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வெளிநாட்டுவளங்கள்திணைக்களம்
Department of External Resources

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මහලේකම් කාර්යාලය (3වැනි මහල), ක.පෙ. 277, කොළඹ 00100, ශ්‍රී ලංකාව

நிதி அமைச்சு
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මගේ අංකය
எனது இல
My No

TA/TH/S/11/2022

ඔබේ අංකය
உமது இல
Your No

18 February 2022

Secretary \ Ministry of Environment
Secretary \ Ministry of Tourism
Secretary \ State Ministry of Provincial Councils and Local Government

Dear Sir/Madam

The Next Normal with Sustainable Community Based Ecotourism Development under 4P Model 2022 - from 02 to 16 May 2022 (Online)

Thailand International Cooperation Agency (TICA) of Thailand has invited nominations from the eligible government officials of Sri Lanka to participate in the above online programme. The Course details in this regard is enclosed.

You are kindly requested to take necessary action to circulate this programme among the Departments/Divisions/Institutes under your purview and submit nominations to ERD with the following documents on or before 02 April 2022. (The online registration is available at <https://forms.gle/UNJPJQMuYTTVvZAY6>)

- Duly Filled Online Application Form
- ERD Form (can be downloaded from the ERD website: www.erd.gov.lk)

For further enquiries please contact following officers of Technical Assistance Division; Ms. M.R.C.K Senanayake, Deputy Director – 0112484703 or Ms. Yamuna Dissanayake, Development Officer – 0112484517)

Your early response in this regard is highly appreciated.

Yours faithfully

Udeni Udugahapattuwa
Additional Director General
for Director General

Copies to: Chief Secretaries, All Provincial Councils

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பணிப்பாளர் நாயகம்
Director General

94-11-2484693

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Fax

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94-11-2387153
94-11-2434876



Course outline for Online International Training 2022

1. Course Title

“The Next Normal with Sustainable Community-based Eco-tourism Development under 4P model 2022”

2. Duration

2 weeks (7 days) : 2nd – 16th May 2022 see attached – Schedule

3. Background

TICA: Thailand International Cooperation Agency

TICA is a national focal point for Thailand’s international development cooperation. TICA was established in 2004 to realize Thailand’s aspiration to be a contributor of development cooperation. Believing that global challenges are best addressed by international cooperation and global partnership, today we continue to strengthen our contribution to achieve global development agenda through various capacity-building and human resources development programmes. In response to the recent changes in the global landscape of development cooperation, especially through the concept of South-South and Triangular Cooperation, TICA continues to realign our focuses in order to deliver Thailand’s commitment to be a relevant partner in global agendas including the 2030 Agenda for Sustainable Development.

Burapha University (BUU)

Burapha University was established in 1955 as Bangsaen Educational College and later in 1974 became Bangsaen Campus under Srinakharinwirot University. The University became an independent institution in 2008. Today, Burapha University has campuses in Chonburi, Chantaburi and Sa Kaeo Provinces, and offers undergraduate and postgraduate programmes in Social Sciences, Health Sciences and Sciences and Technology.

Theme of online training: SEP

This online training falls under the theme – “Sufficiency Economy Philosophy” or SEP. The SEP is an approach for sustainable development which espouses moderation, reasonableness and prudence as development framework based on knowledge and virtue. The Philosophy stresses the importance of human development at all levels and also emphasizes the need to strengthen community’s capacity to ensure a balanced way of life and resilience, with full respect for the

environment. As an approach and mind-setting framework, we believe that SEP can be applied to all 17 SDGs. Therefore, over the recent years, Thailand has shared with international community the application of SEP, our home-grown approach to sustainable development.

In response to the COVID-19 pandemic, we aim to share Thailand's experiences in the application of Sufficiency Economy Philosophy (SEP) for sustainable development particularly during the period of COVID-19 pandemic.

Thailand International Cooperation Agency (TICA) cooperate with Burapha University conducted an online training course on "The Next Normal with Sustainable Community – based Eco-tourism Development under 4P model 2022" via Zoom Cloud Meeting.

4. Course objective

This online training course aims at sharing Thailand's experiences in the application of Community-based Eco-tourism (CBET) for sustainable development. At the end of this course, participants are expected to;

- Understand the concept of CBET as an approach for sustainable development under the COVID-19 pandemic.
- Understand how to apply CBET to different cases, such as, community development projects and lesson learned from Thai and foreign model.
- Be able to apply CBET to the case of their respective countries.

5 .Course Contents

5.1 Programme Orientation and Course Introduction

5.2 Introduction to Sustainability and Community Eco- tourism Development in Thailand

5.3 Collaboration & Participation in Community -based Eco-tourism in Thailand

- Part I People sector
- Part II Private & Public sector

5.4 The Next Normal Tourism Standard in Thailand

- Thailand Tourism Quality Standard
- Travel Confidently in Thailand with SHA, Amazing Thailand Safety and Health

Administration and Safe Travels

5.5 Tourism Driving in Globalization based on SEP - Seminar Case study

5.6 Integrated Local Tourism (CBT)

- CBT Case study
- Eco – Low Carbon tourism Case study

5.7 The Next Normal Marketing Communication

- Tourism Marketing Communication, Tools and Strategies
- Campaign Success cases and case study
- TAT projects for CBT

5.8 New Normal to Next Normal : How life has changed

5.9 Conclusion

- Individual Presentation
- Concept Paper for further cooperation/projects

6 .Participant Criteria

Participants should meet the following criteria:

- 6.1 Be nominated by their government
- 6.2 University graduated in every fields.
- 6.3 Currently working with at least five-year experience in of agriculture, economics, rural development, social science, environment, public policy or relevant fields.
- 6.4 Able to participate in the online training course for the entire duration
- 6.5 In good mental and physical health
- 6.6 Sufficient command of spoken and written English language
- 6.7 Computer literacy

7. Focused countries

ASEAN, South Asia, and others

8. Attendance and Evaluation

Participants who completed the online training will receive E-certificate base on:

1. Online learning (not less than 80%)
2. Online class participation and discussion
3. Submission of the assignment
4. Online evaluation (the most correct and outstanding answer)

9. Online Schedule

This seven-day online course via Zoom Cloud Meeting from Burapha University, Thailand

10. Training Institution

Academic Service Centre, Burapha University

- 1) Dr. Nawasit Rakbamrung
Email: nawasit@buu.ac.th
- 2) Ms. Buttri Dumrisathonlamark
Email: buttri@buu.ac.th
- 3) Ms. Wetanee Sirikit
Email: waway127@gmail.com
- 4) Ms. Nattaporn Lairat
Email: nataporn@go.buu.ac.th

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11. Executing/Funding Agency

Thailand International Cooperation Agency (TICA)
Government Complex, Building B (South Zone), 8th Floor,
Chaengwattana Rd. Laksi District, Bangkok 10210 THAILAND
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