



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

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

№EC/TR/417

The Secretariat of the Conference on Interaction and Confidence Building Measures in Asia (CICA) presents its compliments to the CICA Member States and with reference to the CICA Action Plan on the implementation of Confidence Building Measures for 2023, has the honour to inform that the Kingdom of Thailand will organize an online training course titled “BCG Immunization for Tourism Industry: Features, Insights and Perspectives for the New Era in CICA Countries” on 17-21 and 24-25 July 2023. The concept paper and schedule of the training course are attached.

*Enclosure:
as stated,
on 15 p.*

The Secretariat would appreciate suggestions or comments, if any, from Member States regarding the concept paper of the training programme by 15 May 2023.

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

Astana, 15 April 2023



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



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*Приложение:
упомянутое,
на 15 л.*

Секретариат Совещания по взаимодействию и мерам доверия в Азии (СВМДА) свидетельствует свое уважение государствам-членам СВМДА и, ссылаясь на План СВМДА по реализации мер доверия на 2023 год, имеет честь сообщить, что Королевство Таиланд организует учебный курс в формате онлайн под названием “Использование биоциркулярной зеленой модели развития для укрепления устойчивости в индустрии туризма: Особенности и перспективы для новой эры в странах СВМДА” 17-21 и 24-25 июля 2023 года. Концепция и программа курса прилагаются.

Секретариат был бы признателен государствам-членам за получение предложений или комментариев по концепции курса, если таковые имеются, до 15 мая 2023 года.

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

Астана, 15 апреля 2023 год

**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 Кеңесінің мүше мемлекеттеріне өзінің зор ілтипатын білдіреді және Азия Кеңесінің 2023 жылға арналған сенім шараларын жүзеге асыру жөніндегі жоспарына сілтеме жасай отырып, Таиланд Корольдігі “Туризм индустриясында тұрақтылықты нығайту үшін дамудың биоциркулярлық жасыл моделін пайдалану: Азия Кеңесінің елдеріндегі жаңа дәуірдің ерекшеліктері мен болашағы” атты онлайн оқу курсы 2023 жылғы 17-21 және 24-25 шілдеде ұйымдастыратынын хабарлауды өзіне мәртебе санайды. Курстың тұжырымдамасы мен бағдарламасы қоса беріледі.

Хатшылық курс тұжырымдамасы бойынша мүше мемлекеттерден түсініктемелер мен ұсыныстарды 2023 жылдың 15 мамырына дейін жіберуді сұрайды.

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

Астана қаласы, 2023 жылғы 15 сәуір

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



สำนักสรีรพัฒนา
Siripattana Training Center



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: 17-21 and 24-25 July 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.

In collaboration with educational institutes in Thailand, TICA has offered short-term training courses under its Annual International Training Course (AITC) program and also other programs under various international and regional frameworks. 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.





สำนักส่งเสริม
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 a number of 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 56 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 well 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 a large number of 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 of 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 a number of 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 eg: 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 number 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 years plan are as follow:

- 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 in order 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. 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	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 	
5	Challenges and Risks in Tourism Industry without SEP	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 	

Topic Content		Hours
	<ul style="list-style-type: none"> • Case Studies • Brainstorming activity 	
6	Sufficiency Economy Philosophy: Case studies	3
	<ul style="list-style-type: none"> • Understanding SEP throughout the glob • 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 and site-visit videos
- ▶ 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.
- Please bring with you your presentation on a data stick or other portable memory device as plugging your personal laptop into the training room projection system is generally not allowed.

- **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

- 1.
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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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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, and Vietnam

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 17-21 and 24-25 July 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,



สำนักส่งเสริม
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:

Prof. Dr. Boonchai Hongcharu

Director of Siripattana Training Center,
Full-time faculty of NIDA Business School,
National Institute of Development Administration
Tel. +66 2727 3210

Assoc. Prof.

Dr. Ketkanda Jaturongkachoke

Deputy Director of Siripattana Training Center,
National Institute of Development Administration
Tel. +66 2727 3213

Project Director:

Assoc. Prof. Dr. Kanokkarn Kaewnuch

Assistant to the Dean for International Affairs,
Full-time Faculty,
Graduate School of Tourism Management,
National Institute of Development Administration
Tel. +66 2727 3681
Email: kanokkarn.k@nida.ac.th

Project Manager:

Mrs. Thattawan Anuntagool

Project Manager,
Siripattana Training Center,
National Institute of Development Administration
Tel. +66 2727 3598
Email: thattawan_an@hotmail.com

Project Administrators:

Mrs. Noppawan Somkaisri

Chief of Training Service Section,
Siripattana Training Center
National Institute of Development Administration
Tel. +66 2727 3233
Email: noppawan.k@nida.ac.th

Mr. Perapong Suaykratok

International Training Program Officer,
Siripattana Training Center,
National Institute of Development Administration
Tel. +66 2727 3231
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
"BCG IMMUNIZATION FOR TOURISM INDUSTRY: FEATURES
INSIGHTS AND PERSPECTIVES FOR THE NEW ERA"

17-21 and 24-25 July 2023 (7 days in total)

(Online via Zoom)

Day		09:00 – 12:00	13.00 – 16.00
1	Mon 17 July	Registration Opening Session and Introduction BCG in Tourism Course Introduction I Speaker: Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA	BCG in Tourism Course Introduction II Speaker: Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA
2	Tue 18 July	Issues and Problems in Tourism Industry I Speaker: Assistant Prof. Dr. Paithoon Monpanthong Dean of the Graduate School of Tourism Management, NIDA	Sufficiency Economy Philosophy (SEP) in Tourism Industry I Speaker: Assistant Prof. Dr. Paithoon Monpanthong Dean of the Graduate School of Tourism Management, NIDA
3	Wed 19 July	Challenges and Risks in Tourism Industry without SEP II (Speaker: Professor Dr. Therdchai Choibamrong, Director of the PhD Program, Graduate School of Tourism Management, NIDA	Sufficiency Economy Philosophy: Case studies (Speaker: Professor Dr. Therdchai Choibamrong, Director of the PhD Program, Graduate School of Tourism Management, NIDA
4	Thu 20 July	BCG Model I Speaker: Ms. Namfon Boonyawat Deputy Director for Policy and Planning, Tourism Authority of Thailand (TAT)	BCG Model II Speaker: Ms. Namfon Boonyawat Deputy Director for Policy and Planning, Tourism Authority of Thailand (TAT)
5	Fri 21 July	BCG Model in Action for the Development of Tourism Industry I Speaker: 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 Speaker: Ms. Watcharee Churugsa Assistant Director-General of Designated Areas for Sustainable Tourism Administration (Public Organization)

Day		09:00 – 12:00	13:00 – 16:00
6	Mon 24 July	Country Report Presentation Speaker 1: Assistant Prof. Dr. Dr. Paithoon Monpanthong Speaker 2: Associate Prof. Dr. Kanokkarn Kaewnuch	
7	Tue 25 July	Course Summary & Reflections Speaker: Associate Prof. Dr. Kanokkarn Kaewnuch Assistant to the Dean for International Affairs, Graduate School of Tourism Management, NIDA	Closing Ceremony & Certificate Awarding

**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