

TOURIST

Activity 5.1 Network establishment

Network Vision, Mission and Objectives

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
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1. INTRODUCTION

The objective of activity **5.1 Network establishment** is to establish the 'TOURIST' network for international exchange on sustainable tourism (ST) and innovative financial strategies (IFMS) and formalise the network registration.

The **main aim of the network** is to enable international exchange on the topics of sustainable tourism and innovative financial management strategies among all different target groups of the project (HEIs leaders and managers, academic staff, experts, representatives from governmental organisations and ministries of Tourism, companies operating in tourism such as hotels and tour operators, students from the faculty of Tourism and Finance and student associations, etc.) and to increase the awareness of the importance of ST and IFMS in Southeast Asia.

This document includes the **vision, mission and objectives** of the Network for national and cross-country exchange, to be agreed by all project partners.

Following the definition of the vision, mission and objectives of the Network, the documents below will be drafted:

- Letter of Intent
- Network Statutes
- Network Strategy

2. VISION

To be the network of excellence for knowledge generation, international exchange and dissemination on sustainable tourism and innovative financial management strategies in Southeast Asia. The network will be focused on facilitating the increase of social and professional responsibility in the development of a Sustainable Tourism. This way the social and economic impact should be boosted always keeping in mind the environmental impact and the need of increasing awareness of society, practitioners and academia.

3. MISSION

To provide an open-access interactive knowledge transfer platform for sharing knowledge among the members of the network on sustainable tourism and innovative financial management strategies and to spread the existence of the seven competence centres at partner HEIs as expertise hubs.

4. OBJECTIVES

The objectives of the TOURIST Network are as follows:

- to generate and exchange knowledge on sustainable tourism and innovative financial management strategies in Southeast Asia.
- to transfer good practices among members of the network as well as to build advisory and implementation capacities
- to foster the integration of training and education initiatives to ensure that the private and public sector actors are all on the same page especially on the subject of sustainability, environmental responsibility and responsible tourism
- to increase awareness and expertise of sustainable tourism and innovative financial management strategies measures
- to foster university-business cooperation
- to promote cooperation between local government, business and community.
- to deepen cooperation among stakeholders in the tourism industry
- to increase the employability of tourism students
- to increase impacts of sustainability in tourism
- to promote networking between different types of tourism businesses, namely tour operators, travel agencies, hotels, restaurants, etc.
- to provide mutual consultation and support between the various institutions and

- organizations members of the network.
- to enable students to become change agents within the tourism industry by promoting sustainability and responsibility

