



Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City
Tel Nos. 929-6626 to 29; 929-6633 to 35
926-7041 to 43; 929-6252; 929-1669
Website: <http://www.denr.gov.ph> / E-mail: web@denrgov.ph

MEMORANDUM

MAR 16 2021

TO : **All Regional Executive Directors**
DENR Regions 1-13, CAR & NCR

The Officer-in-Charge, Office of the Director
Biodiversity Management Bureau

FROM : **The Undersecretary**
Legal, Administration, Human Resources and Legislative Affairs

SUBJECT : **INVITATION TO NOMINATE ONE (1) CANDIDATE TO THE
ONLINE TRAINING PROGRAM ON THE NEW NORMAL
WITH SUSTAINABLE COMMUNITY-BASED ECO-TOURISM
DEVELOPMENT UNDER 4P MODEL**

DATE : 09 March 2021

This pertains to the attached invitation of Thailand International Cooperation Agency (TICA), in coordination with the Technical Education and Skills Development Authority (TESDA), to nominate one (1) candidate to the **Online Training Program on the New Normal with Sustainable Community-Based Eco-Tourism Development under 4P Model on 07-25 May 2021.**

The program will highlight discussions such as but not limited to the following topics:

- Sustainability and Community-based Eco-tourism (CBET) Development in Thailand;
- Collaboration and Participation in Communication-based Eco-tourism in Thailand;
- The New Normal Tourism in Thailand;
- The New Normal Marketing Communication, Tools, and Strategies on Community-based Tourism Campaign.

The nominee shall submit the following requirements to HRDS-Training and Development Division **not later than 26 March 2021;**

1. Nomination letter/Memorandum addressed to the Director of Human Resource Development Service by the Head of Office;
2. Service Record (at least two (2) years as a permanent employee);
3. Certifications stating that the nominee:
 - has no pending administrative and/or criminal case;
 - has no pending scholarship nomination;

- has at least a very satisfactory performance rating for two (2) immediate rating periods;
 - is physically and mentally fit to attend the online program
4. Certification of actual duties and responsibilities (including past involvement) relevant to the program signed by immediate superior; and
 5. Duly accomplished Personal Data Sheet (with list of in-service trainings and seminars attended).

The Human Resource Development Committee (HRDC) will conduct screening and selection of candidates to the said training program.

TESDA's deadline of submission of nomination and documentary requirements is on **08 April 2021** and interview is scheduled on **22 April 2021, 02:00 PM via Google Meet**. Attached are the invitation letter, application form, and other details of the program, for reference.

For information and appropriate action.

ATTY. ~~ERNESTO~~ D. ADOBO, JR., *CESO I*



Republic of the Philippines
TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
ISO 9001: 2015 Certified



01 March 2021

MR. ROY A. CIMATU

Secretary
Department of Environment & Natural Resources
DENR Building
Visayas Avenue
Diliman, Quezon City

Attention: **Dir. Ric G. Enriquez**
Director, Human Resource Development Service

Dear **Secretary Cimatu**:

The Thailand International Corporation Agency (TICA) in coordination with the Technical Education and Skills Development Authority (TESDA) is pleased to invite your department/agency/organization to nominate one (1) candidate for the online training program:

| Title of Program | Duration | Deadline of Submission of Nomination and Documentary Requirements | Date of Interview via Google Meet At 2:00 pm |
|---|---------------------------------------|---|--|
| The New Normal with Sustainable Community-Based Ecotourism Development under 4P Model | May 07, 2021 to May 25, 2021 (online) | April 08, 2021 | April 22, 2021 |

In nominating your candidate, please consider the concerns specified in Annex A indicating the Government of the Philippines and the donor requirements and the terms relative to the program as specified in the Executive Summary.

Please observe the deadline set for the submission of the required documents. Only nominees who have complied with the requirements and passed the interview shall be endorsed to the donor agency.

All documentary requirements shall be submitted to the Foreign Scholarship Training Program (FSTP) Unit, 3rd Floor, TESDA Administration Building, East Service Road, South Luzon Expressway (SLEX), Fort Bonifacio, Taguig City. For inquiries, please contact the FSTP Unit at telephone no. 88179095.

Thank you for responding to our invitation.

Very truly yours,



SEC. ISIDRO S. LAPEÑA, PhD., CSEE
Director General



FOR PR

The Online Training Programme on
“The New Normal with Sustainable Community – based Eco-tourism Development under 4P model”
Academic Service Centre, Burapha University (BUU), Chonburi, Thailand
in Collaboration with
Thailand International Cooperation Agency (TICA), Ministry of Foreign Affairs, Thailand
 ๑๒๓๔๕๖๗๘๙๐๑๒๓๔๕๖๗๘๙๐

Calendar (7th – 25th May 2021)

| Activity | Date |
|--|--|
| 1. Soft Announcement | 5 th April 2021 |
| 2. Official Application Submission Period - Application form - VDO Clip | 12 th - 30 th April 2021 |
| 3. Participants Announcement | 5 th May 2021 |
| 4. Online Training Period | |
| 4.1 Topic 1 : Programme Orientation and Course Introduction | 7 th May 2021 |
| 4.2 Topic 2 : Introduction to Sustainability and Community – based Eco-tourism (CBET) Development in Thailand | 11 th May 2021 |
| 4.3 Topic 3 : Collaboration & Participation in Communication-based Eco-tourism in Thailand | 11 th , 13 rd May 2021 |
| 4.4 Topic 4 : The New Normal Tourism Standard in Thailand | 13 rd , 17 th May 2021 |
| 4.5 Topic 5 : Tourism Driving in Globalization based on SEP | 17 th May 2021 |
| 4.6 Topic 6 : Integrated Local Tourism (CBT) | 19 th May 2021 |
| 4.7 Topic 7 : The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign | 19 th ,21 st May 2021 |
| 4.8 Topic 8 : The New Normal in Tourism : How life has changed due to COVID-19 | 21 st May 2021 |
| 4.9 Topic 9 : Conclusion & Post-test | 25 th May 2021 |
| 5. Submit Final Essay (Post-test) | 24 th May 2021 |

Remark : 1. All topics could be re-viewed at all time until online program ending.
 2. According to the Schedule, Live streaming on ZOOM Cloud Meetings at the local time in Thailand (GMT+7).



**Schedule for The Online Training Programme:
 “The New Normal with Sustainable Community – based Eco-tourism Development under 4P model”**

Via ZOOM Cloud Meetings (7th – 25th May 2021)

| Date/ Time/Topic | Time (Thailand time GMT+7) | Content | Speaker | Remark |
|--|---|--|--|---|
| Day 1 : Friday 7th May 2021 /11.30 a.m. – 03.00 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 1 Programme Orientation and Course Introduction | 12.00 – 01.00 p.m. | Opening Ceremony Ep 1.1 : Course Introduction | Dr. Nawasit Rakbamrung Deputy Director of Academic Service Centre, BUU, Chonburi Province | |
| | 01.00 – 02.00 p.m. | Ep 1.2 : Course Assignment & Evaluation | | |
| | 02.00 – 03.00 p.m. | Ep 1.3 : Country Presentation & Sharing | | Individual Country presentation |
| Day 2 : Tuesday 11th May 2021 /11.30 a.m. – 04.00 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 2 Introduction to Sustainability and Community Eco- tourism Development in Thailand | 12.00 – 01.00 p.m. | Ep 2.1 : Tourism Situation and Trend - Statistic - Situation and Trend - Sustainable Tourism Information System | Dr.Chuwit Mitrchob, DASTA | Moderator topic 2 : Dr. Nawasit Rakbamrung |

| Topic | Time/ Date (Thailand time GMT+7) | Content | Speaker | Remark |
|---|--|--|--|--|
| | 01.00 – 02.00 p.m. | Ep 2.2 : Strategies , Policies and Initiative - The New Normal in Tourism Recovery - Model in Developing Sustainable Tourism | Dr.Chuwit Mitrchob, DASTA | |
| 3 Collaboration & Participation in Community -based Eco- tourism in Thailand | 02.00 – 03.00 p.m. | Ep 3.1 : CBET with Community Participation (point of view <i>People</i> sector) Case study Northern, Southern, North- Eastern Region of Thailand: 1. Baan Kao Eco – tourism Community, Song Kha province (Southern) 2. Baan Na Ton Jun tourism Community, Sukhothai province (Northern) 3. Baan Kiriwongkot, Udon thani province (North-Eastern) | 1. Dr. Nawasit Rakbamrung 2. Representative from Communities | |
| | 03.00 – 04.00 p.m. | Discussion | | |
| Day 3 : Thursday 13th May 2021 /11.30 a.m. – 04.00 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 3 Collaboration & Participation in Community -based Eco- tourism in Thailand | 12.00 – 01.00 p.m. | Ep 3.2 : “The bridge from Local to Global” collaboration between community and private (point of view <i>Private &</i> <i>Partnership</i> sector) | Representative from Thai Responsible Tourism Association (TRTA) | Moderator : Dr. Nawasit Rakbamrung |
| | 01.00 – 02.30 p.m. | Ep 3.3 : “Support and Promotion” collaboration between community and Local Government, Government Agency (point of view <i>Public</i> sector) Case study from Central/Eastern Region of Thailand | Representatives from Municipality/ Government Agency and Community | - VDO record from site&Live -Moderator : Dr. Nawasit Rakbamrung |

| Topic | Time/ Date (Thailand time GMT+7) | Content | Speaker | Remark |
|---|---|--|--|--|
| 4 ◆ The New Normal Tourism Standard in Thailand | 02.30 - 04.00 p.m. | Ep 4.1 : Sustainable Tourism - Green Tourism - Sustainable Tourism - Responsible Tourism : RT (3 dimensions : Social Responsibility, Economic Responsibility, Environmental Responsibility) - case study | Representative from Ministry of Tourism and Sport or related organization | Moderator : Dr. Nawasit Rakbamrung |
| Day 4 : Monday 17th May 2021 /11.30 a.m. – 03.30 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 4 ◆ The New Normal Tourism Standard in Thailand | 12.00 – 01.30 p.m. | Ep 4.2 : Tourism Quality Standard - Thailand and ASEAN Tourism Standard - Amazing Thailand Safety and Health Administration (SHA) | Representatives from Tourism Department, Ministry of Tourism and Sport | Moderator : Dr. Nawasit Rakbamrung |
| | 01.30 – 02.00 p.m. | Discussion | | |
| 5 ◆ Tourism Driving in Globalization based on SEP | 02.00 – 03.30 p.m. | - Case study Central Region of Thailand : Bang Kra Jao bend Community, Samutprakarn Province - Discussion | Representatives from Bang Kra Jao bend Community | -VDO record from site&Live - Moderator : Dr. Nawasit Rakbamrung |

| Topic | Time/ Date (Thailand time GMT+7) | Content | Speaker | Remark |
|--|--|---|---|--|
| Day 5 : Wednesday 19th May 2021 /11.30 a.m. – 04.00 p.m. (outdoor live) | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 6 ◆ Integrated Local Tourism (CBT) | 12.00 – 02.00 p.m. | - Case study CBT from Central Region of Thailand : Tambone Baan Leam Tourism Community, Suphan buri province - Discussion | Representative from Tambone Baan Leam Community | -Live on site - Moderator : Dr. Nawasit Rakbamrung |
| 7 ◆ The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign | 02.00 – 04.00 p.m. | Ep 8.1 - Marketing Communication, Tools and Strategies - Campaign Success cases and case study : Village tourism 4.0 - Discussion | Representative from TAT or related organization | - Moderator : Dr. Nawasit Rakbamrung |
| Day 6 : Friday 21st May 2021 /11.30 a.m. – 04.30 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 7 ◆ The New Normal Marketing Communication, Tools and Strategies on Community based Tourism (CBT) Campaign | 12.00 – 02.00 p.m. | Ep 8.2 : - Destination Design & Branding - Discussion | Dr.Ratchata Channol, Burapha University | - Moderator : Dr. Nawasit Rakbamrung |

| Topic | Time/ Date (Thailand time GMT+7) | Content | Speaker | Remark |
|---|--|---|--|---|
| 8 ◆ The New Normal in Tourism : How life has changed due to COVID-19 | 02.00 – 03.00 p.m. | Ep 9.1 : Overview COVID-19 in Thailand - Situation & Policy - Impact - Prevention - What will change? | Guest Speakers : Ep. 1 Veterinarian Dr. Soawapak Hinjoy, Director of International Cooperation Agency, Department of Disease Control, Ministry of Public Health | - Moderator : Dr. Nawasit Rakbamrung |
| | 03.00 – 04.00 p.m. | Ep 9.2 : Hospital Case Study & Experienced Sharing | Representative from local hospital | |
| | 04.00 - 04.30 p.m. | Wrap up & Summary | Dr. Nawasit Rakbamrung | |
| Day 7 : Tuesday 25th May 2021 /11.30 a.m. – 02.00 p.m. | | | | |
| | 11.30 – 12.00 a.m. | ☞ Room open to Join link & Register | | |
| 9 ◆ Conclusion | 12.00 – 02.00 p.m. | Post-test & Closing Ceremony of the Training Programme: 1. Individual Presentation 2. Concept Paper for further cooperation/projects 3. Post-test 4. Closing Ceremony | 1. Dr.Chuwit Mitrchob, DASTA 2. Dr. Nawasit Rakbamrung 3.Ms.Buttri Dumrisathonlamark | |

- Remark :
- Schedule subjects to change if applicable
 - According to the Schedule, Live streaming on ZOOM Cloud Meetings at the local time in Thailand (GMT+7)
 - DASTA : Designated Areas for Sustainable Tourism Administration (Public Organization)
TAT : Tourism Authority of Thailand
SEP : Sufficiency Economy Philosophy
CBET : Community – based Eco-tourism / CBT : Community – based tourism
TRTA : Thai Responsible Tourism Association (TRTA) was formed by stakeholders from six different sectors involved in tourism: tour operators, accommodation providers, restaurants, tourist guides, local communities and academics. The group shares the belief that Responsible Tourism can have a positive impact for all stakeholders and by being responsible and conscientious in using tourism resources help guarantee its future sustainability.
 - Course concept is learn with experiences from 4P = People – Public – Private - Partnership in tourism

(Letter Head of the Agency/Department)

CERTIFICATION

Mr. /Ms. _____ herein referred to as the Applicant and Mr./Ms. _____ referred hereto as the Personnel Manager certify that:

The Department of _____ thru its Scholarship Committee endorses the nomination of Mr. /Ms. _____ to the _____ scheduled from _____ to _____ and sponsored by the _____.

The said applicant has no pending administrative or criminal case;

The applicant has no pending nomination in another course;

The applicant rendered the required service obligation for a scholarship previously enjoyed;

The applicant's PES ratings for two immediate rating periods were at least Very Satisfactory;

The applicant is physically and mentally fit to attend the online training; and

The applicant shall not withdraw from the nomination and once accepted shall complete the course and not be allowed to cancel or terminate the scholarship/training without justifiable reason and without giving prior notice to and getting the approval from the donor institution, TESDA and his agency.

This certification is issued as part of the requirements for application to short-term, non degree courses under the Foreign Scholarship Training Program.

Done this _____ day of _____ 20 _____.

Applicant

HR/Personnel Manager

**FOREIGN SCHOLARSHIP AND TRAINING PROGRAM
TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY**

ANNEX A (THAILAND) – Thailand International Cooperation Agency (TICA)

I. Who are qualified to apply?

- ✓ Officers and employees nominated by the head of department/agency, institution or university or non-governmental organization
- ✓ Must have rendered at least two years of service in the government at the time of nomination
- ✓ Must hold a permanent appointment at the organization nominating him/her
- ✓ Must have obtained at least a very satisfactory performance rating for two consecutive periods preceding the nomination
- ✓ Must have a college degree and/or sufficient demonstrated ability and experience related/relevant to the course applied for
- ✓ Must have no pending administrative and/or criminal case
- ✓ Must have no pending nomination for scholarship in another program/course
- ✓ Must have already rendered the required service obligation for a scholarship previously enjoyed
- ✓ Must meet the position level, age, education and experience required and specified by the donor country/organization/course

II. Terms and Coverage

- Nominating Agency/Institute
 - Shoulders the expenses incurred by the nominee in the course of his/her application. This covers the cost of medical examination, travel and expenses incurred in the submission of documents and interview. Once accepted these will include fees for passport and visa, if applicable.
 - Salary of the scholar to be paid for the duration of the training
- Donor Country/Organization
 - Generally, in most courses, TICA shoulders the scholar's airfare, accommodation, allowance.

III. Basic Documentary Requirements – Nominees must submit the following on or before the deadline set by TESDA:

- A. **Nomination Letter** indicating why the nominee is being endorsed and signed by the Department Secretary or Head of Agency/University or Entity or the duly authorized official, addressed to:

SEC. ISIDRO S. LAPEÑA, PhD., CSEE
Director General
Technical Education and Skills Development Authority
TESDA Complex, East Service Road
South Superhighway, Taguig City

ATTENTION: **Foreign Scholarship and Training Program Unit**
TDI Building, TESDA Complex

- B. **1 original & 2 certified copies of Personal Data Sheets** to include list of training programs and seminars attended
- C. **1 original & 2 certified copies of Statement of PRESENT Actual Duties and Responsibilities RELEVANT to the course/program** signed by the immediate supervisor
- D. **1 original Certification from the Head/Manager of the Human Resource Department**
(Please see attached **CERTIFICATION format**)
- E. **1 original & 2 certified copies of Medical Certificate** stating that **THE NOMINEE IS FIT TO TRAVEL AND UNDERGO FOREIGN TRAINING** with attached laboratory exam results of CBC, Chest X-ray, ECG & Pregnancy Test for women
- F. **4 sets TICA-AITC Application Form** with passport-size photos (the Application Form may be downloaded at <http://www.tica.thaigov.net> then click **Annual International Training Course (AITC)**)
- NOTE:** Handwritten application forms will not be accepted
All copies must bear original passport-size photos
Part A to part C should be completed by the nominee and part D by the government authority (TESDA)
- G. **3 copies of Valid Passport** (Personalia Pahina only)
- H. **Nominee Assessment Form** (Please see attached Nominee Assessment Format)

LUZ RUBI
Desk Officer
Telefax: **8179095**
Email: tesda.fstp.unit@gmail.com

**FOREIGN SCHOLARSHIP TRAINING PROGRAM
NOMINEE ASSESSMENT SUMMARY**

Program/Course:

| Name | Agency | Position | Age | Degree/ Education | Related Training Programs | Work Experience | Duties and Responsibilities |
|-------------|---------------|-----------------|------------|------------------------------|--|------------------------|------------------------------------|
| | | | | | | | |