

Seminar on "Integrated Management Capacity Building for ASEAN Community"

Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community On January 20-23, 2015 At Lanna civilization and the northern tourism cluster Venue: Wiang Inn Hotel, Chiang Rai, Thailand

According to the strategic plan development on 2013-2018 to development of Thailand's framework by providing vital links of AEC. Ministry of Tourism

and Sports

was

assigned to

mobilize strategies

for enhancing

the competitiveness

for

Thailand

tourism and services

. And to stimulate

all parties

are aware of

the development of

the quality of products

, services and

managed

in all dimensions. So, this is an

important

driver mechanism of

Thai

tourism

and sports to

support AEC

. And

led to

the development of

research

capacity in

"

Development of integration management for tourism and sports network project to support AEC"

The discovery of the key issues is the development of human capital among the stakeholders in the tourism and sport section to have the knowledge and ability to be ready for the opening of the AEC.

This has led to the preparation of guidelines to promote knowledge of integration for tourism and sports project to support AEC (Phase 1).

Subsequently, the project is to disseminate knowledge of the tourism and sport integrated into 4 groups. The group consists of;

1. Government sector.

2. Private sector.

3. Institutions, experts, scholars.

4. Local communities and residents of 700 people in the Northern provinces: Northeast, Lower, South East, Coast East which the timeframe of 6 months in 2013.

The project in Phase 1 has been received the comments from many sectors that we should be operated continuously to develop Development of integration management for tourism and sports network project to support AEC

because the d

riven

human capital development

should

be extensive

in

all provinces of

Thailand and we s

ould

create continuity

to

the sustainable development

.

Through a

culture

of

lifelong learning

with the

learning on "process

how to learn"

For this reason, it is essential to the continued development of human capital. The Policy and Strategy, Ministry of Tourism and Sports is to organize "

Development of integration management for tourism and sports network project to support AEC

" to

focus on

strengthen of social basis for stability

and sustainable

. To support

for

competitive of

capacity building's to be

recognized internationally

. To f

ocus on the

achievement

of the people gets

the opportunity to access

resources

equally

. C

reate a

competitive edge to
be ready
for
the opening of
the AEC
. To supports
the
local community's strengthening. And to realize and preparation of changes and finally, people can involve and get benefit on
management development.

In addition, the provincial office of Tourism and Sport is responsible for promoting and supporting the cognition awareness of human
development
at the center of
economy for local government, enterprise
networks, people and other agencies
which
operating in the field
of
sports
and recreation in the
area of the province.

For this reasons, it is urgently required in the preparation of the relevant agencies, both public and private sector / Entrepreneurs in the t
ourism
and
sport
dimension to k
now about the
opportunities and
obstacles that will
occur
when the
liberalization of
trade in services
of AEC
.

Office of Policy and Strategy, Ministry of Tourism and Sports is to organize "Development of integration management for tourism and sports
network project to support AEC" to support and promote knowle
dge on

เขียนโดย ศ.ดร.จีระ หงส์ลดารมภ์

วันพฤหัสบดีที่ 29 มกราคม 2015 เวลา 00:00 น. - แก้ไขล่าสุด วันพฤหัสบดีที่ 29 มกราคม 2015 เวลา 10:48 น.

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ai tourism and Thai sports
. And to d
evelop the knowledge and understanding
of the direction of
Thai t
ourism and Thai sport
into
AEC for enterprises and
entrepreneurs. To support skills
and professional
practice in all sector. And create a guideline on
i
mplementation of
Thai t
ourism
and sports.
The
faculty advisor
of The Suan Sunandha Rajabhat University and
the Foundation
for International Human
Resource Development
are responsible
for implementing this project
.

[บันทึกนี้เขียนที่ GotoKnow](#) โดย [ศ.ดร. จีระ หงส์ลดารมภ์](#)

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