

TOURISM MANAGEMENT AND DESTINATION MARKETING

2 TO 6 NOVEMBER 2015

Sponsored by the

SINGAPORE COOPERATION PROGRAMME

under the

**SINGAPORE COOPERATION PROGRAMME TRAINING AWARD/
SMALL ISLAND DEVELOPING STATES TECHNICAL COOPERATION
PROGRAMME**

to be conducted by the

BLUE TRACK CENTRE

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.

In 1992, the Singapore Cooperation Programme (SCP) was established to bring together under one framework the various technical assistance programmes offered by Singapore. Through the SCP, the range and number of training programmes were increased to share Singapore's development experience with other developing countries. To date, Singapore has sponsored training courses and study visits for over 90,000 officials from more than 170 countries. The SCP is managed by the Technical Cooperation Directorate of the Singapore Ministry of Foreign Affairs.

Blue Track Centre

At the forefront of solutions for business and industry, **BlueTrack Centre** is known for its executive education courses and signature B2B events that share thought leadership. BlueTrack specialises in areas of communication, leadership, strategy and management, and creates results-oriented training with outstanding content and expert instruction.

Team members have more than twenty years of experience in conference production, training solutions, research, writing and event management.

BlueTrack Centre's partner, **Tourism Solutions International**, is a leading consultancy in Asia with more than 25 years' experience in tourism and hospitality advisory work, related in particular to investment within the hotel and tourism industry.

With international organisations as partners - *American Management Association*, *Pfeiffer* and *Chally Talent Assessment* - BlueTrack designs powerful learning platforms that assist business and industry to make informed decisions and stay ahead of developments.

Course Objectives

The 5-day course aims at providing a framework in understanding what it takes to effectively market and manage international tourism destinations. Participants will take away information and strategies in developing and managing tourism destinations, identifying regional and global tourism opportunities, and designing effective marketing and branding campaigns.

Drawing on the Singapore experience, insights will be offered in marketing concepts and how to create successful tourism marketing campaigns that are sustainable and financially viable over the long term.

Synopsis and Methodology

Topics covered:

- Global Tourism trends
- Sustainable tourism development
- Tourism product and manpower development

The 5-day training course presents a broad range of topics and issues pertinent to the regional and global tourism industry. The programme covers issues in how to better manage, market and brand tourism products and destinations.

Conducted by expert trainers and guest speakers who are leading professionals and advisers in tourism management and marketing, participants will get insights in how to

- Build and sustain tourist arrivals
- Create the Tourist experience
- Develop product uniqueness in natural and heritage attractions
- Design a comprehensive brand strategy
- Draw on regional cooperation and tourism synergies in destination marketing
- Deal with competition and build niche tourism sectors
- Handle staffing and employment challenges
- Integrate hospitality education and training programmes in management plans

Programme Highlight - Panel Session presenting a wealth of expert knowledge!

The Panel Session features international experts in the tourism and hospitality sector as well as senior management of leading hotel chains and tourism brands. Participants will get the opportunity to share

and exchange their own country experiences with leaders in the industry.

Methodology: The course will be highly interactive and delivered with a combination of lecture presentations, group discussion and case exercises. Several case studies for situational learning will be incorporated into the overall programme.

Site visits to major tourist destinations in Singapore will enhance the overall learning experience.

Duration

The course will be held from **2 to 6 November 2015**.

Application Information

Applicants should be:

- Mid to senior government officials with at least 3 years of working experience in the tourism sector and who are involved in tourism management, destination marketing and tourism planning.
- 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 and the Small Island Developing States Technical Cooperation Programme.

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 One Hundred and Twenty Singapore Dollars (S\$120) from first day to last day of the course to cover meals and daily expenses. [Complimentary breakfast is provided in the hotel from the 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 nominating 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: **21 September 2015**)

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

Selection of candidates will be based on merit. Should there be more applicants than training places, the Government of Singapore seeks the understanding of the respective National Focal Points for Technical Assistance in the event that its nominee(s) is not selected.

All nominations are to be submitted 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 **Monday, 21 September 2015**.

Please address the forms to:

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

Attn: Ms Gweneal Lee
Tel: (65) 6379 8475
Fax: (65) 6479 3357
E-mail: gweneal_lee@mfa.gov.sg

- To expedite the process, a copy of the completed application forms can be scanned and sent via e-mail/fax to the **email address/fax number stated above**. 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

