



Course Schedule and Academic Information

Program: Chiang Mai University Global Sustainability School: Winter Edition

Program Title: *Footprints & Futures: Sustainable Tourism in Chiang Mai, Thailand*

Program Dates: 13–20 December 2026

Organized by: Language Institute, Chiang Mai University (LICMU)

The **Chiang Mai University Global Sustainability School: Winter Edition – “Footprints & Futures: Sustainable Tourism in Chiang Mai, Thailand”** will be held from **13–20 December 2026** and is organized by the **Language Institute, Chiang Mai University (LICMU)**.

The program is an intensive, field-based academic program designed to provide participants with a comprehensive understanding of **sustainable tourism and destination management** within the cultural, environmental, and community contexts of Chiang Mai, Thailand. Chiang Mai serves as a living learning environment through which participants examine the relationship between cultural preservation, environmental stewardship, community development, and tourism.

The program integrates **lectures, seminars, workshops, guided field studies, community-based learning, intercultural engagement, and reflective activities**. Key areas of study include sustainable tourism, cultural heritage conservation, environmental management, community-based tourism, and responsible travel practices.

Course Schedule and Learning Activities

Date	Course Topic / Session	Learning Activities	Instructional Hours
13 Dec 2026	Program Orientation & Intercultural Learning	Program orientation and introduction to program expectations; intercultural ice-breaking activities with CMU students; guided cultural immersion at Chiang Mai Sunday Walking Street	6.0 hrs
14 Dec 2026	Chiang Mai Through Sustainable Tourism and Creative Futures	Lecture introducing sustainable tourism and creative city development, followed by a field excursion examining cultural heritage, traditional crafts, hospitality, and sustainable tourism practices	5.5 hrs



15 Dec 2026	Sustainable Tourism & Environmental Stewardship	Guided field study at Huay Tung Tao Reservoir focusing on tourism, recreation, local communities, and environmental management within a natural tourism setting	3.0 hrs
15 Dec 2026	Eco and Community-Based Tourism	Lecture and discussion on eco-tourism and community-based tourism, including environmental conservation, cultural preservation, local economic development, and preparation for the Mae Kampong community field study	2.0 hrs
16 Dec 2026	Community-Based Tourism: Mae Kampong Case Study	Community orientation and guided village study focusing on the community-based tourism model, local livelihoods, cultural heritage, environmental conservation, and sustainable tourism practices	2.25 hrs
16 Dec 2026	Community Workshop & Cultural Learning	Hands-on workshop with local host families focusing on local knowledge, traditional practices, and cultural heritage	2.25 hrs
17 Dec 2026	Community Immersion & Local Livelihoods	Observation of local traditions and livelihoods, morning market experience, interaction with community members, and cross-cultural learning with local hosts and CMU students	Experiential Learning
18 Dec 2026	Program Reflection & Synthesis	Facilitated academic reflection and group discussion connecting key concepts and experiences from lectures, field visits, and community-based learning	1.5 hrs
19 Dec 2026	Ethical & Sustainable Wildlife Tourism	Guided educational field visit to an ethical elephant sanctuary focusing on elephant welfare, conservation, rehabilitation, environmental responsibility, and responsible tourism	8.0 hrs
Total Scheduled Learning Hours with Specified Time Periods			30.5 hrs



Program Learning Outcomes

Upon completion of the program, participants are expected to be able to:

- Explain the core principles of sustainable tourism and destination management within the context of Northern Thailand.
- Analyse how Chiang Mai integrates heritage conservation, environmental management, and creative urban development to support sustainable tourism.
- Evaluate community-based tourism initiatives, using Mae Kampong Village as a case study for balancing local livelihoods, cultural preservation, and visitor experience.
- Assess environmental stewardship practices in natural tourism settings through field-based observation.
- Reflect on the roles of tourists, communities, and tourism professionals in promoting sustainable development and responsible travel practices.

The program adopts an integrated academic and experiential approach. In particular, **Chiang Mai Through Sustainable Tourism and Creative Futures** uses Chiang Mai as a living case study to examine the relationship between tourism, sustainability, creativity, urban environments, and cultural heritage.

The **Eco and Community-Based Tourism** component introduces participants to the principles of eco-tourism and community-based tourism, with particular emphasis on environmental sustainability, local empowerment, socio-economic impacts, participatory planning, and respectful engagement with host communities.

Upon completion of the program, participants are expected to demonstrate an enhanced academic and practical understanding of **sustainable tourism and destination management** through a combination of classroom-based, field-based, community-based, and experiential learning.

This document is issued by the **Language Institute, Chiang Mai University**, as official supporting documentation for **academic and administrative purposes**.