

Tourism Management

Programme	Annual International Training Course, Thai International Cooperation Programme
Course Title	Tourism Management
Duration	May 1 - 24, 2007 *
Closing Date for Application	February 16, 2007
Number of Participants	20
Invited Countries	Bangladesh, Bhutan, Botswana, Burundi, Cambodia, Cape Verde, China, Colombia, Cuba, Egypt, Ethiopia, Fiji, India, Indonesia, Iran, Jordan, Kazakhstan, Kenya, Lao PDR, Lesotho, Madagascar, Malaysia, Maldives, Mauritius, Mongolia, Mozambique, Myanmar, Nepal, OAS Members States, Oman, Pakistan, Peru, The Philippines, Senegal, Somalia, Sudan, Sri Lanka, Tajikistan, Timor Laste, Uzbekistan, Vietnam and Thailand *



* Subject to change by further notifications

Objectives

The programme is designed to:

- develop the resourceful personnel in tourism industry in Thailand and member countries;
- provide all participants with the opportunity to acquire both academic and shared working experiences for greater understanding and appreciation of tourism development, management and sustainability in different cultures and international context;
- motivate collaborative academic-related activities among institutions and industry's networks in the areas of tourism management in the region.

Qualifications

Participants for this course should:

- age : less than 45 years old;
- related vocational history : more than 1-2 years;
- education : equivalent to University Degree (Bachelor Degree in any field);
- working experience and length in related fields : 1-2 years;
- language : proficiency in English is essential;
- health condition : being in good health, both physically and mentally. Pregnancy is regarded as a disqualifying condition for participant in the course.

Course Content

1 Course outline : 130 hrs.

- Overview of Tourism Industry and Its Current Situations in Asia (3 hrs.)
- Tourism Planning and Policy: Asia's Perspectives (6 hrs.)
- Tourist Behavior and Its Trend (6 hrs.)
- Tourist Information Management (6 hrs.)
- Tourism Marketing and Marketing Strategies (18 hrs.)
- Destination Management : Concept and Workshop (6 hrs.)
- E - Destination and E-Travel (6 hrs.)
- Tourism Impacts : Concept and Workshop (12 hrs.)
- Human Resources Development in Tourism Industry (6 hrs.)
- Tourism Development and Sustainability - Planning and Policy : Concept and Country Report (12 hrs.)
- Health/Medical Tourism (3 hrs.)
- Marina Tourism (3 hrs.)
- Field Trip : (43 hrs.)

2 Practices : Group Presentations Regarding Destination Management and Tourism Impacts

3 Study/Field trips : Destination Management: A Case Study of Andaman Area :Phuket, Phang-nga, and Krabi province, Thailand

Remarks : Field trips will be organized during week 2 and 3 to give more insights and better understanding to participants to understand the issue of Destination Management and Sustainability by visiting the touristic sites that being claimed as leading destinations of Andaman area in Thailand.

4 Advance Assignment:

- Country Report : representatives from each country have to prepare country report individually for presentation session that focuses on the issue of tourism development of each country. As well, tourism impacts should be included as emerged current situations of each country in any forms, for instance, economics, sociological and cultural as well as environmental aspects.



Institution

The course will be conducted by:

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