
Improving Tourism Destination Competitiveness: Lessons from Singapore

12 -16 April 2010

SINGAPORE THIRD COUNTRY TRAINING PROGRAMME



Sponsored By:

The Commonwealth Secretariat



Ministry of Foreign Affairs, Singapore



To compete globally as a destination

depends on the capacity to consistently provide quality tourism products and services and effective marketing. This is a challenge for most Commonwealth developing countries. Singapore is one Commonwealth country that has grown as a competitive destination and is now globally ranked among the top ten destinations. This has resulted from its enabling environment which is characterised by a good institutional, policy and regulatory framework as well as strong public and private sector partnerships. Singapore offers good lessons for Commonwealth developing countries aiming to develop competitive destinations.

Main Workshop Objectives

- To provide guidelines on creating an enabling environment for developing competitive destinations and delivering competitive quality tourism services.
- To share practical knowledge and lessons on successful destination development and management in a competitive global market place.
- To learn from Singapore's experience on policies, strategies and practices which have led it to be among the top ten globally competitive destinations.

Workshop Coverage

- Implications of current global trends on destination competitiveness.
- Destination competitiveness drivers.
- Roles and responsibilities of National Tourism Organizations (NTOs) and other necessary institutions.
- Product development.
- Human resource policies and practices in the tourism sector.
- Destination branding.
- Public and private sector partnerships.



Participants must:

- Be senior officials from NTOs and Ministries of Tourism.
- Be senior representatives of national tourism industry associations.
- Be university graduates or equivalent with at least 5 years of work experience in the tourism sector.
- Be approved by their government to attend the workshop, or if from the private sector must be endorsed by the Ministry of Tourism.
- Have a good working knowledge of written and spoken English.
- Be able to write and submit necessary country papers prior to the workshop.

Additional Information

The workshop will be conducted over 5 days in English. A maximum of 32 senior officials will be drawn from across the Commonwealth. Upon completion of the programme, a Certificate of Completion will be awarded jointly by the Commonwealth Secretariat and Ministry of Foreign Affairs, Singapore.

APPLICATION

Completed application forms for government nominees should be endorsed by the Permanent Secretary of the relevant Ministry and those from National Business Associations by the head of their organisation, as well as an appropriate Government Ministry. The form should be forwarded to Mr. Elvis Gannon at the following addresses:

Mr Elvis Gannon
Programme Co-ordinator & Head of Team
Special Advisory Services Division
Commonwealth Secretariat
Marlborough House, Pall Mall
London SW1Y 5HX
United Kingdom
Tel: +44(0) 20 7747 6297
Fax: +44(0) 20 7747 6307
Email: e.gannon@commonwealth.int

However, all participants must complete a copy of the application form endorsed by the relevant authority and forward the form to Mr Elvis Gannon. The closing date for application is 26 February 2010. Places will be located on a "first come first serve" basis, in line with the programme criteria. Participants are advised to apply at their earliest convenience, however applications will still be considered after the closing date, if places are still available. We hope to inform all successful applicants of the outcome of their application, at least 3 weeks prior to the commencement of the programme.

Further information about the programme and further copies of this brochure can be obtained from Mr Elvis Gannon or downloaded from the Commonwealth Secretariat's website, <http://www.thecommonwealth.org/sasd>



TERMS OF AWARD

Participants' cover will include hotel accommodation (on a bed and breakfast basis) during their training period in Singapore. Member Governments are requested to contribute the costs of the nominee's return airfares to Singapore. However, the sponsors may consider funding of airfares in exceptional circumstances. Should you require this support, you are obliged to indicate this on your application form. Failure to do so at the application stage will result in your application being withdrawn.

The Commonwealth Secretariat and the Technical Cooperation Directorate of the Ministry of Foreign Affairs, will cover the training costs and provide a living allowance per day to cover meals and other miscellaneous expenses for participants during their stay in Singapore.

Expenses for shipping books, training materials, etc must be borne by participants.

Participants should obtain their medical/accident/travel insurance before coming to Singapore. The Ministry of Foreign Affairs, Singapore will enrol the participants in a commercial health insurance plan for the duration of the training. Please note that coverage is limited. No outpatient, medical care would be provided. Insurance coverage is not provided for dental care/treatment, eye examinations, glasses, hearing aids, physical examinations or pregnancy and other complications.

Please note: Participants are advised to have enough money with them to cover incidental expenses that may be incurred prior to receiving allowance in Singapore.

Regulations:

Participants and their nominating government are to assume responsibility for any personal expenses incurred during the travel between their home countries and Singapore.

As the programme and schedules are fixed, participants are not allowed to make any changes whatsoever. All participants must register on the first day of the programme and remain for the duration of the training.

SPONSORS

This programme is being organised and sponsored by the Singapore Ministry of Foreign Affairs with the Commonwealth Secretariat. There is therefore no course fee payable by participants.

The Commonwealth Secretariat, Special Advisory Services Division

The Commonwealth Secretariat is an inter-government organization serving fifty-three countries. The Special Advisory Services Division (SASD) is a specialized division which seeks to provide consultancy and advisory services to Commonwealth developing countries. Assistance is provided by SASD in the following four areas: Integrated programme of debt management; Economic and legal assistance to encourage investment, private sector development and export growth; SME Development and improving export competitiveness.



Ministry of Foreign Affairs, Singapore (Singapore Cooperation Programme)

The Singapore Cooperation Programme, administered by the Technical Cooperation Directorate of the Ministry of Foreign Affairs, is Singapore's Programme for technical cooperation with developing countries. As a member of the international community, Singapore established the Singapore Cooperation Programme in 1992 to share its development experience with other developing countries. Through the Singapore Cooperation Programme, Singapore hopes to contribute to the development of other developing countries by providing technical assistance in areas in which it has the expertise. Singapore's collaboration with the Commonwealth Secretariat is one component of the Singapore Cooperation Programme. The collaboration between the Commonwealth Secretariat and Singapore has been a long-standing and fruitful one. Since the establishment of the Commonwealth Fund for Technical Cooperation in 1971 to promote technical cooperation among members of the Commonwealth, Singapore has received many fellowships and experts. At the same time, Singapore has provided training for officials from fellow Commonwealth developing countries under the Singapore Cooperation Programme. Over 2000 officials from fellow Commonwealth developing countries had attended training in Singapore under the Singapore Cooperation Programme.



Another milestone of the Singapore Cooperation Programme took place in 1994 when Singapore entered into a formal agreement with the Commonwealth Secretariat to jointly offer technical assistance to Commonwealth developing countries under the Singapore Commonwealth Third Country Training Programme. Under this agreement, Singapore and the Commonwealth Secretariat pool resources and expertise to provide training opportunities for Commonwealth countries. Under this scheme, Singapore has provided training in the fields of systems development, export market development, productivity improvement and the management of public enterprises.





Application Form

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Please attach a CV including details of the following:

1. Academic/Professional qualifications
2. Work Experience
3. How this course is relevant to your job scope

Surname:		First Name:	
Designation:		Organization:	
Date of Birth:		Passport Number:	
Gender:		Expiry Date:	Email:
City:		Country:	Postal Code:
Address:			
Business Telephone (Country Code-Area Code-Tel Number):			
Business Fax (Country Code-Area Code-Tel Number):			
Residential Telephone (Country Code-Area Code-Tel Number):			
<input type="checkbox"/> I've read and understood the terms and conditions overleaf		<input type="checkbox"/> Airfare Required	

Signature of Applicant

Authorised Signature of Head of Organisation
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Authorised Signature of Government Official

Please send the completed form, CV and relevant documents to Mr Elvis Gannon:
via Post to Commonwealth Secretariat, Marlborough House, Pall Mall, London SW1Y 5HX.UK
via Fax to +44 (0) 20 7747 6307
via Email to e.gannon@commonwealth.int