



3<sup>rd</sup> TOURIST Training Phuket/Thailand  
Detailed Training Programme and Agenda for the  
Consortium Meeting  
22<sup>nd</sup> until the 25<sup>th</sup> of January 2019

Project Acronym:	TOURIST
Full Project Title	Competence centres for the development of sustainable tourism and innovative financial management strategies to increase the positive impact of local tourism in Thailand and Vietnam
Project No.:	585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP
Funding Scheme:	Erasmus+
Project Coordinator	FHJ
Work Package	WP 2 – Capacity building: Training for trainers (3 <sup>rd</sup> training)
Work Package Leader	Haaga-Helia UAS
Target group	All project partners
Document	Program Training for trainers, Workshop 3, Phuket 22.-25.1.2019
Compiled by	Annika Konttinen and Leena Grönroos
Document version	5 <sup>th</sup> version 15 <sup>th</sup> January 2019
Status	FINAL



Tuesday, 22<sup>nd</sup> January 2019

Time	Activity
8:30	<b>Meeting at the lobby of Hotel Dara</b>
9:00 – 10:00	<p><b>Welcome and opening of the TOURIST training</b></p> <p>Opening of the third TOURIST training PSU &amp; Claudia Linditsch, FH JOANNEUM</p> <p><b>Phuket as a destination</b> (attractions, activities, volumes, markets/segments, supply)</p>
10:00 – 10:45	<p><b>Trainings so far – sharing experiences</b> Annika Konttinen &amp; Leena Grönroos, Haaga-Helia University of Applied Sciences</p>
10:45 – 11:15	<b>Coffee break</b>
11:15 – 12:30	<p><b>TOURIST Pledge follow-up – activities, challenges and successes</b> Annika Konttinen &amp; Leena Grönroos, Haaga-Helia University of Applied Sciences</p>
12:30 – 13:30	<b>Lunch</b>
13:30 – 15:00	<p><b>Introduction to investments and financial strategies</b></p> <ul style="list-style-type: none"> <li>• Traditional financing strategies</li> <li>• Suitable financing strategies &amp; instruments for sustainable tourism projects</li> </ul> <p>Michael Murg, FH JOANNEUM</p>
15:00 – 15:30	<b>Coffee break</b>
15:30 – 17:00	<p><b>Innovative Financial Management Strategies</b></p> <ul style="list-style-type: none"> <li>• Crowdfunding, Crowdinvesting, Crowdlending</li> <li>• Status quo of crowdfunding in the partner countries <ul style="list-style-type: none"> <li>○ Market, platforms, legislation</li> </ul> </li> </ul> <p>Michael Murg, FH JOANNEUM</p>
<b>Evening programme</b>	<i>Auto-ethnography assignment: Sustainability analysis of the operational environment</i>

Wednesday, 23<sup>rd</sup> January 2019

Time	Activity
8:45	<b>Meeting in the meeting room</b>
9:00 – 10:30	<p><b>Implementation of crowdfunding on sustainable tourism projects</b></p> <p><b>Impact investing</b> Michael Murg, FH JOANNEUM</p>
10:30 – 11:00	<b>Coffee break</b>
11:00 – 12:30	<p><b>Funding Opportunities for Competence Centres</b> Oana Driha, University of Alicante &amp; Claudia Linditsch, FH JOANNEUM</p>
12:30 – 13:30	<b>Lunch</b>
13:30 – 15:00	<p><b>Sustainable tourism and residents' perception</b> Oana Driha, University of Alicante</p>



<b>15:00 – 15:30</b>	<b>Coffee break</b>
<b>15:30 – 17:00</b>	<b>Issues related to sustainability and pricing</b> Annika Konttinen & Leena Grönroos, Haaga-Helia University of Applied Sciences
<b>Evening programme</b>	<i>Host Dinner</i>

## Thursday, 24<sup>th</sup> January 2019

Time	Activity
<b>whole day</b>	<p><b>Field trip: Sustainable Phuket Experience</b> (nature-based + culture-based visits), including</p> <ul style="list-style-type: none"> <li>• financial management / sustainability pricing case</li> <li>• lunch relating to food heritage (UNESCO)</li> <li>• mass tourism &amp; community-based tourism company examples, e.g. Thai/international hotels and the differences in their sustainability practices, TO, DMC, DMO</li> <li>• networking opportunities for the learning centres</li> <li>• assignment with a sustainability viewpoint (3 main points + FB post)</li> </ul> <p>...ending the trip to see the most beautiful sunset in the world 😊</p>

## Friday, 25<sup>th</sup> January 2019

Time	Activity
<b>9:00 – 10:00</b>	<b>Follow-up from the field trip and auto-ethnography study</b> Annika Konttinen & Leena Grönroos, Haaga-Helia University of Applied Sciences
<b>10:00 – 10:30</b>	<b>Coffee break</b>
<b>10:30 – 12:30</b>	<b>Competences centre planning (business model canvas)</b> Annika, Konttinen & Leena Grönroos, Haaga-Helia University of Applied Sciences
<b>12:30 – 13:30</b>	<b>Lunch</b>
<b>13:30 – 17:00</b>	<b>Interim Consortium Meeting</b>



## Consortium Meeting (Friday afternoon)

Venue: **Meeting Room – Dara Hotel**

**At least 2 people need to be present for each partner university**

Time	Activity
13:30	<p><b>Opening of the Consortium Meeting</b></p> <p>FH JOANNEUM</p>
13:30 – 14:00	<p><b>Work Package 1 - Comparative analysis of the tourism industry and sustainable tourism efforts in Thailand (TH), Vietnam (VN) and the EU</b></p> <p><i>Presentation of the outcomes generated to far, open tasks</i></p> <p><b>University of Alicante</b></p>
14:00 – 14:30	<p><b>Interim Report</b></p> <p><i>Financial and content interim report, introduction to the interim report and information needed</i></p> <p><b>FH JOANNEUM</b></p>
14:30 – 14:45	<p><b>Work Package 3 - Technical instalment of the competence centres</b></p> <p><i>A repetition of the tasks implemented and open</i></p> <p><b>Hue University &amp; FH JOANNEUM</b></p>
14:45 – 15:15	<p><b>Work Package 4 – Instalment of the competence centers</b></p> <p><i>A repetition of the tasks to be implemented and open</i></p> <p><b>USSH Hanoi &amp; FH JOANNEUM</b></p>
15:15 – 15:30	<p><b>Coffee break</b></p>
15:30 – 17:00	<p><b>Status update from all partners from Thailand and Vietnam</b></p> <p>Aim is to get an overview of the activities in the following WPs:            WP2 – train the trainers            WP3 – technical instalment of the competence centres            WP6 – dissemination activities            WP8 – financial reporting status-quo</p> <p><b>Around 10 minutes per partner</b></p>
17:00 – 17:15	<p><b>Discussion about open issues/questions &amp; task list</b></p> <p>FH JOANNEUM</p>
17:15	<p><b>Closing of the meeting</b></p>