

SUSTAINABLE TOURISM DEVELOPMENT AND MANAGEMENT

16 TO 20 DECEMBER 2013

Sponsored by the

SINGAPORE COOPERATION PROGRAMME

under the

**SINGAPORE COOPERATION PROGRAMME
TRAINING AWARD**

to be conducted by the

TOURISM MANAGEMENT INSTITUTE OF SINGAPORE (TMIS)

Singapore Cooperation Programme

Singapore has provided technical assistance to other developing countries since the 1960s. As a country whose only resource is its people, Singapore believes that human resource development is vital for economic and social progress. Singapore itself has benefited from training provided by other countries and international organisations. Through the Singapore Cooperation Programme (SCP), Singapore can contribute to the development of other developing countries.

In 1992, the SCP was established, bringing together under one framework the various technical assistance programmes offered by Singapore. Through the SCP, the range and number of training programmes have been increased to meet the needs of developing countries.

Since 1992, Singapore has sponsored training courses and study visits for over 80,000 officials from 170 countries. The SCP is managed by the Technical Cooperation Directorate of the Singapore Ministry of Foreign Affairs.

Tourism Management Institute of Singapore (TMIS)

Established in 1987, the Tourism Management Institute of Singapore Pte Ltd (TMIS) is a fully-owned subsidiary of the National Association of Travel Agents Singapore (NATAS). The corporate mission of TMIS is to upgrade the professionalism, service and productivity of the travel and tourism industry. Apart from providing training to industry members, TMIS is also actively promoting and providing tourism courses and training to the public in Singapore and the region.

Course Objectives

The course should provide participants with a framework for a comprehensive and integrated approach to sustainable tourism planning, development and management. It should also introduce participants to the need to analyse the behavioural patterns of tourists as consumers. Course participants will also gain insights into the challenges and problems generated by tourism development and learn how to manage these.

Synopsis and Methodology

Tourism is an important global industry creating millions of jobs and stimulating the economic development of many developing countries. However, the vibrant global tourism industry also brings about sustainability issues in connection with heritage conservation, community development and environmental protection.

Singapore, despite having limited tourism related monuments or historical sites, has gained international recognition as an important tourism destination. The course will kick off with a review of the development of Singapore's tourism industry and how it has served to develop Singapore as a world-class destination. The economic contribution of the tourism industry to Singapore will also be discussed.

Participants will also be introduced to the concept the tourist as a consumer and the characteristics of some of the major source markets for the Singapore tourism industry. Sustainability in tourism will also be a focus point with discussions on heritage preservation and environmental protection challenges in Singapore and worldwide. The programme closes with a discussion on the trends and challenges for the tourism industry in the coming decades.

Instruction methods include a mix of lectures, group discussions, presentations, multimedia clips and case studies,

Duration

The course will be held from **16 to 20 December 2013**

Application Information

Applicants should be:

- Mid to senior government officials and policy makers of tourism and hospitality development and management on a national level
- Nominated by their respective Governments
- Proficient in spoken and written English
- In good health

Terms of Award

The course is sponsored by the Government of Singapore under the Singapore Cooperation Programme Training Award.

Under this programme arrangement, the Government of Singapore will bear the following expenses for the successful applicants, thereafter, known as participants during their training in Singapore. These expenses include:

- A daily training allowance of Forty Singapore Dollars (S\$40) from first day to last day of the course to cover meals and daily expenses. [Complimentary breakfast is provided in the hotel from first day to one day after the course];
- Transportation to course venue and site visits;
- Medical insurance for participants to cover accident and hospitalisation during their stay in Singapore in accordance with the policy of a local insurance company; and
- Accommodation for the entire duration of the course.

Note:

- (i) The recipient government will be responsible for their participants' round-trip airfares
- (ii) Participants are to bear their personal miscellaneous expenses that might be incurred prior to receiving the allowance
- (iii) Any expenses for out-patient medical/dental treatment will be borne by the participants themselves

Regulations

Participants are required to comply with the following:

- (a) Strictly observe course schedules and not miss training sessions;
- (b) Not bring any member of their family and/or aide for the duration of the course;
- (c) Carry out instructions and abide by conditions as may be stipulated by the nominating Government or the Government of Singapore with respect to the course;
- (d) Refrain from engaging in political activities, or any form of employment for profit or gain while in Singapore;

- (e) Discontinue the course, in the event they fall seriously ill and are considered unable to continue the training or have committed an improper act; and
- (f) Return to their respective home countries upon completion of the course.

Application Procedure

(Closing Date for Nomination: **4 November 2013**)

The Government of Singapore is pleased to invite the respective National Focal Points for Technical Assistance to nominate **one (1)** suitable applicant.

Where there are more applicants than training places, the selection of applicants will be based on merit. The Government of Singapore seeks the understanding of the respective National Focal Points for Technical Assistance in the event their nominee is not selected.

All nominations are to be carried out by the respective Government Institutions, using the official application form. The application forms are to be submitted and should reach the **Ministry of Foreign Affairs, Singapore** through the National Focal Point and the Singapore Embassy in the nominating country not later than **4 November 2013**.

Please address the forms to:

**Director-General
Technical Cooperation Directorate
Ministry of Foreign Affairs, Singapore
Tanglin
Singapore 248163**

Attn: Mr K Faizal
Tel: (65) 6379 8476
Fax: (65) 6479 3357
E-mail: kamar_faizal_baharam@mfa.gov.sg

- To expedite the process, a copy of the completed application forms can be scanned and sent via e-mail or faxed to the **Ministry of Foreign Affairs, Singapore** at Fax **(65) 6479 3357**. The original application forms can be mailed through diplomatic or normal channels.
- All application forms should be completed in full and must bear the endorsement of the respective Ministry of Foreign Affairs or National Focal Point responsible for technical assistance.
- Incomplete application forms or forms which are not endorsed will not be accepted.

- Applicants should refrain from making telephone, fax and email inquiries on the status of their applications.
- The **Ministry of Foreign Affairs, Singapore** will inform all applicants of the outcome of their applications. Their National Focal Point will also be informed directly or through our diplomatic representations in the nominating country.
- Flight arrangements are only to be made upon receipt of the Letter of Acceptance to the course.

Information on Singapore

For more information about Singapore, you may wish to visit the Singapore Tourism Board website at **www.yoursingapore.com**

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