



“Seminar and Workshop on Community-Based Tourism Management (CBT) in ASEAN: Young ASEAN Leaders Vision for Sustainable Tourism and Community Benefits”

31st October – 5th November 2017 at Dusit Thani Huahin, Petchaburi

Organized by

Faculty of Management Science Silpakorn University

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Welcome

The Faculty of Management Science, Silpakorn University cordially invites lecturers and students from universities or institutions of ASEAN member countries to attend the “Seminar and Workshop on Community-Based Tourism Management in ASEAN” from 31st October – 5th November 2017 at Dusit Thani Huahin, Petchaburi. The workshop aims to develop the participants’ theoretical knowledge concerning community-based tourism management and good practices. It is also expected to provide opportunities for participants to learn about and share stories pertaining to their successes and overcoming obstacles in managing and operating community-based tourism, as well as how to help create sustainable tourism in ASEAN member countries.

Rationale

Over the past few decades, there has been an interest in sustainable tourism and community-based tourism in the field of tourism studies. While the discourse of sustainable tourism is oriented towards long-term sustainability, the literature on community-based tourism (CBT) looks towards local-level responsibilities and practices of tourism development and management (Dangi and Jamal 2016: 2). CBT focuses on the involvement of the host community in the planning, construction, maintenance and management aspects of tourism development. This implies that the host community has involvement in, control over, or ownership of the planning outcomes (Harwood 2010: 1911).

Harwood (2010) argues that the fundamental aims of CBT are to provide development opportunities that distribute benefits that otherwise do not exist across a community, such as economic returns, and to empower a community with the skills and resources to develop a sustainable tourism enterprise. In other words, CBT focuses on removing constraints to participation in tourism and developing the human capital of the locale, such as achieving gender equality, creating local employment entrepreneurial training and education for locals, and on devising and applying a comprehensive community development process to tourism

planning. The community development approach to CBT views tourism as an economic driver that enables each community member to have equal access to an improved quality of life.

The tourism industry in this region is growing quickly, resulting in an increase of GDP and GNP of its member countries. As such, the tourism industry within the ASEAN region has strengthened and driven the economy of member countries.

A vital factor that attracts tourists around the world to travel to the ASEAN region is the abundance of resources possessed by the member countries, such as natural resources, cultural heritage sites and historical sites. These resources represent the evolution of each individual country's identity and social, historical, ethnic and cultural diversity.

Geographical differences have crucial impacts on people's way of life, beliefs, customs, traditions, arts, communication, cultural exchanges amongst different societies and the adaptation of outsiders' cultures. These have been passed on from generation to generation. Without a doubt, ASEAN cultures have become valuable in terms of tourism capital for the ASEAN member countries.

Whilst CBT has been increasingly important to the region's economy, communities that are destinations for tourists are being faced with negative impacts. Many local communities, for instance, are being adversely impacted by visitors unintentionally. Responsible agencies, on the one hand, may be incapable to manage and maintain their communities due to the lack of managerial skills and knowledge about maintenance. Tourists also may not truly understand local cultures and by not behaving appropriately when visiting attractions, this inappropriate behavior contributes to a communities deterioration.

As we are now in an era of cooperation in the ASEAN Economic Community, it is time for ASEAN member countries to mutually review the policy concerning cultural tourism management. Some countries may have difficulties in managing and conserving their communities, whereas others may achieve their goals. Thus, ASEAN member countries should seek opportunities to learn and share each other's experiences with respect to both successes and obstacles. In addition, they should find stages for imparting a body of knowledge related to CBT management, and accelerating the dissemination of local wisdom to their public societies. For these reasons, the Faculty of Management Science, Silpakorn University is pleased to organize the "Seminar and Workshop on Community-Based Tourism Management in ASEAN" from 31st October – 5th November 2017 at Dusit Thani Huahin, Petchaburi.

The Objectives:

- (1) To develop the participants' theoretical knowledge concerning community-based tourism;
- (2) To develop the participants' body of knowledge about local communities in ASEAN, their resources, and tourist attractions;
- (3) To provide opportunities for academics, researchers, practitioners, and interested persons to learn and share their success and obstacles in managing and operating community-based tourism;

- (4) To provide opportunities for academics, researchers, practitioners, and interested persons to outline good practices for managing community-based tourism, leading to sustainable tourism of ASEAN member countries.

Participants

- (1) 30 academics, researchers, and students from Silpakorn University's ASEAN partner institutions/universities
- (2) 60 students from Silpakorn University and its ASEAN partner institutions/universities
- (3) 30 practitioners or interested persons

Activities

- (1) Lectures by Thai and international experts in the fields of community-based tourism management and sustainable tourism planning and development
- (2) A workshop and round table discussion on CBT management and sustainable tourism planning and development
- (3) Designing CBT planning and development
- (4) Field work in a local community in Prachuap Kirikhan Province or Petchaburi Province.

Topics for the seminar and workshop

- (1) Community-Based Tourism and Sustainable Development
- (2) Current Situations and Trends in CBT and Roles of Thailand and ASEAN Community
- (3) State of Community-based Tourism: From a local to a global push
- (4) State of CBT and Climate Change Projections and Adaptations – ASEAN countries perspectives
- (5) Issues of Youths' Role in CBT and the Future
- (6) State of Tourism in Community: TIC
- (7) State of the Link Project

Speakers

- (1) Mrs. Korbkarn Wattanawarangkul (Minister, The Ministry of Tourism and Sport Thailand)
- (2) Mr. Paradej Payakawichean (President of Silpakorn University Council, a former governor of the Tourism Authority of Thailand)
- (3) Local Alike, Akha Ama and Bangkokvanguards
- (4) Assistant Professor Jittasak Puttajorn, Lecturer of Tourism Management, Faculty of Management Science Silpakorn University

Dates

31st October – 5th November 2017

Venue

Dusit Thani Huahin, Petchaburi, Thailand

Registration

- People who would like to attend the workshop should register before 25th September 2017, and can download and complete the registration form at the workshop's website www.ms.su.ac.th and send it to aseanCBTworkshop17@ms.su.ac.th. ATTENTION: **REGISTRATION**

NOTE: Certificates of participation in the workshop will be presented to all participants on the last date of the workshop.

-The Workshop Programme-

**“A Seminar and Workshop on Community-based Tourism Management in ASEAN:
Young ASEAN Leaders Vision for Sustainable Tourism in /for Benefiting Community”**

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Day 1

08:00-08:30 h. Registration

08:30-09:00 h. Opening ceremony

09:00-10:00 h. The Keynote session entitled “Current Situation and Trends in CBT and Roles of Thailand and ASEAN Community” by Mr. Paradej Payakawichean (President of Silpakorn University Council)

10:00-10:15 h. Coffee break

10:15-12:15 h. A lecture session: *State of Community-based Tourism: From a local to a global push*

12:15-13:15 h. Coffee break

13:15-15:00 h. A lecture session: *State of CBT and Climate Change Projections and Adaptations – ASEAN countries perspectives*

15:00-15:15 h. Coffee break

15:15-17:00 h. Poster carousel and Group Assignment and Workshop

Day 2

08:30-09:00 h. Registration

09:00-10:45 h. Group Seminar on Issues of Youths’ Role in CBT and the Future

10:45-11:00 h. Coffee break

11:15-12:15 h. A lecture session: *State of Tourism in Community: TIC*

12:15-13:15 h. Lunch

13:15-16:15 h. Study trip : King Bhumipol’s Royal Initiated Project “Chang Hau Man” (TBC)

18:00-21:00 h. Hua Hin Downtown Tour

Day 3 (Field Trip)

- 07:00 h. Depart from the hotel
- 10:00-11:30 h. Study trip to the local community area in Pranburi District (TBC)
- 12:15-13:15 h. Lunch
- 13:15-14:15 h. Study trip to a local village in Kuiburi National Park (TBC)
- 14:15-14:30 h. Coffee Break
- 14:30-15:30 h. A lecture session: *State of The Link Project*
- 15:30-18:00 h. Group Assignment and Workshop
- 18:00-19:30 h. Dinner

Day 4 (Field Trip)

- 08:30-09:00 h. Registration
 - 09:00-10:45 h. Group Assignment (Community Exploration)
 - 10:45-12:15 h. Return to the Hotel
 - 12:15-13:15 h. Lunch
 - 13:15-17:30 h. Participants' Presentation
 - 18:30-21:30 h. Dinner and Cultural Performance
- Certificate Presentation and Closing & Remark Ceremony
