Top 100 Stories at ITB Berlin 2023	1. Representative from Official : DASTA, Trat province office	Moderator : Dr. Nawasit Rakbamrung

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		2. Interview: Integrated stakeholders for Sustainable Tourism under 5P (Public – Private – People – Partnership - Professional)	2.1 <i>Representative from Local government:</i> Koh Mak Subdistrict Organization Administration 2.2 <i>Representative from Local tourism private sector :</i> Mr.Jakrapad Taveteekul, Owner of Koh Mak resort 2.3 <i>Representative from Local People :</i> Mr.Noppadon Sutthithanakun, Head of Coral reef and Marine resources Conservative Group	Moderator : Dr. Nawasit Rakbamrung
		3. Eco & Low Carbon Tour program in Koh Mak	3. <i>Representative from Local People:</i> Mr.Yodchai Sudhidhanakul, Koh Mak Tourism community (CBT)	Moderator : Dr. Nawasit Rakbamrung
		4. Solar Cell boat “Pitak Samutr” for tourism and official operation	4.Mr. Suwan Pitaksinthorn, Senior Marine Scientist, National Park Office, DNP,	Moderator :

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
			Ministry of Natural Resources and Environment, Trat province	Dr. Nawasit Rakbamrung
		5. Sustainable Tourist Attraction Development under Global Sustainable Tourism Criteria case study “Koh Mak”	5. <i>Representative from Partnership & Professional:</i> Dr. Siwasak Pansukkum, Lecturer & Researcher from Bangkok University	Moderator : Dr. Nawasit Rakbamrung
Day 5: 7 June 2024/ 12.30 p.m. – 05.00 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
10 Seminar on “Tourism for All Experiences and Universal Design”	01.00 – 03.00 p.m.	<ul style="list-style-type: none"> - Policy, Threat and Promotion for Tourism for All - Universal designed Facilitation for tourism - World Tourism for All case study - Collaboration/Alliances 	<ol style="list-style-type: none"> 1. Ms. Saowalak Thongkuay Committee on the Rights of Persons with Disabilities, United Nations (UN) 2. Mr. Krisana Lalai, President of Foundation of Civilization 3. Dr. Nawasit Rakbamrung 	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
11 Responsible & Inclusive Tourism In Thailand	03.00 – 05.00 p.m.	Lecture 5 - 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, member of ATTA and Managing Director of Nutty’s Adventure which have leading staff member who has passed Certified Accessible Travel Advocate presented by SNG	Moderator : Dr. Nawasit Rakbamrung
Day 6: 10 June 2024/ 12.30 p.m. – 05.00 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
12 Seminar on “Amazing Balance tourism with BCG”	01.00 – 03.00 p.m.	- Ecotourism management (Land & Coastal) - Measures and standards -Bio Innovative tourism, Circular Lifestyle tourism, Carbon Neutral tourism - Tourism for SDGs: Biodiversity and Climate Action - Case study	1.Ms.Parichat Suntararak, Vice President of Thai Ecotourism and Adventure Travel Association (TEATA) 2.Mrs. Peeranuch Dulkul Kappelle, Forest Technical Officer, Senior Professional Level,	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
			National Park Office. Department of National Parks, Wildlife and Plant Conservation of Thailand (DNP) 3. Dr.Nawasit Rakbamrung	
13 Responsible Tourism & Digital technology Application for Tourism model development Case Study	03.00 - 05.00 p.m.	Study visit 3 at Trang province (<i>Southern region of Thailand</i>), Heritage of ASEAN, Case study: Koh Libong community, Kantang district - Digital Platform for Tourism - Visual Community - based tourism tour - Success case, Digital technology Application Promotion for Community, Koh Libong community, Kantang district Project - Eco tourism Management in case Tourism and Career development Libong Community Enterprise	1. Dr. Preesan Rakwatin Vice President of Digital Agriculture Development and Promotion, Digital Economy Promotion Agency (depa) 2. Mr.Ismaan Bensaad, Head of Tourism and Career development Libong Community Enterprise 3. Dr.Nawasit Rakbamrung	<i>Community Achievements:</i> >>Prime Minister's Digital Award 2021 (Digital Community) from depa >> United Nations Public Service Awards 2022 (UNPSA 2022) in Innovation Promotion for service delivering and equality

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		<ul style="list-style-type: none"> - <i>Libong Model</i>: Fisherman Village to way of conservative, tourism and sea farming for Food security and Smart farming - Digital technology Application for Tourism and Koh Libong Conservation “Life below water” >> Dugong Conservation 3. CBT Enterprise activities 		
Day 7: 11 June 2024/ 12.30 p.m. – 05.00 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
14 Seminar on “How to Creating Community based Tourism Identity & Camapign”	01.00 – 03.00 p.m.	<ul style="list-style-type: none"> - Company profile and Tour style - Concept & Model of Sustainable Community Development - Strengthening community participation - CBT Program Design - CBT Case study Experiences with Low Carbon & Responsible Tourism 	1. Ms. Poolsri Nimpoolsward, Business Development Director, Fridaytrip Co.,Ltd., Thailand local (Destination Management Company: DMC), CBT and Responsible Tourism	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		<ul style="list-style-type: none"> - Company profile and Tour style - 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 	2. Mr. Jean-Marc Charles Joseph DUCHEINE, Co Van Kessel Company 3. Dr. Nawasit Rakbamrung	
15 Good Practice Community Based Creative & Gastronomy tourism In Thailand Case Study	03.00 – 05.00 p.m.	Study visit 4 (Video recorded from Site) at Phetchaburi province (<i>Western region of Thailand</i>), Creative City from UNESCO Creative Cities Network (UNCCN2021), Gastronomy tourism: 1. Khlong Krachaeng canal community (Old Market by the river community) “Eat & Art Unlimited”	Representative from 1.Mr.Papangkorn Chanyong Head of Old town, Khlong Krachaeng canal Community	Moderator : Dr. Nawasit Rakbamrung
		2. Interview: - Story telling of UNESCO Creative City of Phetchaburi province - Achievements	2. Ms. Romayakorn Erawan	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		3.Community based tourism Enterprise activities : - How to make Grand shadow - Grand shadow play - Royal Cuisine: Verse of Food and Dessert - Cultural art	3. members of community enterprise	
Day 8: 12 June 2024/ 12.30 p.m. – 05.30 p.m. (UTC+7)				
12.30 – 01.00 p.m.		Daily Online Register		
16 Seminar on “Collaboration & Participation for Sustainable Tourism Development”	01.00 – 03.00 p.m.	- Community Support and Promotion : OTOP Village, Inno-way village (Nawat withi)	1.Public sector: Ms.Suparas Bualuang Community Development Academic Officer- Specialist level, Community management unit, Bureau of Community Empowerment, Community Development Department, Ministry of Interior (MI)	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		Sustainable Tourism & Destination Management	2.Private sector: Mr.Sappawat Kantamara (Thoremuss) Strategic Marketing and Sustainability Manager, Findfolk Co., Ltd. “Sustainable Tourism Consultant and Destination Management Organization” 3.Partnership sector: Dr. Nawasit Rakbamrung	
17 Why Thailand is famous for tourism?	03.00 – 04.30 p.m.	Lecture 6 - The New chapter Tourism Marketing Strategies, Tools and Communication - Campaign Success cases - Safe Travels with with Amazing Thailand Safety and Health Administration (SHA, SHA Plus, SHA Extra Plus) - Alliances	Mr.Watcharaphan Bunnag Chief of Information Service Section, Tourist Information Division, Tourism Authority of Thailand (TAT)	Moderator : Dr. Nawasit Rakbamrung
18 Wrap up & Assignment	04.30 – 05.30 p.m.	Wrap up, Summary & Assignment	Dr.Nawasit Rakbamrung	
Day 9: 14 June 2024/ 12.30 p.m. – 04.00 p.m. (UTC+7)				

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
12.30 – 01.00 p.m.		Daily Online Register		
19 Concept paper Presentation & Conclusion	01.00 – 04.00 p.m.	1) Concept paper Presentation 2) Comments & Exchange Experiences 3) Conclusion	1. Dr.Chuwit Mitrchob, Deputy Director-General of DASTA 2. Ms.Supaporn Prach-Umpai, Advisor of TEATA and Secretary of Trade Association of Asian Ecotourism Network 3. Dr.Nawasit Rakbamrung	Individual Presentation (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 **Thailand local time (UTC+7)**

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

GSTC: Global Sustainable Tourism Criteria/ Global Sustainable Tourism Council

SNG: Special Needs Group

depa: Digital Economy Promotion Agency