

TOURISM MANAGEMENT AND DESTINATION MARKETING

31 OCTOBER TO 04 NOVEMBER 2016

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

INTERNATIONAL BUSINESS DYNAMICS PTE LTD

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 100,000 officials from more than 170 countries. The SCP is managed by the Technical Cooperation Directorate of the Singapore Ministry of Foreign Affairs.

International Business Dynamics Pte Ltd

International Business Dynamics Pte Ltd, also known as iBusiness, specialises in providing cutting edge and innovative training and consultancy services to private and public enterprises, and local and foreign government agencies. It covers areas in economic development, trade promotion, business strategy advisory, trade facilitation, market studies, trade promotion and policy, human resource development, trade information management, logistics and supply chain management and institutional capacity building.

Training sessions are delivered by experienced trade professionals who are experts in their field. With excellent presentation and facilitation skills which ensure a positive learning experience and results, iBusiness' pool of consultants and trainers have a proven track record of delivering the technical know-how and support that has helped many emerging and transition economies to become more competitive globally.

Course Objectives

This course aims to equip participants with a comprehensive and integrated approach to tourism management and destination marketing.

Participants will also be able to acquire a better understanding on Singapore's experience in creating a successful tourism marketing campaign that is sustainable and financially viable.

Synopsis

The 5-days course will allow participants to gain a better understanding on Singapore's experience in developing our visitor and tourism industry. This will help participants to develop the principles and strategies in creating destination awareness and promoting tourism in their own national context.

Topics to be covered include:

- Global Tourism Trends and Development and the Role of Tourism.
- The Tourism Industry and its Ecosystem.
- Principles of Tourism Development.
- Tourism Segments and Niches – particularly on MICE.
- Sustainable tourism development.
- Destination Marketing campaign planning.
- Tourism Manpower Development.
- Tourism Management and Destination Marketing – Case Study : The Singapore Tourism Experience

Methodology

A variety of teaching methodologies will be used throughout the course to ensure active learning and participation including lectures, small group discussions and individual and group presentations. Relevant field trips around Singapore will also be included to enhance the learning experience of the participants.

Duration

The course will be held from **31 October to 4 November 2016**.

Application Information

Applicants should be:

- Mid to senior level officials from ministries of information, culture and tourism or departments of tourism who are decision-makers, responsible for tourism planning, destination marketing and tourism management;
- Nominated by their respective Governments;
- Proficient in spoken and written English; and
- 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 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.
- (f) Return to their respective home countries upon completion of the course.

Application Procedure

(Closing date for nomination: **19 September 2016**)

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, 19 September 2016**.

Please address the forms to:

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

**Attn: Mr Sean Lim
Tel: (65) 6379 8481
Fax: (65) 6479 3357
E-mail: Sean_Lim@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

 follow us at

 SCP Friends

.....