



4<sup>th</sup> TOURIST Training Chonburi/Thailand  
Detailed Training Programme and Agenda for the  
Consortium Meeting  
26<sup>th</sup> until the 29<sup>th</sup> of March 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 4, 26-29 March 2019 Mercure Pattaya Ocean Resort, Pattaya City, Chonburi
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Tuesday, 26 March 2019

Time	Activity
8:30	<b>Meeting at Mercure Ocean Pattaya Resort Lobby</b>
9:00 – 10:00	<b>Welcome and opening of the TOURIST training</b> Opening of the fourth TOURIST training BU & Claudia Linditsch, FH JOANNEUM  <b>Pattaya as a destination</b> (attractions, activities, volumes, markets/segments, supply) BU
10:00 – 12:00	<b>Waste Management &amp; Water Availability – Creating a sustainability in tourism through a competitive advantage in business modelling</b>  Oana Driha, University of Alicante
12:00 – 12:45	<b>Final Preparations for the Business Model Canvas Presentations</b>
12:45 – 13:45	<b>Lunch</b>
13:45 – 14:15	<b>Competence centers for sustainable tourism - presentation of business model canvas drafts (gallery walk set up)</b> Jarmo Ritalahti, Haaga-Helia University of Applied Sciences
14:15 – 15:15	<b>How to run a competence center - examples from Europe</b>  Start-up school- Haaga-Helia UAS (Jarmo Ritalahti) FH Joanneum (Claudia Linditsch) University of Alicante (Oana Driha)
15:15 – 15:30	<b>Coffee break</b>
15:30 – 16:45	<b>Group work- What the partners in SEA take from the European cases for running of their own competence centers?</b>  Jarmo Ritalahti, Haaga-Heia UAS
16:45 – 17:00	<b>Explanation of the Autho-ethnography assignment</b>
<b>Evening programme</b>	<i>Auto-ethnography assignment: Sustainability analysis of the operational environment</i>

Wednesday, 27 March 2019

Time	Activity
8:45	<b>Meeting in Mercure Ocean Pattaya Resort Lobby</b>
9:00 – 10:30	<b>Marketing of the competence centers for sustainable tourism – The creation of a Marketing Plan (part 1)</b>  <b>Introduction to strategic marketing</b> <b>Promotional tools of strategic marketing for the competence centres</b> <ul style="list-style-type: none"> <li>• Online / offline tools including a social media</li> <li>• Events as a marketing tool</li> </ul> <b>Brand creation for the competence centres</b> Claudia Linditsch, FH JOANNEUM



<b>10:30 – 11:00</b>	<b>Coffee break</b>
<b>11:00 – 12:30</b>	<p><b>Marketing of the competence centers for sustainable tourism – The creation of a Marketing Plan (part 2)</b></p> <p><b>Marketing plan and its main components – the introduction</b></p> <p><b>Marketing plan development</b></p> <p>Claudia Linditsch, FH JOANNEUM</p>
<b>12:30 – 13:30</b>	<b>Lunch</b>
<b>13:30 – 15:00</b>	<p><b>Group work: Preparing presentation of how the competence center will be working and marketed by each partner</b></p> <p>Claudia Linditsch, FH JOANNEUM</p>
<b>15:00 – 15:30</b>	<b>Coffee break</b>
<b>15:30 – 17:00</b>	<p><b>Presenting the whole package (business model and marketing plan)</b></p> <p>Partners from Vietnam</p> <p>Claudia Linditsch, FH JOANNEUM</p> <p>Jarmo Ritalahti, Haaga-Heia UAS</p>
<b>Evening programme</b>	<i>Auto-ethnography assignment: Sustainability analysis of the operational environment</i>

## Thursday, 28 March 2019

Time	Activity
<b>whole day</b>	<p><b>Field trip: Sustainable Pattaya Experience</b></p> <p>07:30 Meeting at Mercure Ocean Pattaya Resort Lobby</p> <p>09:30 – 11:30 Depart to Ban Jamrung, the CBT &amp; self-reliance village by adopting the Principle of H.M. King Bhumibol “Economy Sufficient”, Rayong Province</p> <p>11:30 – 12:30 Lunch (<i>Local culinary provided by the village</i>)</p> <p>12:30 – 14:30 Depart to BUU, Bangsaen, Chonburi Province</p> <ul style="list-style-type: none"> <li>- Visit the Institute of Marine Sciences</li> <li>- Campus tour by University shuttle bus</li> </ul> <p>16:30 – 17:30 Transfer to Siam@Siam Design Hotel Pattaya for the Sunset Social Dinner</p> <p>20:30 End of the program (Option A: 4,900/Pax)</p> <p>21:00 – 22:30 Tiffany’s Show (This program is only provided for Option B)</p> <p>22:30 End of the program (Option B: 5,700/Pax)</p>



Friday, 29 March 2019

Time	Activity
9:00 – 10:30	<b>Presentation of the whole package (business model and marketing plan)</b> Partners from Thailand  Claudia Linditsch, FH JOANNEUM Jarmo Ritalahti, Haaga-Heia UAS
10:30 – 11:00	<b>Coffee break</b>
11:00 – 12:00	<b>Experiences from auto-ethnography assignment (Pattaya)</b> Jarmo Ritalahti, Haaga-Heia UAS
12:00 – 12:30	<b>Feedback of the 4<sup>th</sup> training and summary of achievement</b> Jarmo Ritalahti, Haaga-Heia UAS
12:30 – 13:30	<b>Lunch</b>
13:30 – 17:00	<b>Interim Consortium Meeting</b>



## Consortium Meeting (Friday afternoon)

**Venue: Mercure Ocean Pattaya Resort Lobby**

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

Time	Activity
13:30	<b>Opening of the Consortium Meeting</b>  FH JOANNEUM
13:30 – 14:15	<b>Interim Report</b>  <i>Financial and content interim report, introduction to the interim report and information needed</i> <i>Open tasks – Urgency discussion</i>  FH JOANNEUM
14:15 – 14:45	<b>Work Package 5 – TOURIST Network</b>  <i>An introduction to the work package including the upcoming activities</i>  University of Alicante
14:45 – 15:15	<b>Work Package 4 – Instalment of the competence centers</b>  <i>Open tasks discussion &amp; definition of the liaisons</i>  USSH Hanoi & FH JOANNEUM
15:15 – 15:30	<b>Coffee break</b>
15:30 – 16:00	<b>Work Package 5 – Cross Border Conference Hanoi</b>  USSH Hanoi
16:00 – 17:15	<b>Status update from all partners from Thailand and Vietnam</b>  Aim is to get an overview of the activities in the following WPs: WP2 – train the trainers WP3 – technical instalment of the competence centres WP4 – Operational instalment of the competence centres WP6 – dissemination activities WP8 – financial reporting status-quo  Around 10 minutes per partner
17:15 – 17:30	<b>Discussion about open issues/questions &amp; task list</b>  FH JOANNEUM
17:30	<b>Closing of the meeting</b>