



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

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

**№ EC/TR/567**

Enclosure:  
as stated,  
on 23 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 “Sustainable Creative & Responsible Tourism Development based on BCG model for CICA Countries” planned to be organized by the Kingdom of Thailand from 6-17 May 2024 has been rescheduled to **3-14 June 2024**. The updated concept paper, programme and registration form for the training course are attached.

The CICA Member States are kindly requested to fill in the attached registration form to confirm participation and send it to the Secretariat by 24 May 2024.

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

Astana, 4 May 2024



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



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AND CONFIDENCE BUILDING MEASURES IN ASIA**

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

**№ЕС/TR/567**

*Приложение:  
упомянутое  
на 23 л.*

Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и имеет честь сообщить, что онлайн-курс «Устойчивое креативное и ответственное развитие туризма на основе биоциркулярной зеленой модели для стран СВМДА», который Королевство Таиланд планировало организовать в период с 6 по 17 мая 2024 года, перенесен на **3-14 июня 2024 года**. Обновленная концепция, программа и регистрационная форма для участия в курсе прилагаются.

Просьба к государствам-членам СВМДА заполнить прилагаемую регистрационную форму для подтверждения участия и направить ее в Секретариат до 24 мая 2024 года.

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

город Астана, 4 мая 2024 г.



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

Қосымша:  
аталған  
23 п.

Азиядағы өзара іс-қимыл және сенім шаралары кеңесінің (Азия Кеңесінің) Хатшылығы Азия Кеңесіне мүше мемлекеттерге өзінің зор ілтипатын білдіре отырып, Таиланд Корольдігі 2024 жылғы 6-17 мамыр аралығында ұйымдастыруды жоспарлаған «Азия Кеңесі елдері үшін биоциркулярлық жасыл модель негізінде тұрақты креативті және жауапты туризмді дамыту» онлайн-курсы **2024 жылғы 3-14 маусымға** ауыстырылғанын хабарлауды өзіне мәртебе санайды. Жаңартылған тұжырымдама, бағдарлама мен курсқа қатысу үшін тіркеу нысаны қоса беріледі.

Азия Кеңесіне мүше мемлекеттерден қатысуын растау үшін қоса берілген тіркеу нысанын толтырып, 2024 жылғы 24 мамырға дейін Хатшылыққа жіберуді сұраймыз.

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

Астана қаласы, 2024 жылғы 4 мамыр

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



**VERY URGENT**

No. 63001/266

**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, with reference to the former's Note Urgent 63001/498, dated 28 November B.E. 2566 (2023), informing of Thailand's proposal to organize an Online Training Course on "Sustainable Creative & Responsible Tourism Development based on BCG Model for CICA countries" on 6 - 17 May 2024, has the honour to inform of the postponement of the said Online Training Course, to be rescheduled between **3 and 14 June 2024**. The updated tentative programme for the said online Training Course is per **Attachment**.

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: 14 pages

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



## Course outline for Online International Training 2024

### 1. Course Title

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

### 2. Duration

9 Days: 3 – 14 June 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 Experience the creative tourism and the responsible tourism as the keys of sustainable tourism.

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

4.3 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 3 – 7, 10 – 12 and 14 June 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	Programme Orientation	1
2	Introduction of Thailand tourism & BCG model 1. Thailand tourism: Past, Present and Future 2. Thailand organization structure related tourism formulation and implement 3. BCG action in SDGs	1
3	Seminar on “What is core of Global Tourism?” - Thailand Tourism Strategies, Policies, Initiative Situation, Future Trend, Statistic, Revenue - Global Social – Environment – Economic impact from Tourism - Sustainable Tourism Information System - Statistics and insights for inbound and outbound tourism at the global - Discover the unique initiatives and tools of the tourism for SDGs Platform - Integration of tourism research to tourism development	2
4	Tools for Tourism Product development & Destination - Innovative tourism Products, Thailand Smart Tourism/E – tourism/ Traveltech - Types of tourism Product - Travel Facilitation of tourist travel - Destination Management	1.5

Topic	Detail	Hours
5	Seminar on “Challenges and Opportunities of Tourism & Hospitality industry” <ul style="list-style-type: none"> <li>- Role of organization related tourism</li> <li>- Tourism Network Development to Promote Participation for Sustainable Tourism</li> <li>- Challenges and Opportunities</li> <li>- Role of organization related tourism</li> <li>- Reskilling/ Upskilling in Tourism</li> <li>- Reskilling/ Upskilling in hospitality Industry</li> </ul>	2
6	Thailand & ASEAN Tourism Standard <ul style="list-style-type: none"> <li>- Thailand and ASEAN Tourism Standard</li> <li>- Measures Driving</li> <li>- Partnership/Alliance</li> <li>- Good Practices</li> </ul>	1.5
7	SEP application for Community based Eco & Agri Tourism Case Study: <b>Study visit 1</b> (Video recorded from site) at Na khon patom province ( <i>Central Region of Thailand</i> ) : Baan Sala Din Community based Integrated Agricultural Tourism Enterprise	2
8	Community Tourism Development of Happiness & New CBT Prototype <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
9	Eco Tourism & Low Carbon Destination under BCG model and GSTC Case Study Study visit 2 (Video recorded from site) at Trat province ( <i>Eastern Region of Thailand</i> ): Koh Mak, first role model of Low Carbon tourism of Thailand	2

10	<p>Seminar on “Tourism for All Experiences and Universal Designed”</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
11	<p>Responsible &amp; Inclusive Tourism In Thailand</p> <ul style="list-style-type: none"> <li>- Social Responsibility, Economic Responsibility, Environmental Responsibility</li> <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>	2
12	<p>Seminar on “Amazing Balance tourism with BCG”</p> <ul style="list-style-type: none"> <li>- Ecotourism management (Land &amp; Coastal)</li> <li>- Measures and standards</li> <li>- Bio Innovative tourism, Circular Lifestyle tourism, Carbon Neutral tourism</li> <li>- Tourism for SDGs: Biodiversity and Climate Action</li> <li>- Case study</li> </ul>	2
13	<p>Responsible Tourism &amp; Digital technology Application for Tourism Model development Case Study</p> <p>Study visit 3 (Video recorded from Site) at Trang province (<i>Southern region of Thailand</i> Case study: Koh Libong community)</p>	2
14	<p>Seminar on “How to Creating Community based Tourism Identity &amp; Campaign”</p> <ul style="list-style-type: none"> <li>- Bike tour “Unseen community in the city”</li> <li>- “Travel Your Style” with Creative Campaigns, Community tourism under concepts “Traveling is Sharing”</li> <li>- How to Creating Tourism Identity</li> <li>- Key of Success</li> </ul>	2



15	Good Practice Community Based Creative & Gastronomy tourism In Thailand Case Study Study visit 4 (Video recorded from Site) at Phetchaburi province ( <i>Western region of Thailand: Khlong Krachaeng canal community</i> (Old Market by the river community)	2
16	Seminar on “Collaboration & Participation for Sustainable Tourism Development” - Community Support and Promotion : OTOP Village, Inno-way village (Nawat withi) - Social Enterprise (SE) in Tourism - Community based Tourism Research - CBT Integrated Sustainable Tourism & Destination Management	2
17	Why Thailand is famous for tourism? - 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)	1.5
18	Wrap up and summary	1
19	Concept paper Presentation, Comment & Conclusion	3
	<b>Total hours</b>	<b>34</b>

The objectives of the study visits **topic 7, 9, 13, 15** 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

### **Advance Assignments**

#### *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.

#### *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**

- 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

### **8. Number of Participants : unlimit**

### **9. Focused 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, Kuwait, Kyrgyzstan, Mongolia, Pakistan, Palestine, Qatar, Russia, South Korea, Sri Lanka, Tajikistan, Thailand, Türkiye, United Arab Emirates, Uzbekistan, and Vietnam

### **10. Expected Results**

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

### **11. 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.

## **12. Training Institution**

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

### **Contact persons**

- 1) Dr. Nawasit Rakbamrung, Deputy Director of Administration and Foreign Affairs  
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- 2) Ms. Buttri Dumrisathonlamark, Acting Head of Training & Consultancy Department  
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## **13. 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 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.	<b>Lecture 1</b> 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"> <li>- Thailand Tourism Strategies, Policies, Initiative Situation, Future Trend, Statistic, Revenue</li> <li>- Global Social – Environment – Economic impact from Tourism</li> <li>- Sustainable Tourism Information System</li> </ul>	1. Representatives from Ministry of Tourism and Sport (MOTS)	<b>Moderator:</b> Dr. Nawasit Rakbamrung
		<ul style="list-style-type: none"> <li>- Statistics and insights for inbound and outbound tourism at the global</li> <li>- Discover the unique initiatives and tools of the tourism for SDGs Platform</li> </ul>	2. The Association of Domestic Travel (ADT)	
		<ul style="list-style-type: none"> <li>- Integration of tourism research to tourism development</li> </ul>	3. Representative from tourism partnership (Education Institute)	
<b>Day 2: 4 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)</b>				
12.30 – 01.00 p.m.		Daily Online Register		
4 Tools for Tourism Product development &	01.00 – 02.30 p.m.	<b>Lecture 2</b> <ul style="list-style-type: none"> <li>- Innovative tourism Products, Thailand Smart Tourism/E – tourism/ Traveltech</li> <li>- Types of tourism Product</li> <li>- Travel Facilitation of tourist travel</li> </ul>	Representatives from MOTS or related	<b>Moderator:</b> Dr. Nawasit Rakbamrung

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
Destination Management	01.00 – 02.30 p.m.	- Destination Management	Representatives from MOTS or related	<b>Moderator:</b> 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. Association of Thai Travel Agents (ATTA)	<b>Moderator:</b> Dr. Nawasit Rakbamrung
		- Role of organization related tourism - Reskilling/ Upskilling in Tourism	2. Professional Tourist guide Association of Thailand	
		- Role of organization related tourism - Reskilling/ Upskilling in hospitality Industry	3. Thai Hotels Association (THA)	
<b>Day 3: 5 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)</b>				
12.30 – 01.00 p.m.		Daily Online Register		
6 Thailand & ASEAN Tourism Standard	01.00 – 02.30 p.m.	<b>Lecture 3</b> - Thailand and ASEAN Tourism Standard - Measures Driving - Partnership/Alliance - Good Practices	Representatives from Tourism Department, MOTS	<b>Moderator :</b> Dr. Nawasit Rakbamrung

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
7 SEP application for Community based Eco & Agri Tourism Case Study	02.30 – 04.30 p.m.	<p>Study visit 1 (Video recorded from site) at Na khon patom province (<i>Central Region of Thailand</i>)</p> <ol style="list-style-type: none"> <li>1. Sala Din Community based Integrated Agricultural Tourism Enterprise, Creative Industry Village (CIV), in detail <ul style="list-style-type: none"> <li>- Water &amp; Environment Management with SEP &amp;BCG case study: Klong (Canal) Maha Sawass, River of Lotus</li> <li>- Tourism Service &amp; Product Development (processed food from rice, organic fruits)</li> </ul> </li> <li>2. Interview: Participation &amp; Collaboration</li> <li>3. CBT Enterprise activities</li> </ol>	<ol style="list-style-type: none"> <li>1. Representative from Sala Din Community Enterprise</li> <li>2. Representative from Utokapat Foundation under Royal Patronage of H.M. the King</li> <li>3. Representative from Buddha Monthon district Community Development office</li> <li>4. Dr. Nawasit Rakkamrungsri</li> </ol>	
<b>Day 4: 6 June 2024/ 12.30 p.m. – 04.30 p.m. (UTC+7)</b>				
12.30 – 01.00 p.m.	Daily Online Register			

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
8 Community Tourism Development of Happiness & New CBT Prototype	01.00 – 02.30 p.m.	<b>Lecture 4</b> - 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)	Representatives from DASTA	<b>Moderator :</b> Dr. Nawasit Rakbamrung
9 Eco Tourism & Low Carbon Destination under BCG model and GSTC Case Study	02.30 – 04.30 p.m.	<b>Study visit 2</b> (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	<b>Moderator :</b> 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	<i>3.Representative from Local            People:</i>	Moderator : Dr. Nawasit Rakbamrung

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
			Mr.Yodchai Sudhidhanakul, Koh Mak Tourism community (CBT)	
		4. Solar Cell boat “Pitak Samutr” for tourism and official operation	4.Mr. Suwan Pitaksinthom, Senior Marine Scientist, National Park Office, DNP, Ministry of Natural Resources and Environment, Trat province	<b>Moderator :</b> Dr. Nawasit Rakbamrung
		5. Sustainable Tourist Attraction Development under Global Sustainable Tourism Criteria case study “Koh Mak”	5. Representative from Partnership & Professional: Dr. Siwasak Pansukkum, Lecturer & Researcher from Bangkok University	<b>Moderator :</b> Dr. Nawasit Rakbamrung
<b>Day 5: 7 June 2024/ 12.30 p.m. – 05.00 p.m. (UTC+7)</b>				
12.30 – 01.00 p.m.		Daily Online Register		

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
10 Seminar on “Tourism for All Experiences and Universal Designed”	01.00 – 03.00 p.m.	<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>	<ul style="list-style-type: none"> <li>1. Mr. Weerasak Kowsurat, A former Minister of Tourism and Sports and Senator or related organization</li> <li>2. Mr. Krisana Lalai, President of Foundation of Civilization</li> <li>3. Dr. Nawasit Rakbamrung</li> </ul>	
11 Responsible& Inclusive Tourism In Thailand	03.00 – 05.00 p.m.	<p><b>Lecture 5</b></p> <ul style="list-style-type: none"> <li>- Social Responsibility, Economic Responsibility, Environmental Responsibility</li> <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>	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

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
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.	<ul style="list-style-type: none"> <li>- Ecotourism management (Land &amp; Coastal)</li> <li>- Measures and standards</li> <li>-Bio Innovative tourism, Circular Lifestyle tourism, Carbon Neutral tourism</li> <li>- Tourism for SDGs: Biodiversity and Climate Action</li> <li>- Case study</li> </ul>	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	
13 Responsible Tourism & Digital technology Application for Tourism model development Case Study	03.00 - 05.00 p.m.	<b>Study visit 3</b> (Video recorded from Site) at Trang province ( <i>Southern region of Thailand</i> ), Heritage of ASEAN, Case study: 1.Koh Libong community, Kantang district 2.Interview: - Management Process for Low Carbon And Eco tourism	Representative from 1. depa 2. Libong Community: Mr.Ismaan Bensaad, Head of tourism and career development Libong community enterprise	<i>Community Achievements:</i> >>Prime Minister’s Digital Award 2021 (Digital Community) from depa >> United Nations Public Service Awards 2022 (UNPSA 2022) in

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
		<ul style="list-style-type: none"> <li>- <i>Libong Model</i>: Fisherman Village to way of conservative, tourism and sea farming for Food security and Smart farming</li> <li>- Digital technology Application for Tourism and Koh Libong Conservation “Life below water” &gt;&gt; Dugong Conservation</li> <li>3. CBT Enterprise activities</li> </ul>	<ul style="list-style-type: none"> <li>3. University partnership in Southern of Thailand or Related organization</li> <li>4. Dr. Nawasit Rakbamrung</li> </ul>	<i>Innovation Promotion for service delivering and equality</i>
<b>Day 7: 11 June 2024/ 12.30 p.m. – 05.00 p.m. (UTC+7)</b>				
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"> <li>- Bike tour “Unseen community in the city”</li> <li>- “Travel Your Style” with Creative Campaigns, Community tourism under concepts “Traveling is Sharing”</li> <li>- How to Creating Tourism Identity</li> <li>- Key of Success</li> </ul>	<ul style="list-style-type: none"> <li>1. Representative from Co Van Kessel Company</li> <li>2. Representative from Fridaytrip Company or related company</li> <li>3. Dr. Nawasit Rakbamrung</li> </ul>	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
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	
		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	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
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)	Representative from 1.Public sector: Department of Community Development, MOI	<b>Moderator :</b> Dr. Nawasit Rakbamrung
		- Social Enterprise (SE) in Tourism - Community based Tourism Research - CBT Integrated	2. Partnership: Community based Tourism Institute (CBT-I)	
		Sustainable Tourism & Destination Management	3.Private: Findfolk Sustainable Tourism Consultant and Destination Management Organization	

Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
17 Why Thailand is famous for tourism?	03.00 – 04.30 p.m.	<b>Lecture 6</b> - 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	Representative from Tourism Authority of Thailand (TAT) or related	<b>Moderator :</b> Dr. Nawasit Rakbamrung
18 Wrap up & Assignment	04.30 – 05.30 p.m.	Wrap up, Summary & Assignment	Dr.Nawasit Rakbamrung	
<b>Day 9: 14 June 2024/ 12.30 p.m. – 04.00 p.m. (UTC+7)</b>				
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. Representative from DASTA or related 2. Representative from MOTS or related organization	Individual Presentation



Date/ Period/Topic	Thailand time (UTC+7)	Content	Speaker	Remark
			3. Dr.Nawasit Rakbamrung	(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

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/ Global Sustainable Tourism Council

SNG: Special Needs Group

depa: Digital Economy Promotion Agency



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

Online training course on “Sustainable Creative & Responsible Tourism  
Development based on BCG model for CICA Countries”

**by**

**Kingdom of Thailand**

(3-14 June 2024)

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