



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

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

№ EC/TR/856

*Enclosure:
as stated,
on 17 p.*

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 inform that the online training course on “BCG Immunization for Tourism Industry: Features, Insights and Perspectives for the New Era in CICA Countries” scheduled to be organized by the Kingdom of Thailand from 17-25 July 2023 has been postponed. The online training course will now be held from **7-16 August 2023**. The revised concept paper, programme and registration form for the training course are attached.

The CICA Member States are requested to kindly fill in the attached registration form to confirm participation and send it to the Secretariat by 3 August 2023.

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

Astana, 13 July 2023



**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**

No. EC/TR/856

Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и имеет честь сообщить о переносе учебного курса в формате онлайн «Использование биоциркулярной зеленой модели развития для укрепления устойчивости в индустрии туризма: особенности и перспективы для новой эры в странах СВМДА», который Королевство Таиланд планировало организовать с 17 по 25 июля 2023 года. Учебный курс будет проведен в формате онлайн с 7 по 16 августа 2023 года. Пересмотренная концепция, программа и регистрационная форма для участия в учебном курсе прилагаются.

*Приложение:
упомянутое,
на 17 л.*

Просьба к государствам-членам СВМДА заполнить прилагаемую регистрационную форму для подтверждения участия и направить ее в Секретариат до 3 августа 2023 года.

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

Астана, 13 июля 2023 г.

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



Қосымша:
аталған,
17 п.

Азиядағы өзара іс-қимыл және сенім шаралары кеңесінің (Азия Кеңесінің) Хатшылығы Азия Кеңесінің мүше мемлекеттеріне өзінің зор ілтипатын білдіре отырып, Таиланд Корольдігі 2023 жылғы 17-25 шілде аралығында өткізуді жоспарлаған «Туризм индустриясында тұрақтылықты нығайту үшін дамудың биоциркулярлық жасыл моделін пайдалану: Азия Кеңесінің елдеріндегі жаңа дәуірі үшін ерекшеліктері мен болашағы» атты онлайн оқу курсының кейінге қалдырылғанын хабарлауды өзіне мәртебе санайды. Оқу курсы 2023 жылғы 7-16 тамыз аралығында онлайн форматта өткізілетін болады. Оқу курсына қатысу үшін қайта қаралған тұжырымдама, бағдарлама мен тіркеу нысаны қоса беріліп отыр.

Азия Кеңесінің мүше мемлекеттерінен қатысуын растау үшін қоса беріліп отырған тіркеу нысанын толтырып, 2023 жылғы 3 тамызға дейін Хатшылыққа жіберуді сұраймыз.

Хатшылық осы мүмкіндікті пайдалана отырып, Азия Кеңесінің мүше мемлекеттеріне өзінің зор ілтипатын тағы да растайды.

Астана, 2023 жылғы 13 шілде

**АЗИЯДАҒЫ ӨЗАРА ІС-ҚИМЫЛ ЖӘНЕ
СЕНІМ ШАРАЛАРЫ КЕҢЕСІНІҢ
МҮШЕ МЕМЛЕКЕТТЕРІ**

VERY URGENT
No. 63001/264



**Royal Thai Embassy,
Astana
Kazakhstan**

The Royal Thai Embassy in Astana presents its compliments to the Secretariat of the Conference on Interaction and Confidence Building Measures in Asia (CICA) and has the honour to refer to latter's Note No. EC/TR/824 dated 4 July 2023, requesting the technical guidelines for the online training course on "BCG Immunization for Tourism Industry: Features, Insights and Perspectives for the New Era in CICA Countries", scheduled to be held between 17 - 21 and 24 - 25 July 2023 by Siripattana Training Course of the National Institute of Development Administration and Thailand International Cooperation Agency of the Ministry of Foreign Affairs of Thailand.

The Royal Thai Embassy has further the honour to inform that due to more time required for the video material preparation to be utilized during the above-mentioned training course, the Thai side wishes to postpone the dates of the said training course to be **between 7 - 11 and 15 - 16 August 2023** (7 days in total). The updated version of the draft concept paper of the training course is attached hereto for the Secretariat's perusal. In this connection, the Embassy would appreciate it if the Secretariat could provide the confirmation on these new proposed dates.

The Royal Thai Embassy in Astana avails itself of this opportunity to renew to the Secretariat of the Conference on Interaction and Confidence Building Measures in Asia the assurances of its high consideration.



Attachments: 15 pages

Secretariat of the Conference on Interaction and Confidence Building Measures in Asia,
ASTANA.



COURSE OUTLINE

(Online via Zoom Cloud Meeting)

1. COURSE TITLE:

BCG Immunization for Tourism Industry: Features Insights and Perspectives for the New Era

2. DURATION:

Date: 7 - 11 and 15 – 16 August 2023 (7 days in total)

Time: 09:00 – 16:00 BKK Time

3. BACKGROUND & RATIONAL



Thailand International Cooperation Agency (TICA)

TICA is a national focal point for Thailand’s international development cooperation. It was established in 2004 to realize Thailand’s aspiration to be a contributor to international development cooperation. Believing that global challenges are best addressed through international cooperation and global partnership, TICA continues to work closely together with its development partners to realize the global development agenda through various capacity-building and human resources development programs. In response to changes in the global landscape of development cooperation. TICA has strengthened its partnerships to harness the synergy of South-South and Triangular Cooperation to tackle global development challenges, including expediting the implementation of Sustainable Development Goals (SDGs). It also continues to realign our focuses in order to deliver Thailand’s commitments as a global reliable partner.

Since 1991, TICA, in collaboration with educational institutes in Thailand, has offered short-term training courses under its Annual International Training Course (AITC) program. The number of courses offered each year varies between 25 to 35 courses for 20-35 participants per course. AITC not only fosters good and friendly relations which Thailand has already enjoyed with recipient countries across regions, but also helps Thailand to reach out to those countries with which we desire to engage more closely. The courses offered by TICA in 2023-2025 are categorized into 5 themes: Sufficiency Economy Philosophy (SEP), food security, climate change and environmental issues, public health, BCG Model related.



สำนักสิริพัฒน์
Siripattana Training Center

Siripattana Training Center, National Institute of Development Administration (NIDA)

The National Institute of Development Administration (NIDA) was established following His Majesty King Bhumibol Adulyadej's vision of advancing Thailand's development through the establishment of an advanced educational institution to prepare people to become agents of change for national development. NIDA campus is set in a beautiful green environment, complete with several fully equipped conference and training rooms in all sizes. We pride ourselves on the functionality and appearance of our facilities, which can accommodate: a small to medium training group sizes in a classroom, a normal meeting room, a theater room, or a large instruction group of up to 1,200 people. Inside NIDA, there are a variety of essential and auxiliary services available for training participants, such as: dormitory, a spacious parking building, handicapped parking spaces, canteens, coffee shops and bakery, banks, ATMs, a post office, a bookshop, a convenience store, a nursing room, a sports and fitness center, gardens and waterfalls for recreation, along with free Wi-Fi throughout the campus.

"Siripattana Training Center" was established on April 1st, 1966, at the same time as the inception of National Institute of Development Administration (NIDA). The Training Center's primary mission is to advise and organize training to improve the competence of government officials. During that time, the Training Center was considered as the central hub of developing Thailand public administrators and leading executives, and as the main producer of quality trainers to serve the public and private sectors. On April 21st 2012, Her Royal Highness Princess Maha Chakri Sirindhorn graciously granted the Training Center a new name, "Siripattana Training Center". The meaning of auspicious name is "The Center of Excellence in Management and Development" and ever since has become our commitments to the public and society.

Since April 1st 1966 to the present, Siripattana Training Center still maintains its reputation as a central hub in delivering high quality training on behalf of NIDA, continues the Training Center's primary vision to develop Thai leaders in the field of Development Administration. With over 57 years of experience in training industry, it is more a testament to the service quality of Siripattana Training Center. We are committed, highly professional and dedicated to training, guaranteed by over an 85% satisfaction rating in all courses, as evaluated by training participants.

PROGRAM OVERVIEW

Due to the government's focus on driving the country's development through the use of economic models. The new so-called "BCG", which is the development of the economy in 3 areas, namely the Bio Economy, Circular Economy and Green Economy. Under COVID-19 pandemic, everywhere throughout the world has been disrupted on global economic activity and international travel causing severe and immediate impacts on Thailand's economy and its tourism industry that relies mainly on income from international tourists. For this reason, Thailand's development approach focuses on highlighting and bringing out strengths of the country together with the concept of creating connectivity and leave no one behind.



Nation pushes in 3 main directions, which is to adopt the philosophy of sufficiency economy towards sustainable development and utilize the strength from within and connecting Thailand to the World Community and move forward together by leaving no one behind.

Tourism is an important economic sector that is growing rapidly, yet, continually in economic crashes and crisis. As we all aware that the world economy has been in recession in the past ten years. Hence, the industry helps create jobs and distribute income to businesses related to the tourism and hospitality sector has clearly resulted in developed infrastructure and service businesses in the area as well as provide opportunities for many people in both remote areas and big cities. All of these can contribute to the tourism supply chain. As a result, many countries pay serious attention to accelerate the development of the tourism sector as an important tool for driving the country's development and economic recovery.

However, the rapid expansion of technology, including the Internet, Digital platform and low-cost aviation business have an unprecedented increase in the number of international and domestic tourists. The world is facing the challenge of unsustainable growth especially in many tourist areas that are lacked careful preparation and readiness for the crisis from the global pandemic of COVID-19 that has affected tourism industry and suddenly disrupted our behaviors and norms.

Thailand is one of the world's most popular tourist destinations and is internationally renowned for cultural, natural, and man-made attractions including a variety of activities including products and services with high value and authentic experience. Thailand also has the image of a host that happily welcome international tourists with good impression which result in several repeat visitors. The rate of repeat visitors has continued to increase. As a result, during the past ten years (2010-2019) the number of repeat international tourists nearly reach 40 million, an increase of 2.5 times of the total economic value of the industry.

Currently, the problem of over-tourism in popular tourist destinations especially during holidays and festivals result in resources competition and overconsumption. Secondary city has been promoted for tourism, however, due to lack of good tourism management causing problems and challenges to Thai tourism in 7 issues: 1) Infrastructure; lack of accessibility e.g.: public transport system to tourist attractions, safety and security of life and property of tourists, waste, and wastewater management systems in tourism areas. 2) Implementation of technology to help control the number of tourists enabling access and use information and Digital platform to support tourism in a valuable and sustainable manners. 3) Law and regulations that require effective enforcement of the law, legislation and legislative improvements need to be added to solve urgent environmental problems. 4) Natural resources and culture in need of restoration. Natural resources and environment in tourist attractions development of bio-resource tourism attraction as well as local culture based and local wisdom. 5) Public participation, lack of people and social networks. Community participation in the development of tourist attractions and mitigation of impacts on people in tourist areas are needed. 6) Skills and Manpower Requires a large amount of manpower with various skills such as communication. Foreign language, using technology such as IT systems, Digital Marketing to support community tourism are needed skills. 7) Other challenges such as lack of communication and branding of Thailand's tourism to create added value of tourism and tourism management after the COVID-19 outbreak.

Having said that, BCG is a vital approach to drive the development of tourism sector in the next 5 years with the goal of increase the competitiveness of the tourism industry to return to be the main driving mechanism country by giving importance to the fare distribution of income evenly to secondary cities and reducing inequality as well as sustainable development in tourism in all areas. The BCG in tourism indicators for a 5-year plan are as follows:

- Increase tourism revenue by 1.2 trillion baht in 2020 to 1.5 trillion baht in 2021 and accelerate the push back to 3 trillion baht by 2022.
- Secondary city tourism revenue grows 10 percent annually.
- Revenue from tourism comes from local activities such as accommodation, food, herbs, quality products from local resources.
- Increased income and employment in the community through community tourism activities.
- Community participation in the systematic development of the area.
- The tourist attraction has achieved international sustainability standards.
- Tourism is growing in a sustainable way. "Social and Environmental Responsibility"

The most important fact is driving the development of the tourism sector is focused on three operational mechanisms, which are:

- 1) Standardization: standard development helps create confidence and value for tourists by focusing on cleanliness, safety of life and property, quality of service and social and environmental responsibility by extending and raising tourism standards throughout the tourism supply chain.
- 2) Connectivity: enhancement of linkage and accessibility to all areas by public transportation in the most convenient manner, cleanliness and safety for tourist during their travels especially to the secondary city. As well as the adequate utilities including developing information system infrastructure and building systems, digital platform to create connections between related parties leading to cooperation in development of tourism industry.
- 3) Sustainability: driving the tourism industry towards sustainability in the most efficient way. Systematically monitoring system and the impact of tourism should be focused. Natural resources and cultural heritage of Thailand should be enhanced in creating value for branding. Local economy should be considered and addressed by adding value to local products and services.

Therefore, BCG model should be implemented in the tourism industry to survive in the fast-changing world and the disruption of dynamic changes.

4. OBJECTIVES

The program is designed to:

- 4.1 Promote a better understanding of BCG model and its importance in the tourism and hospitality industry.
- 4.2 Encourage participants in pursuing the implementation of BCG in their respective home countries.

- 4.3 Enhance a better understanding and horizon perspectives on the concept of Sufficiency Economy Philosophy (SEP) and the implementation of SEP in the tourism industry.
- 4.4 Enhance connectivity via international networking and support among participants to advance international partnership collaboration on the BCG model and build a greater comprehension of SEP across the countries.

5. COURSE CONTENTS

The training course comprises of different themes relating to BCG model and SEP in tourism industry: Features, Insights and Perspectives for the New Era in CICA Countries:

1. Mechanisms for regulating the volume of the tourist flow in accordance with the capabilities of the country.
2. The practice of amending national legislation and regulations in the field of tourism in the light of the global process of tourism standardization.
3. The impact of modern trends in the hospitality industry, technologies, and innovations in tourism.
4. Challenges and risks in connection with the increase in the flow of tourists after the COVID-19 pandemic.

The program includes both lectures and workshops via online platform and a group project, while participants will be credited with 42 training hours as follows.

5.1.1 Class lectures and activities

Topic Content		Hours
1	BCG in Tourism Course Introduction I	3
	<ul style="list-style-type: none"> • Ice breaking/Team Building • Pre-test • Group Project 	
2	BCG in Tourism Course Introduction II	3
	<ul style="list-style-type: none"> • Understanding tourism and hospitality dynamic trends • Brainstorming activity 	
3	Issues and Problems in Tourism Industry I	3
	<ul style="list-style-type: none"> • Tourism impacts • Implementation of technology and innovation • Tourism laws, regulations • Stakeholders' participation • Manpower skills • Other issues such as lack of communication and branding • Case Studies • Brainstorming activity 	
4	Sufficiency Economy Philosophy (SEP) in Tourism Industry I	3
	<ul style="list-style-type: none"> • Concept of SEP • Implementation of SEP in tourism industry • Issues and problems relating to the implementation of SEP and its alleviations 	

Topic Content		Hours
5	Challenges and Risks in Tourism Industry without SEP I	3
	<ul style="list-style-type: none"> • Over-tourism in popular tourist destinations • Concentrated tourism in tourist destinations during holidays or festivals • Lack of readiness of tourist attractions in secondary cities • Poor linkage/accessibility • Standard development • Unsustainable growth • The global outbreak of COVID-19 • Case Studies • Brainstorming activity 	
6	Sufficiency Economy Philosophy: Case studies	3
	<ul style="list-style-type: none"> • Understanding SEP throughout the globe • Case Studies • Brainstorming activities 	
7	BCG Model I	3
	<ul style="list-style-type: none"> • Meaning and concept of BCG Model • Importance of BCG Model and its impacts 	
8	BCG Model II	3
	<ul style="list-style-type: none"> • BCG Model and tourism business integration • Case Studies • Brainstorming activity 	
9	BCG Model in Action for the Development of Tourism Industry I	3
	<ul style="list-style-type: none"> • BCG Model in the tourism industry and the creative economy. <ul style="list-style-type: none"> - Promote tourist attractions in secondary cities - Development of tourist attractions that are standardized, convenient, clean, and safe - Health and wellness tourism - Preparation of the national guidelines - Establishment of a system of sustainable tourism standards - Urban development and creative products - Creating quality tourist and memorable tourism experience 	
10	BCG Model in Action for the Development of Tourism Industry II	3
	<ul style="list-style-type: none"> • Case Studies • Brainstorming activity 	
11	Country Report Presentation	6
	<ul style="list-style-type: none"> • Implementation of BCG model in tourism industry project • Best BCG Project Presentation Award 	
12	Course Summary and Reflections	6
	<ul style="list-style-type: none"> • Course summary • Reflection on what is learned, learning experiences, and future actions 	
Total		42

Learning Approaches (Online via Zoom Cloud Meeting)

- ▶ Instruction: Interactive learning with instructors
- ▶ Experience: Learn from experts/expert panel discussion
- ▶ Discussion: Share thoughts with instructors and classmates
- ▶ Reflection: Reflective observation and thoughts sharing
- ▶ Project: Write an essay to practice applying BCG for tourism industry for home country conditions

4.1 Assignments:

1) Project Proposal

Topic: **The BCG model implementation in tourism industry project.**

This Project Proposal should clearly describe the topics and should be submitted by Day 5 of the training program in complying with the following items:

- Length of proposal: Maximum 10 pages
- Required font: Times News Roman size 12

Below are suggested issues that should be describe in the proposal:

- Background information of your respective countries
- A brief introduction to the BCG actions in your countries
- The problem or critical issues relating to the implementation of BCG in your countries
- The importance and needs of your proposed project
- The specific objectives to which the project proposal, if successful, is expected to contribute and how this is expected to create a successful BCG model implementation in tourism industry
- What kind of assistance that TICA or the concerned Governmental offices could provide?
- The overall results that the project is expected to accomplish
- How project objective will be carried out in terms of planned activities, their timing and duration and who will be responsible for each activity
- Who will be responsible for management of project operations as well as the roles of other bodies and organizations associated with the project?
- Mechanisms and procedures for monitoring and evaluation of project operations

Participants should complete and submit the Project Proposal by Day 6 of the training program. Please prepare PowerPoint and report as part of the project presentation in class on Day 6 of the training program.

2) Project Proposal Presentation

Each country group or Each person is required to prepare PowerPoint slides and a brief report to support Project Proposal to share information with instructors and others. **All participants must give a presentation of project proposal related to each respective country.** Below are guidelines for the presentation:

- All participants present one's own proposal.
- The time allocated for a presentation is 10 minutes and 5 minutes for questions and answers.
- Prepare your slides as a PowerPoint and report in PDF format.
- Participants will need to load the presentation onto the computer before your stream, to facilitate a smooth transition between speakers.

(Format)

Length: 6-10 pages

Font: Times News Roman size 12

Project Proposal
on

“The BCG model implementation in tourism industry project”

(Please refer to suggested issues that should be describe in the proposal on page 12)

1. Background

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2. Project Title

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3. Project Goal

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4. Project Objective

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5. Project Outputs

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- 2.
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- 3.
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- 4.
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6. Project Activities

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-
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-
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7. Partnership Guideline

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8. Project Management

8.1 Project Manager

.....
.....
.....
.....

8.2 Counterpart agency and contact person

Thai side: Thailand International Cooperation Agency (TICA)

Coordinator:.....

E-mail:

Partner country side:

Coordinator:.....

E-mail:

9. Monitoring and Evaluation

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6. ATTENDANCE AND EVALUATION

Participants who complete the training will receive a certificate based on:

- Real-time class attendance (not less than 80%)
- Interactive class participation
- Presentation and report
- Evaluation

7. INVITED COUNTRIES:

The direct beneficiaries of the training are only members of the Conference on Interaction and Confidence Building Measures in Asia (CICA) comprising of Afghanistan, Azerbaijan, Bahrain, Bangladesh, Cambodia, China, Egypt, India, Iran, Iraq, Israel, Jordan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Palestine, Qatar, Russia, South Korea, Sri Lanka, Tajikistan, Thailand, Turkey, United Arab Emirates, Uzbekistan, Vietnam and Kuwait.

8. PARTICIPANTS' CRITERIA:

Participants must fulfill the following requirements:

- Be nominated by their respective governments.
- Education/ Work Experience:
 - 1) Have experiences in tourism and/or service sector at least 6 months
 - 2) Have duties in tourism and/or service sector for one of the following sectors: public, private, academic, and business sector
 - 3) Willing and have potential to learn and apply BCG model in their work area/ daily
- Language: proficiency in English (speaking, reading, and writing)

9. VENUE

This course will be held live online via Zoom from National Institute of Development Administration (NIDA), Thailand during 7 - 11 and 15 - 16 August 2023 (7 days in total).

10. EXPECTED RESULTS

- 10.1 Better understanding of BCG model and its importance in the tourism and hospitality industry.
- 10.2 Well-aware of the implementation process and details related to BCG in their respective home countries.
- 10.3 Gain connectivity via international networking and support among participants to advance international partnership collaboration on the BCG model.

11. ORGANIZATION / INSTITUTION

- Implementing Agency:

Siripattana Training Center,



สำนักสิริพัตนา

Siripattana Training Center

in collaboration with

Graduate School of Tourism Management,
National Institute of Development Administration (NIDA)



- Address of the Implementing Agency:
Siripattana Training Center, National Institute of Development Administration (NIDA)

Address: 148 Seri Thai Rd., Bangkok, Bangkok 10240, Thailand
Tel: +66 2727 3231, +66 2727 3213 – 14
Fax: +66 2375 4720
Website: <http://www.training.nida.ac.th>
E-mail: trainingsiri@nida.ac.th
Line@: <https://lin.ee/6tT69QU>



- Contact Person:

Project Leader:

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National Institute of Development Administration
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Assoc. Prof.
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Project Director:

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Project Administrator:

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National Institute of Development Administration
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Email: perapong.nida@gmail.com

12. EXPENDITURE / FUNDING



Thailand International Cooperation Agency (TICA)

Address: Government Complex, Building B (South Zone), 8th Floor,
Chaengwattana Rd. Laksi District, BKK 10210 THAILAND

Website: <http://tica-thaigov.mfa.go.th/en/index>

Email: aitc@mfa.go.th



PROGRAM SCHEDULE
ANNUAL INTERNATIONAL TRAINING COURSES (AITC)
"BCG IMMUNIZATION FOR TOURISM INDUSTRY: FEATURES
INSIGHTS AND PERSPECTIVES FOR THE NEW ERA"

7 - 11 and 15 – 16 August 2023 (7 days in total)

(Online via Zoom)

Day		08.45 – 09.00	09.00 – 12.00	13.00 – 16.00
1	Mon 7 AUG	Registration Opening Session and Introduction	BCG in Tourism Course Introduction I Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA	BCG in Tourism Course Introduction II Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA
2	Tue 8 AUG	Issues and Problems in Tourism Industry I Assistant Prof. Dr. Paithoon Monpanthong Dean of the Graduate School of Tourism Management, NIDA	Sufficiency Economy Philosophy (SEP) in Tourism Industry I Assistant Prof. Dr. Paithoon Monpanthong Dean of the Graduate School of Tourism Management, NIDA	
3	Wed 9 AUG	Challenges and Risks in Tourism Industry without SEP I Dr. Pornpimol Chaisanit School of Management, Mae Fah Luang University	Sufficiency Economy Philosophy: Case studies Dr. Pornpimol Chaisanit School of Management, Mae Fah Luang University	
4	Thu 10 AUG	BCG Model in Action for the Development of Tourism Industry I Ms. Watcharee Churugsa Assistant Director-General of Designated Areas for Sustainable Tourism Administration (Public Organization)	BCG Model in Action for the Development of Tourism Industry II Ms. Watcharee Churugsa Assistant Director-General of Designated Areas for Sustainable Tourism Administration (Public Organization)	
5	Fri 11 AUG	BCG Model I Ms. Parichat Suntararak Vice President of Thai Ecotourism And Adventure Travel Association (TEATA)	BCG Model II Ms. Parichat Suntararak Vice President of Thai Ecotourism And Adventure Travel Association (TEATA)	

Day		09:00 – 12:00	13.00 – 16.00
6	Tue 15 AUG	<p align="center">Country Report Presentation</p> <p align="center">Speaker 1: Assistant Prof. Dr. Dr. Paithoon Monpanthong Speaker 2: Associate Prof. Dr. Kanokkarn Kaewnuch</p>	
7	Wed 16 AUG	<p align="center">Course Summary & Reflections</p> <p align="center">Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA</p>	<p align="center">Closing Ceremony & Certificate Awarding</p>

**Note: The schedule is subject to change due to unforeseen circumstances.*

Break times: 10.30 – 10.45 Morning Break
 12.00 – 13.00 Lunch
 14.30 – 14.45 Afternoon Break



**CONFERENCE ON INTERACTION
AND CONFIDENCE BUILDING MEASURES IN ASIA**

Online training course on “BCG Immunization for Tourism Industry: Features,
Insights and Perspectives for the New Era in CICA Countries”

by

Kingdom of Thailand

(7-11 August & 15-16 August 2023)

REGISTRATION FORM

CICA Member State	
Title & First Name (Mr./Mrs./Ms.)	
Family Name	
Designation	
Organization	
Email (mandatory) <i>The link to join the seminar will be sent to this Email</i>	
<i>Phone/Mobile No.</i>	
<i>Comments, if any</i>	

Please fill in and email a copy of this registration form to s-cica@s-cica.org & pichet.k@mfa.go.th no later than 3 August 2023.