

**FEALAC Short Course
Student Exchange Program 2019**

**"Sustainable Development:
Intercultural Business and Tourism in
Thailand"**

30 June – 28 July 2019

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Background

The Forum for East Asia–Latin America Cooperation (FEALAC) is a coalition of 16 countries from East Asia and 20 countries from Latin America that get together to promote cooperation, better understanding, and political and economic dialogue between the two regions.

The Office of the Higher Education Commission (OHEC), Ministry of Education, Thailand in collaboration with seven Thai universities, namely Chulalongkorn University, Thammasat University, University of the Thai Chamber of Commerce, Assumption University, Kasetsart University, Khon Kaen University, and Mahidol University, have launched the FEALAC Short Course Student Exchange Program 2019 entitled “Sustainable Development: Intercultural Business and Tourism in Thailand” as a pilot program to enhance academic collaboration among the FEALAC member countries through student exchange.

The program will offer students opportunities to experience not only Thai culture or Thainess but also cultural diversity or multiculturalism in Thailand and neighborhood countries. Moreover, students will have a chance to see business environment in Thailand especially a startup business and social responsibility and sustainable development issues. In addition, students will learn tourism and hospitality in Thailand and how Thailand manages creative and sustainable tourism. Students will also learn the Sufficiency Economy Philosophy (SEP) and the Royal Projects of the late King Bhumibol Adulyadej (Rama IX) to achieve Development Goals (SDGs) and its application in a real-world setting. Importantly, all participating students will be able to get to know each other and understand more about FEALAC member countries.

Objectives

1. To provide opportunities for the participating students from FEALAC member countries to learn about Thai culture and multiculturalism, business environment and tourism in Thailand as well as the awareness of sustainable development in Thai culture and society, business, and tourism,
2. To foster better understanding and connection between students in FEALAC member countries,
3. To encourage greater student mobility in East Asia and Latin America region, and
4. To increase academic collaboration among the FEALAC member countries.

Expected Outcomes

1. Participating students have insights on Thainess and cultural diversity, business and tourism including sustainable development in Thai culture and society as well as creative and sustainable business and tourism in Thailand,
2. Participating students are able to apply business theories to business practices and realize how the business organizations deal with social responsibility and sustainable development issues,
3. Participating students have connection with students from FEALAC member countries and get better understanding about Thailand and other FEALAC member countries, and
4. Thai universities enhance academic collaborations with the universities from other FEALAC member countries.

Learning Outcomes

After this course, students will be able to:

1. Explain Thai culture and cultural management as well as the use of cultural resources,
2. Recognize cultural diversity of Thailand and how the diversity promotes tourism and globalization,
3. Describe tourism in Thailand especially creative and sustainable tourism, and
4. Recognize the Sufficiency Economy Philosophy (SEP) and its adaptation to a real life including how it accomplishes Sustainable Development Goals (SDGs).

Implementing Agencies

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Chulalongkorn University: CU

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Thammasat University: TU

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University of the Thai Chamber of Commerce: UTCC

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Assumption University: AU

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Kasetsart University: KU

Coordinator:

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Khon Kaen University: KKU

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Coordinator:

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Course Description

Culture

Exploring Thai Cultural Heritage

Hosted by Chulalongkorn University (CU)

The program comprises of contents about Thai Cultural Heritage from five perspectives: historical, religious, performing arts, cultural management and sustainable development. The activities will include lectures (in class or on site) and visits to different cultural sites in Bangkok and other nearby provinces.

Multiculturalism in Thailand: A Diversity in Religions, Ethnicities and Cultures

Hosted by Thammasat University (TU)

The program allows students to understand multiculturalism of Thailand from religious, ethnic and cultural perspectives. Thailand is a showcase of a harmony of tradition and modernity and a society with acceptance, respect and creativity. The program includes a boat trip along the river and several visits to religious places of worship, museums and cultural sites around Bangkok.

Business and Management

Startup with University of the Thai Chamber of Commerce

Hosted by University of the Thai Chamber of Commerce (UTCC)

The program offers students an understanding of cross culture, startup business as well as the strategic plan about Thai tourism through lecture, workshop, study visit and presentation. Students will be able to create a startup business plan that reduces investment risk and a strong campaign to promote business.

Sustainable Tourism Management

Hosted by Assumption University (AU)

This course includes tourism development as well as its impacts to the host country in terms of environmental, socio-cultural and economic perspectives, different approaches for understanding tourism development and its sustainability, definitions and organizations related to sustainable tourism, components, procedures and techniques of sustainable tourism management and planning. The tourism stakeholders' role for sustainable development is also crucial concern.

Tourism and Hospitality

Traditional Thai Ways of Life

Hosted by Kasetsart University (KU)

The program emphasizes elements of “creative tourism” whereby participants will gain knowledge and develop new skills through hands-on experience focusing on the traditional Thai ways of life and arts & craft activities. Lecture on creative tourism will be given in class and on site. The activities also include study visit at Kamphaeng Saen campus in Nakorn Pathom province.

Tourism Management in Northeast Region of Thailand

Hosted by Khon Kaen University (KKU)

The program aims to provide knowledge about ISAN culture and the study emphasizes elements of "tourism management" and focuses on four main subjects which are Ecotourism management, Culture tourism management, Community based tourism and Spa management. The activities will be given in class and on site visiting in terms of gaining more experience.

Sufficiency Economy Philosophy (SEP) under the Sustainable Development Goals (SDGs)

Hosted by Mahidol University (MU)

The program primarily introduces the concept of Sufficiency Economy Philosophy (SEP) and several best practices in different sectors such as agriculture, business, and royal projects. In addition, students will learn the application of SEP under sustainable criteria in different business sectors (both large and small scale) to identify several ideas behind successful factors that use SEP as pillars in their business practices. The program also gather the mainstream ideas of Royal projects and other related foundations that support the SEP under SDGs and impart the mechanisms of support that benefit local people from several projects and independent community practices that follow SEP in Sustainable practice. Students will have a chance to summarize the concept of SEP under SDGs and related theories and will be able to analyze the strengths, weaknesses, opportunities and threats to and of their countries and apply SEP within their own local contexts.

Tentative Program

30 June - 28 July 2019

Date	Time	Activity	Host	Place
SUN 30 JUNE 2019	All day	FEALAC students arrive in Thailand	OHEC	
WEEK 1				
MON 1 JULY 2019	Half day	Orientation and ice-breaking	OHEC	Hotel in Bangkok
Exploring Thai Cultural Heritage				
TUE 2 JULY 2019	Morning	Lecture: Thai traditional performance	CU	Faculty of Arts, CU, Bangkok
	After noon	Study visit: A visit to - the College of Dramatic Arts - Siam Niramit		College of Dramatic Arts and Siam Niramit, Bangkok
WED 3 JULY 2019	All day	Study visit: A trip to Ayutthaya to visit - important historical sites considered as models for the foundation of Bangkok in the early Rattanakosin period - foreign communities that reflect Ayutthaya's cultural diversity - Ayothaya Floating Market		Ayutthaya
THU 4 JULY 2019	All day	Study visit: A visit to temples and places in Suphanburi, Saraburi or Chachoengsao to learn about Thai beliefs that combine Buddhist concepts (both Theravada and Mahayana, Brahmanism – Hinduism and other spiritual beliefs		Suphanburi, Saraburi or Chachoengsao

Date	Time	Activity	Host	Place
Multiculturalism in Thailand: A Diversity in Religions, Ethnicities and Cultures				
FRI 5 JULY 2019	Morning	Lecture: A Journey to Thai Exotic through Architecture and Belief	TU	TU, Taprachan campus, Bangkok
	After noon	Study visit: A visit to - Bangkok National Museum - Grand Palace - Temple of the Emerald Buddha, and - Temple of the Reclining Buddha		Places around Sanam Luang, Bangkok
SAT 6 JULY 2019	Morning	Lecture: Multiculturalism in Thai Society		TU, Taprachan campus, Bangkok
	After noon	Study visit: A visit to - Chinatown/Yaowarat - Pahurad and Sikh Temple, and - Banglamphu and Chakrabongse Mosque		Places in Bangkok
SUN 7 JULY 2019	All day	Study visit: Local Lifestyle and Community along the River A boat trip along the Chao Phraya River with a lecture on board		Chao Phraya River, Bangkok
	Evening	Hipster lifestyle: An evening visit to Khaosan Road		Khaosan Road, Bangkok

Date	Time	Activity	Host	Place
WEEK 2				
Startup with University of the Thai Chamber of Commerce				
MON 8 JULY 2019	Morning	Welcome ceremony - Exhibitions - Contemporary performance - Thai traditional dance - Welcome speech Cultural exchange with UTCC International College students - Thai traditional cuisine - Thai boxing - Thai crafts	UTCC	UTCC, Bangkok
	After noon	Presentation: Getting to Know You & Your Country Tourism Walk Rally -Flight simulator -Hotel service mockup -International Lounge -International Common Room		
TUE 9 JULY 2019	All day	Lecture and workshop: Design thinking theory to solve life problems as well as exploring for solutions/ideas to help develop a startup business		
WED 10 JULY 2019	Morning	Lecture and workshop: Business plan development/ Business Canvas		
	After noon	Lecture and workshop: Startup your business with an amazing campaign		
THU 11 JULY 2019	Morning	Study visit: Thai Chamber of Commerce		Thai Chamber of Commerce, Bangkok
	After noon	Study visit: Tourism Authority of Thailand		Tourism Authority of Thailand, Bangkok
Sustainable Tourism Management				
FRI 12 JULY 2019	Morning	Lecture: - Introduction to Sustainable Tourism - Sustainable tourism management in three Dimensions: Environmental Dimension, Economic Dimension, and Social Dimension - Host Community and the tourists - Stakeholders: Public Sector and Industry - Tourist Destination	AU	AU, Suvarnabhumi campus, Samuthprakarn
	After noon	Workshop and presentation: - Case study - Student presentation & Peer Evaluations		
SAT 13 JULY 2019	All day	Study visit: Nong Nooch Tropical Garden, Pattaya		Nong Nooch Tropical Garden, Pattaya
SUN 14 JULY 2019	All day	---- Free day with Thai buddies ----		

Date	Time	Activity	Host	Place
WEEK 3				
Traditional Thai Ways of Life				
MON 15 JULY 2019	Morning	Study visit: A visit to the Her Royal Highness Princess MahaChakriSirindhorn’s 55th Birthday Anniversary Garden and Learning Center	KU	KU, Bangkaen campus, Bangkok
	After noon	Study visit: A visit to the Rice and Farmers School		
TUE 16 JULY 2019	Morning	Lecture: Creative & Sustainable Tourism		
	After noon	Workshop: Traditional Thai dance and arts & craft workshop		
WED 17 JULY 2019	All day	Study visit: A visit to <ul style="list-style-type: none">- Tropical Vegetable Research and Development Center- Rice Research Center- Agricultural Technology Complex (Hydroponic)- KU product shop		KU, Kamphaengsean campus, Nakhon Pathom
Tourism Management in Northeast Region of Thailand				
THU 18 JULY 2019	Morning	Fly to Khon Kaen Welcoming and lecture about Isan Studies	KKU	Khon Kaen
	Afternoon	Study visit: A visit to places in Khon Kaen to learn about Isan gastronomy tourism in Thailand		
FRI 19 JULY 2019	Morning	Lecture: Ecotourism Management		
	Afternoon	Study visit: A visit to places in Khon Kaen to learn about ecotourism management in Thailand		
SAT 20 JULY 2019	Morning	Lecture: Cultural tourism management and community based tourism		
	Afternoon	Study visit: A visit to places in Khon Kaen to learn about cultural tourism management and community based tourism		
SUN 21 JULY 2019	All day	---- Free day with Thai buddies ----		

Date	Time	Activity	Host	Place
WEEK 4				
Tourism Management in Northeast Region of Thailand (cont.)				
MON 22 JULY 2019	Morning	Lecture: Thai massage and spa	KKU	Khon Kaen
	After noon	Study visit: A visit to places in Khon Kaen to learn about Thai massage and spa		
	Evening	Fly back to Bangkok		
Sufficiency Economy Philosophy (SEP) under the Sustainable Development Goals (SDGs)				
TUE 23 JULY 2019	Morning	Lecture: The application of SEP under SDGs in business sector	MU	Sampran Riverside
	After noon	Study visit: Sampran Riverside, Nakorn Pathom		
WED 24 JULY 2019	Morning	Lecture: Sufficiency Economy: History, Concept and Practice		MUIC
	After noon	Study visit: The Royal Chitralada Projects @Bangkok - Chitralada Royal Palace		Chitralada Royal Palace
THU 25 JULY 2019	All day	Lecture: From Royal (Project) to Local Study visit: A visit to; - Suan Somdej Project - Chaipattana Foundation @Cha-am, Phetchaburi - Laem Phak Bia Royal Project, Phetchaburi		Phetchaburi
FRI 26 JULY 2019	All day	Lecture and presentation: Summary of SEP application: How to apply to your country?		MUIC
SAT 27 JULY 2019	Morning	Self-reflection and commencement ceremony	OHEC	Hotel, Bangkok
	After noon	Farewell party		
SUN 28 JULY 2019	All day	Depart from Thailand		

****The program is subject to change***

OHEC: Office of the Higher Education Commission

CU: Chulalongkorn University

TU: Thammasat University

UTCC: University of the Thai Chamber of Commerce

AU: Assumption University

KU: Kasetsart University

KKU: Khon Kaen University

MU: Mahidol University

Participants

30 students from FEALAC member countries
(10 Thai students, 15 students from Latin America, and 5 students from East Asia)

* The number is subject to change.

List of FEALAC member countries

Latin America

- | | | |
|---------------|----------------------|--------------|
| - Argentina | - Bolivia | - Brazil |
| - Chile | - Colombia | - Costa Rica |
| - Cuba | - Dominican Republic | - Ecuador |
| - El Salvador | - Guatemala | - Honduras |
| - Mexico | - Nicaragua | - Panama |
| - Paraguay | - Peru | - Suriname |
| - Uruguay | - Venezuela | |

East Asia

- | | | |
|---------------------|---------------|---------------|
| - Australia | - Brunei | - Cambodia |
| - China | - Indonesia | - Japan |
| - Laos | - Malaysia | - Mongolia |
| - Myanmar | - New Zealand | - Philippines |
| - Republic of Korea | - Singapore | - Thailand |
| - Vietnam | | |

Eligibility

1. Being an undergraduate student from universities in FEALAC member countries
2. Having a good command of English
3. Being open-minded and enthusiastic to learn new things
4. Having friendly personality and willingness to participate in the program

Required Documents

1. Completed application form
2. 250-word statement of purpose describing the objective or interest for applying to the program
3. Student status verification letter from home university

Student with an English Language Proficiency Proof (copy of TOEFL score or IELTS score or a qualified English Proficiency Certificate as equivalent to TOEFL or IELTS or a letter certifying English Language Proficiency by the home university) will be preferred.

The following additional documents are required for applicants who have been admitted to the program:

1. Copy of passport
2. Copy of visa (if required)
3. Proof of international travel insurance

(International travel insurance provides minimum coverage of USD 35,000 for medical treatment and should cover the whole period of your stay in Thailand and must cover accident and health fee, repatriation costs, and personal liability. Neither will OHEC nor participating universities will be responsible for your eventuality and expenses arising from any accident or illness.)

Selection Criteria

In case of receiving more applications than we can accommodate, the Selection Committee will screen applications based on the diversity of university and field of study as well as the information given in the application form.

How to Apply

Students can apply and attach required documents online.

Application Period

1 August - 31 December 2018

Important Dates

1 August 2018	Call for applications opens
31 December 2018	Call for applications closes
28 February 2019	Announcement of the selected applicants
1 - 31 March 2019	Early bird registration and payment
1 - 30 April 2019	Standard registration and payment
30 June 2019	Arrival of FEALAC students to Thailand
1 July 2019	Program starts
27 July 2019	Program ends

TUITION AND FEES

Early bird rate: 2,400 USD

Standard rate: 2,500 USD

Include:

- Accommodations
- Domestic flights
- Field trip
- Meals/refreshment on class days, and welcome and farewell dinner:
- Administration & miscellaneous charge

Do not include:

- × Airplane ticket to/from Thailand
- × Daily allowance and meals on the free days
- × International insurance

Contact Information

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