

Dear all,

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

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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  
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เขียนโดย ศ.ดร.จีระ หงส์ลดารมภ์

วันอังคารที่ 30 มิถุนายน 2015 เวลา 00:00 น. - แก้ไขล่าสุด วันอังคารที่ 30 มิถุนายน 2015 เวลา 16:01 น.

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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 knowledge

on Thai tourism and Thai sports

. And to develop

the knowledge and understanding

of the direction of

Thai tourism

and Thai sports

into

AEC for enterprises and

entrepreneurs. To support skills

and professional

practice in all sector. And create a guideline on

the

implementation of

Thai tourism

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

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บันทึกนี้เขียนที่ GotoKnow โดย ศ.ดร. จีระ หงส์ลดารมภ์

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