



2nd TOURIST Training Ho Chi Minh City
Vietnam Detailed Training Programme and
Agenda for the
Consortium Meeting
11th until the 14th of December
2018

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 (2 nd training)
Work Package Leader	Haaga-Helia UAS
Target group	All project partners
Document	Program Training for trainers, Workshop 2, Ho Chi Minh City 11-14 December 2018
Compiled by	Eva Holmberg and Jarmo Ritalahti Claudia Linditsch and Harald Friedl Oana Driha
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Tuesday, 11th of December 2018 Venue: USSH-HCMC

Time	Activity
08:30	Meeting at the hotel lobby of Eden Star Hotel (38 Bùi Thị Xuân, District 1, HCMC) – Transfer to USSH-HCMC
09:00 – 09:15	Welcome and opening of the TOURIST training USSH HCMC Team & Claudia Linditsch, FH JOANNEUM
09:15 – 10:00	Introduction to Ho Chi Minh City as a tourism destination USSH HCMC Team
10:00 – 10:30	<i>Coffee break</i>
10:30 – 11:00	Follow-up: TOURIST Pledge actions, successes, challenges Eva Holmberg and Jarmo Ritalahti, Haaga-Helia University of Applied Sciences (UAS)
11:00 – 12:30	Sustainable destination planning and management: theoretical framework (networks, brand image building, 'bottom up' approach, seasonality etc) Eva Holmberg and Jarmo Ritalahti, Haaga-Helia UAS
12:30 – 13:30	<i>Lunch break</i>
13:30 – 15:00	Sustainable destination planning and management: case studies and auto-ethnography assignment Eva Holmberg and Jarmo Ritalahti, Haaga-Helia UAS
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:00	Sustainability indicators for tourism development (destination and company levels, CSR) Oana Driha – University of Alicante
Evening Programme	Auto-ethnography assignment: Sustainability analysis of tourism operational environment in HCMC



Wednesday, 12th of December 2018

Venue: **Eden Star Hotel (38 Bùi Thị Xuân, District 1)**

Time	Activity
08:45	Meeting in the meeting room
09:00 – 10:15	Sustainability indicators for tourism development: case studies Oana Driha – University of Alicante
10:15 – 10:45	<i>Coffee break</i>
10:45 – 12:45	Stakeholder communication of sustainable tourism in different cultural contexts Harald Friedl & James Miller - FH JOANNEUM
12:45 – 13:45	<i>Lunch break</i>
13:45 -15:00	Conflict management to enhance sustainable tourism development Harald Friedl & James Miller - FH JOANNEUM
15:00 – 15:30	<i>Coffee break</i>
15:30 – 16:30	Communication: destination brand image communication (external and internal stakeholders) Harald Friedl & James Miller - FH JOANNEUM
16:30 – 17:00	Programme and assignment for the field trip USSH HCMC Team & Eva Holmberg and Jarmo Ritalahti Haaga-Helia UAS
Evening Programme	Auto-ethnography assignment: Sustainability analysis of tourism operational environment in HCMC

Thursday, 13th of December 2018 (Cu Chi Tunnels)

Time	Activity
08:45	Meeting venue Hotel Eden Star
	Field trip: Sustainable Ho Chi Minh City Experience, Visit to Cu Chi Tunnel, focus on mass tourism <ul style="list-style-type: none"> • Local food (lunch) • Souvenir shop • Auto-ethnography assignment during the trip



Friday, 14th of December 2018

Venue: Eden Star Hotel (38 Bùi Thị Xuân, District 1)

Time	Activity
08:45	Meeting in the meeting room
09:00 – 10:30	Follow-up from the field trip and auto-ethnographic study + planning the next steps with TOURIST Pledge Eva Holmberg and Jarmo Ritalahti, Haaga-Helia UAS
10:30 – 11:00	<i>Coffee break</i>
11:00 – 12:30	Feedback and lessons learnt Harald Friedl, FH Joanneum and Oana Driha, Alicante
12:30 – 13:30	<i>Lunch break</i>
13:30 – 17:00	Consortium meeting Claudia Linditsch – FH JOANNEUM



Consortium Meeting (Friday afternoon)

Venue: **Eden Star Hotel (38 Bùi Thị Xuân, District 1)**

Time	Activity
13:30	Opening of the Consortium Meeting FH JOANNEUM
13:30 – 14:30	Work Package 1 - Comparative analysis of the tourism industry and sustainable tourism efforts in Thailand (TH), Vietnam (VN) and the EU <i>Presentation of the draft version of the outputs including finalization task distribution</i> Hue University (country report presentation Vietnam in 15 minutes) Prince of Songkla University (country report presentation Thailand in 15 minutes) University of Alicante
14:30 -15:30	Work Package 2 – Capacity building of trainers <i>Determination of internal workshop structures in workshop setting</i> Haaga-Helia UAS & FH JOANNEUM
15:30 – 15:45	Coffee break
15:45 – 16:15	Work Package 3 - Technical instalment of the competence centres <i>Detailed information on the developed template including discussion of evaluation template</i> Hue University & FH JOANNEUM
16:15 – 16:45	Work Package 4 – Instalment of the competence centers <i>Introduction to the work package and the main tasks</i> USSH Hanoi & FH JOANNEUM
16:45 – 17:00	Discussion about open issues/questions FH JOANNEUM
17:00	Closing of the meeting