

**FEALAC Short Course  
Student Exchange Program 2019**

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

**30 June – 28 July 2019**

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**"Sustainable Development:**  
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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**

### **Office of the Higher Education Commission: OHEC**

#### **Coordinator:**

Ms. Wannee Klomla-ied

Educator, Practitioner Level

E-mail: [wklomlaied@gmail.com](mailto:wklomlaied@gmail.com)

Tel: +662 610 5423

Cell phone: +6680 462 2995

**Website:** [www.inter.mua.go.th](http://www.inter.mua.go.th)

### **Chulalongkorn University: CU**

#### **Coordinator:**

Assistant Professor Dr. Pasuree Luesakul

Director of the Center of Latin American Studies and

Head of the Spanish Section, Faculty of Arts

E-mail: [l.pasuree@gmail.com](mailto:l.pasuree@gmail.com)

Tel: +662 218 4777

Cell phone: +6682 912 9365

**Website:** [www.chula.ac.th/en/](http://www.chula.ac.th/en/)

### **Thammasat University: TU**

#### **Coordinator:**

Assistant Professor Nutida Rasrivisuth

Assistant Professor in the Minor Program in Hispanic and Latin American Studies

E-mail: [nutidakate@gmail.com](mailto:nutidakate@gmail.com)

Cell phone: +6689 729 5750

**Website:** [www.tueng.tu.ac.th](http://www.tueng.tu.ac.th)

**University of the Thai Chamber of Commerce: UTCC**

**Coordinator:**

Dr. Jakarin Srimoon

Dean of International College

E-mail: jakarinsrm@gmail.com

Tel: +662 697 6139

Cell phone: +6680 985 6777

**Website:** <http://ic.utcc.ac.th>

**Assumption University: AU**

**Coordinator:**

Ms. Lalida Arphawatthanasakul

Assistant Chairperson

E-mail: lalidarph@au.edu

Cell phone: +6686-0063484

**Website:** [www.au.edu](http://www.au.edu)

**Kasetsart University: KU**

**Coordinator:**

1. Professor Dr. Soysuda Na Ranong (Bang Khen Campus)

Acting Assistant to the President for Academic Affairs/Acting Head of  
International Studies Center, Office of the Registrar

E-mail: soysudan@gmail.com/ fhumsdn.ku.ac.th

Tel: +662 579 5566

Cell phone: +6689 200 7254

**Website:** [www.ku.ac.th](http://www.ku.ac.th)

2. Ms. Nantaporn Markmool (Kamphaeng Saen Campus)

International Affairs Staff

Cell phone: +6686 029 9448

**Website:** [www.kps.ku.ac.th/eng/](http://www.kps.ku.ac.th/eng/)

**Khon Kaen University: KKU**

**Coordinator:**

1. Assistant Professor Dr. Acharawan Topark-Ngarm  
Assistant to the President for International Collaboration  
E-mail: achkha@kku.ac.th  
Tel: +6643 202 013                      Cell phone: +6681 545 2525  
**Website:** www.kku.ac.th/?l=en
2. Dr. Tongrawee Silanoi  
Associate Dean for International Affairs and Communications  
E-mail: tongrawee@gmail.com  
Tel: +6643 202 401                      Cell phone: +6680 401 8989  
**Website:** www.kku.ac.th/?l=en

**Mahidol University: MU**

**Coordinator:**

1. Dr. Kaewta Muangasame  
Assistant Dean for Administration and Academic Support  
E-mail: kaewta.mua@mahidol.edu  
Tel: +662 700 5000 ext.4410              Cell phone: +6681 491 4230  
**Website:** www.muic.mahidol.ac.th/eng
2. Ms. Chayapim Warashinakom  
Administrative Officer  
E-mail: chayapim.war@mahidol.edu  
Tel: +662 700 5000 ext.1022              Cell phone: +6687 495 5989  
**Website:** www.muic.mahidol.ac.th/eng

## **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, Ethnics 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	
<b>WEEK 1</b>				
MON 1 JULY 2019	Half day	Orientation and ice-breaking	OHEC	Hotel in Bangkok
<b>Exploring Thai Cultural Heritage</b>				
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
<b>Multiculturalism in Thailand: A Diversity in Religions, Ethnics and Cultures</b>				
<b>FRI 5</b>	<b>Morning</b>	<b>Lecture:</b> A Journey to Thai Exotic through Architecture and Belief	<b>TU</b>	TU, Taprachan campus, Bangkok
<b>JULY 2019</b>	<b>After noon</b>	<b>Study visit:</b> A visit to - Bangkok National Museum - Grand Palace - Temple of the Emerald Buddha, and - Temple of the Reclining Buddha		Places around Sanam Luang, Bangkok
<b>SAT 6</b>	<b>Morning</b>	<b>Lecture:</b> Multiculturalism in Thai Society		TU, Taprachan campus, Bangkok
<b>JULY 2019</b>	<b>After noon</b>	<b>Study visit:</b> A visit to - Chinatown/Yaowarat - Pahurad and Sikh Temple, and - Banglamphu and Chakrabongse Mosque		Places in Bangkok
<b>SUN 7</b>	<b>All day</b>	<b>Study visit:</b> Local Lifestyle and Community along the River A boat trip along the Chao Phraya River with a lecture on board		Chao Phraya River, Bangkok
<b>JULY 2019</b>	<b>Evening</b>	<b>Hipster lifestyle:</b> An evening visit to Khaosan Road		Khaosan Road, Bangkok

Date	Time	Activity	Host	Place
<b>WEEK 2</b>				
<b>Startup with University of the Thai Chamber of Commerce</b>				
MON 8 JULY 2019	Morning	<b>Welcome ceremony</b> - Exhibitions - Contemporary performance - Thai traditional dance - Welcome speech <b>Cultural exchange with UTCC International College students</b> - Thai traditional cuisine - Thai boxing - Thai crafts	UTCC	UTCC, Bangkok
	After noon	<b>Presentation: Getting to Know You &amp; Your Country</b> <b>Tourism Walk Rally</b> -Flight simulator -Hotel service mockup -International Lounge -International Common Room		
TUE 9 JULY 2019	All day	<b>Lecture and workshop:</b> 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	<b>Lecture and workshop:</b> Business plan development/ Business Canvas		
	After noon	<b>Lecture and workshop:</b> Startup your business with an amazing campaign		
THU 11 JULY 2019	Morning	<b>Study visit:</b> Thai Chamber of Commerce		Thai Chamber of Commerce, Bangkok
	After noon	<b>Study visit:</b> Tourism Authority of Thailand		Tourism Authority of Thailand, Bangkok
<b>Sustainable Tourism Management</b>				
FRI 12 JULY 2019	Morning	<b>Lecture:</b> - 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	<b>Workshop and presentation:</b> - Case study - Student presentation & Peer Evaluations		
SAT 13 JULY 2019	All day	<b>Study visit:</b> 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
<b>WEEK 3</b>				
<b>Traditional Thai Ways of Life</b>				
<b>MON 15 JULY 2019</b>	<b>Morning</b>	<b>Study visit:</b> A visit to the Her Royal Highness Princess MahaChakriSirindhorn's 55th Birthday Anniversary Garden and Learning Center	<b>KU</b>	KU, Bangkaen campus, Bangkok
	<b>After noon</b>	<b>Study visit:</b> A visit to the Rice and Farmers School		
<b>TUE 16 JULY 2019</b>	<b>Morning</b>	<b>Lecture:</b> Creative & Sustainable Tourism		
	<b>After noon</b>	<b>Workshop:</b> Traditional Thai dance and arts & craft workshop		
<b>WED 17 JULY 2019</b>	<b>All day</b>	<b>Study visit:</b> A visit to - Tropical Vegetable Research and Development Center - Rice Research Center - Agricultural Technology Complex (Hydroponic) - KU product shop		KU, Kamphaengsean campus, Nakhon Pathom
<b>Tourism Management in Northeast Region of Thailand</b>				
<b>THU 18 JULY 2019</b>	<b>Morning</b>	<b>Fly to Khon Kaen</b> <b>Welcoming and lecture about Isan Studies</b>	<b>KKU</b>	Khon Kaen
	<b>Afternoon</b>	<b>Study visit:</b> A visit to places in Khon Kaen to learn about Isan gastronomy tourism in Thailand		
<b>FRI 19 JULY 2019</b>	<b>Morning</b>	<b>Lecture:</b> Ecotourism Management		
	<b>Afternoon</b>	<b>Study visit:</b> A visit to places in Khon Kaen to learn about ecotourism management in Thailand		
<b>SAT 20 JULY 2019</b>	<b>Morning</b>	<b>Lecture:</b> Cultural tourism management and community based tourism		
	<b>Afternoon</b>	<b>Study visit:</b> A visit to places in Khon Kaen to learn about cultural tourism management and community based tourism		
<b>SUN 21 JULY 2019</b>	<b>All day</b>	---- <b>Free day with Thai buddies</b> ----		

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

***\*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**

Office of the Higher Education Commission (OHEC)

328 Si Ayutthaya Road, Ratchathewi, Bangkok, Thailand 10400

Tel: +662 610 5422-23, +662 610 5401-2

Email: [fealacshortcourse@gmail.com](mailto:fealacshortcourse@gmail.com)

Facebook: [www.facebook.com/fealacshortcourse](http://www.facebook.com/fealacshortcourse)

Website: [www.thaioverseastudy.com/fealacshortcourse](http://www.thaioverseastudy.com/fealacshortcourse)