

Thailand's Annual International Training Course (AITC) 2017

Sustainable Community-Based Ecotourism Development

I. Course Title: Sustainable Community-Based Ecotourism Development

II. Duration: April 30 – May 17, 2017 (16 days)

III Closing date for application: 27 March 2017

IV. Background and Rational

As one of the world's most favorite travel destination, Thailand has offered various forms of tourism. Recently, community-based ecotourism has become one of the most popular practices throughout the country. The main concept is that the community itself plays a leading role in the management with an aim to promote responsible travel to natural area while conserve the environment and protect way of life of the local people. Main characters of community-based ecotourism include:

- Contribution to conservation of natural and cultural heritage
- Involvement of local and indigenous communities in the planning, development and operation with an aim to improve their well-being
- Empower community to be able to organize tours for small sized groups.

V. Course Objectives

To share Thailand's experiences in sustainable community-based ecotourism development.

VI Expected outcome

- Enhanced understanding on policies and practices of community-based ecotourism through the observation of best practices in Thailand
- Sharing relevant knowledge and experience among participants from different countries
- Participants are able to develop proposal/idea on how to apply knowledge and experiences gained during the training programme to the case of their country.

VII. Course Contents

7.1 Course Outline

- Introduction to Ecotourism in Thailand: Strategy and Policy
- Sustainable Tourism in Thailand
- Ecotourism & Adventure Tourism in Thailand
- Ecotourism Business in Thailand
- Sustainable and Community-Based Ecotourism Administration
- Corporate Social Responsibility & Green Initiatives

7.2 Study Visits/ Field Trips/ Special Activities

7.2.1 Study Visits to community-based ecotourism sites such as;

- Ecotourism Bike-tour
- The Ecotourism Group Bannamchieo Community
- Pak Nam PraSae Community
- Thai Island and Sea Natural History Museum
- Sea Turtle Conservation Center by Royal Thai Navy
- HRH Princess Maha Chakri Sirindhorn Herb Garden
- Hotel in Pattaya

7.2.2 Field Trips/ Special Activities to community-based ecotourism sites such as;

- The Grand Palace & Wat Phra Sri Rattana Satsadaram, etc.
- Nongnooch Tropical Garden/Thaitanee/Pattaya Floating Market, etc.

7.3 Advance Assignments

7.3.1 Country reports

All participants are required to prepare a country report on a general information, tourism industry as well as status/policy relevant to ecotourism in their countries. And prepare for 10 minutes presentation during the training programme.

7.3.2 Project Assignment

All participants are required to prepare a report on how to apply knowledge and experiences gained during the training programme to the case of their country. And prepare for a presentation during the training programme.

VIII. Number of Participants: 20 persons

IX. Qualifications

Candidates must possess qualifications as specified in “Guideline for Thailand’s Annual International Training Course Programme” No. 2 “Qualifications” as well as following qualification.

Graduated with Bachelor degree in field related to tourism management, environment, natural resources, social or other relevant disciplinary areas with at least five (5) years work experience in the field of tourism.

XI Evaluation

Participants are required to attend all activities organized during the course as attendance in all sessions is obligatory. TICA reserves the rights to revoke its fellowship offer or take appropriate action deemed appropriate in case a participant is in attendance of less than 90 percent of the training hours.

XII Training Institution:

Academic Service Centre, Burapha University,
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XIII Contact

For more information, please contact;

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