

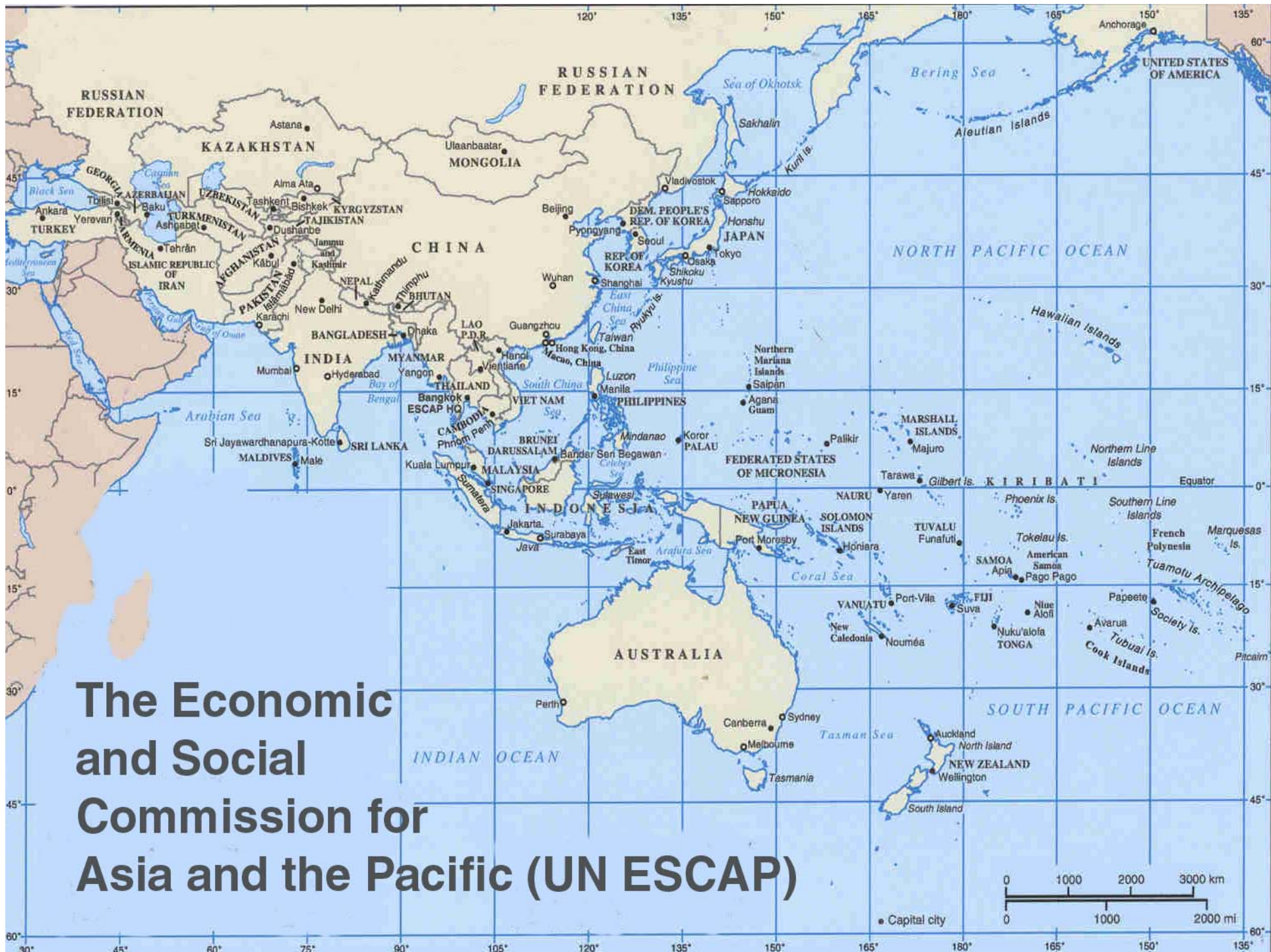
Conference on "Asia-Pacific: e-Tourism for Growth - Matching Market Efficiency and Social Inclusion"

13-14 March 2007  
Kota Kinabalu, Malaysia

The Role of the Network of Asia-Pacific Education and Training Institutes in Tourism  
(APETIT)

# United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

- Headquartered in Bangkok.
- Largest of the UN's five Regional Commissions in terms of population served and area covered.
- Promote economic development and social progress in the developing countries of the Asian and Pacific region.
- Only intergovernmental forum covering the entire Asia-Pacific region.



# The Economic and Social Commission for Asia and the Pacific (UN ESCAP)

# Profile of Asia-Pacific Region

- 3.9 billion people (60% of world total).
- Tourism in the region growing faster than other regions with great potential for further expansion.
  - Economic growth in the region.
  - Improved air linkage and transportation networks.
  - Emerging markets – China, India, Russia.
  - Simplified visa issuance procedures.
  - Advance in ICT.

## HRD-Key Factor for Success

The success of tourism depends on human resources, which can deliver efficient, excellent quality services of a high standard.

High standards of service are particularly important in sustaining long-term growth since success as a tourist destination is determined not only by price competitiveness or, the range of attractions available, but also by the quality of services provided. Repeat visits, a vital factor in maintaining growth, will be deterred if standards of service do not meet expectations.

## Major HRD Problems for Developing Countries

- Shortage of qualified manpower, particularly at the managerial level.
- Shortage of qualified and experienced teachers/trainers.
- 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.
- 238 members in 43 countries/areas.
- Members: Tourism education/training institutes; government tourism agencies and tourism trade associations.

# APETIT Members by Countries/Areas

<b>Viet Nam</b>	<b>39</b>	<b>Rep. of Korea</b>	<b>5</b>
<b>India</b>	<b>38</b>	<b>Mongolia</b>	<b>5</b>
<b>China</b>	<b>30</b>	<b>Hong Kong</b>	<b>3</b>
<b>Thailand</b>	<b>24</b>	<b>Japan</b>	<b>3</b>
<b>Iran</b>	<b>12</b>	<b>Nepal</b>	<b>3</b>
<b>Malaysia</b>	<b>9</b>	<b>New Zealand</b>	<b>3</b>
<b>Philippines</b>	<b>8</b>	<b>Sri Lanka</b>	<b>3</b>
<b>Indonesia</b>	<b>7</b>	<b>Others</b>	<b>40</b>
<b>Australia</b>	<b>6</b>		

Total: 238 members in 43 countries and areas.

## APETIT Focal Points

Information  
Management and  
Communication:

The Hong Kong Polytechnic University

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

## APETIT Focal Points (Cont'd)

Research and Development: University of Queensland, Australia

Victoria University, Australia

Sharing of Expertise:

Iran Cultural Heritage and Tourism Services Organization

Tourism Authority of Thailand

Membership Benefits:

International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)

Shanghai Institute of Tourism, China

Student Activities:

University of the South Pacific, Fiji

The Hong Kong Polytechnic University

## Modalities for Cooperation in Training

- ◆ 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.
- ★ Train-the-Trainer programmes conducted by Australia for Bangladesh, Bhutan, India and Nepal and for Iran and Sri Lanka by Macao.
- ★ Seminar on Revenue Management for Hotel Sector conducted by Singapore for Viet Nam.
- ★ Advisory service by Macao for Lao PDR on development of syllabi for IT and tourism.
- ★ Thailand hosted 65 tourism management students from Australia. Similar student exchange programmes organized involving Iran, Macao, Malaysia, Mongolia and Singapore.

## Examples of APETIT Cooperation (Cont'd)

- ★ 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, Myanmar, Mongolia, Viet Nam).
- ★ Australia, China, Hong Kong, Fiji, India, Japan, Macao, Philippines, Russia, Singapore, Sri Lanka and Thailand offering resource persons in seminars and training.
- ★ APETIT Conference on Tourism Education and Training (Khajuraho, Colombo, Hanoi).

## Linking APETIT with Regional Projects/Initiatives

ADB : SASEC Tourism Working Group – HRD Project.

■ Bangladesh, Bhutan, India, Nepal.

UNESCO : Cultural Heritage Specialist Guide Programme.

ASEAN : ASEAN/Pakistan cooperation in tourism.

UNESCAP : Project on Human Resources Development in Tourism in the Greater Mekong Subregion.

■ Cambodia, China, Lao PDR, Myanmar, Thailand, Viet Nam.

# Tourism and ICT

ICT offers unprecedented opportunities to expand and accelerate the growth of the tourism industry.

- Cost efficient tool for reaching the greatest number of potential tourists, helping the global visibility of destinations and tourism enterprises.
- Efficient tool for collection and dissemination of knowledge and information, facilitating networking among tourism stakeholders.
- Efficiency in tourism business operation and management.
- Powerful tool for training, education and capacity building for the tourism sector.

# Issues

- ❑ Digital divide.

- (a) Between countries.

- Stronger and weaker economies.

- (b) Within countries.

- Urban and rural areas.
    - Rich and poor.
    - Stronger and weaker groups.

- ❑ Lack of resources both human and financial.

# Tackling Issues

- ❑ Commitment of the highest political level to build an information society.
- ❑ ICT development strategies.
- ❑ Consistent efforts to build up capabilities to fully harness opportunities offered by ICT.

# APETIT and Capacity Building for Application of ICT in Tourism

- ❑ Stronger countries help weaker countries.
- ❑ Stronger institutes help weaker institutes.
- ❑ Advisory services, training programmes, seminars/workshops on application of ICT in tourism with experts in APETIT member institutes acting as resource persons.