

3<sup>RD</sup> Global Summit on Peace through Tourism

2-5 October 2005

Pattaya, Thailand

**PROMOTING REGIONAL  
COOPERATION IN TOURISM  
EDUCATION AND TRAINING**

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# ESCAP Regional Initiatives to Support Sustainable Tourism Development

- Plan of Action for Sustainable Tourism Development in the Asian and Pacific Region (PASTA).
- Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT).

## Major HRD Problems

- ⇒ **Shortage of qualified manpower, particularly at the managerial level**
- ⇒ **Shortage of qualified and experienced teaching staff**
- ⇒ **Shortage of training materials and facilities**
- ⇒ **Difficulty in keeping pace with rapidly changing technological innovations and dynamic changes in the global marketplace**
- ⇒ **Gap between the training capacity of training/ educational institutes and the actual need of the industry**

# Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT)

- Established by ESCAP in 1997.
- To promote cooperation in human resources development.
- 183 members in 42 countries/areas.
- National seminars, training programmes and advisory services can be implemented with experts from APETIT member institutes acting as resource persons.

# APETIT Members by Countries/Areas

<b>India</b>	<b>37</b>	<b>Australia</b>	<b>5</b>
<b>Thailand</b>	<b>23</b>	<b>Rep. of Korea</b>	<b>5</b>
<b>Viet Nam</b>	<b>20</b>	<b>Mongolia</b>	<b>4</b>
<b>Iran</b>	<b>11</b>	<b>Japan</b>	<b>3</b>
<b>Malaysia</b>	<b>9</b>	<b>New Zealand</b>	<b>3</b>
<b>China</b>	<b>8</b>	<b>Sri Lanka</b>	<b>3</b>
<b>Philippines</b>	<b>8</b>	<b>Others</b>	<b>44</b>

Total: 183 members in 42 countries and areas.

# BECOMING A MEMBER OF APETIT

- ➡ **APETIT membership consists of tourism education, training and research institutes; government tourism agencies and tourism trade associations; tourism departments at the universities/colleges**
- ➡ **The applicant must be willing and able to actively participate in the activities of APETIT**
- ➡ **An application form must be submitted to the UNESCAP Secretariat**
- ➡ **Admission of membership is subject to the approval of the Executive Committee**

# Benefits from APETIT Membership

**APETIT provides opportunities to:**

- **share experience with tourism education/training institutes and national tourism organizations in the Asia-Pacific region**
- **organize seminars and training programmes with experts in member institutes acting as resource persons**
- **receive advisory services**
- **participate in staff/student exchange programmes**
- **organize study tours**
- **undertake joint research**

# APETIT Focal Points

## Information Management and Communication:

Institut Teknologi Tun Abdul Razak, Malaysia

## Production of APETIT Newsletter:

Indian Institute of Tourism and Travel Management

## Student and Faculty/Staff Exchange and Development:

The Hong Kong Polytechnic University

Hanoi Tourism College, Viet Nam

## Education and Training Development:

Institute For Tourism Studies, Macao

Singapore Hotel and Tourism Education Centre

Sri Lanka Institute of Tourism and Hotel Management

## Research and Development:

University of Queensland, Australia

Victoria University, Australia

## Sharing of Expertise:

Iran Cultural Heritage and Tourism Organization

## Membership Benefits:

Tourism Authority of Thailand

Shanghai Institute of Tourism, China

University of the South Pacific, Fiji

# Modalities for Cooperation through APETIT

- Institutes will communicate directly with experts in member institutes. When institutes need assistance in identifying appropriate experts, they can consult with the Focal Point.
- Accommodations and meals are to be provided to resource persons by host institutes.
- UNESCAP can consider providing air transportation to experts who will provide advisory services or participate as resource persons in seminars/training programmes.

# Examples of APETIT Cooperation

- ✦ Training conducted by Thailand for Viet Nam on restaurant/bar/front office operation and for Bangladesh, Bhutan and Maldives on Thai cuisine cooking.
- ✦ Thailand hosted 65 tourism management students from Australia. Similar student exchange programmes involving Iran, Macao, Malaysia, Mongolia and Singapore.
- ✦ Faculty/trainer exchange programmes involving Australia, China, Malaysia, Thailand and Viet Nam.
- ✦ Macao offering courses to APETIT members related to MICE development, heritage tourism, train-the-trainers, etc.
- ✦ Seminars on tourism development issues (Azerbaijan, Bangladesh, Cambodia, China, Kyrgyzstan, Lao PDR, Indonesia, Maldives, Myanmar, Mongolia, Viet Nam).
- ✦ Australia, Hong Kong, India, Japan, Macao, Philippines, Russia, Sri Lanka and Thailand offering resource persons in seminars and training.

# Latest Initiatives

- **Directory of Student and Staff Exchanges.**
- **Directory of APETIT Expertise.**
- **APETIT Marco Polo Programme.**
- **APETIT Conference on Tourism Education and Training, Hanoi, 18-21 October 2005.**

# Challenges

- To make APETIT beneficial to as many members as possible.
- To fully operationalize APETIT in the Asia-Pacific region.