

TOURISM MANAGEMENT AND DESTINATION MARKETING

24 TO 28 APRIL 2017

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

TOURISM MANAGEMENT INSTITUTE OF SINGAPORE

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.

Tourism Management Institute of Singapore

Tourism Management Institute of Singapore (TMIS) was established in 1987. TMIS is a fully-owned subsidiary of the National Association of Travel Agents Singapore (NATAS). TMIS aims to upgrade the professionalism, service and productivity of the travel and tourism industry. In addition to providing training for industry members, TMIS is also actively promoting and providing tourism courses and training to the public in Singapore and the region.

Since its inception, TMIS has trained more than 40,000 personnel for the tourism industry. TMIS offers a wide spectrum of tourism-related courses, from certificate to diploma level, most of which are fully accredited. TMIS also conducts tourism management programmes for international participants both in Singapore and overseas.

Course Objectives

This course aims to equip participants with a comprehensive knowledge on global trends in the tourism industry and how they are affecting travel patterns and tourism development worldwide.

Participants will also be able to acquire a better understanding on Singapore's experience in creating a tourism industry that is sustainable and financially viable in the long term.

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.
- Singapore's Experience in Tourism Management.
- Tourism Product Development in Singapore.
- Tourism Manpower Development in Singapore.
- Destination Marketing Campaign Planning.
- Sustainable Tourism Development.

Methodology

A variety of teaching methodologies will be used throughout the course to ensure active learning and participation including lectures, group discussions, multimedia presentations and case studies. Relevant site visits around Singapore will also be included to enhance the learning experience of the participants.

Duration

The course will be held from **24 to 28 April 2017**.

Application Information

Applicants should be:

- Mid- to senior-level officials responsible for tourism planning, destination marketing and tourism management from ministries of tourism, culture and information;
- 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 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.
- (f) Return to their respective home countries upon completion of the course.

Application Procedure

(Closing date for nomination: **13 March 2017**)

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, 13 March 2017**.

Please address the forms to:

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

Attn: Mr Nicholas Sim
Tel: (65) 6379 8461
Fax: (65) 6479 3357
E-mail: Nicholas_SIM@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.



MFA/TCD/00001/2017

The Ministry of Foreign Affairs of the Republic of Singapore presents its compliments to the Embassy of the Republic of Peru in Singapore and has the honour to invite applications for the course on “Tourism Management and Destination Marketing”, to be conducted from 24 to 28 April 2017, under the Singapore Cooperation Programme Training Award (SCPTA) / Small Island Developing States Technical Cooperation Programme (SIDSTEC).

The Ministry of Foreign Affairs of the Republic of Singapore has the further honour to inform that under the SCPTA/SIDSTEC, the Government of the Republic of Singapore is pleased to consider one (1) suitable applicant nominated by the National Focal Point for Technical Assistance of the Republic of Peru. The application must be completed in full and endorsed by the National Focal Point for Technical Assistance of the Republic of Peru before submitting to the Government of the Republic of Singapore by Monday, 13 March 2017.

Successful applicants will be notified accordingly via Letters of Acceptance. Under the SCPTA/SIDSTEC arrangement, the Government of the Republic of Singapore will bear local hospitality (accommodation and local transfers), training fees, training allowance and group personal accident/hospitalisation insurance. The round-trip airfare for participants will have to be borne by the sending governments. Details on the application procedures are available in the attached brochure.

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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