

Tentative Schedule for International Training Course
“Innovative Planning and Management of Asian Heritage Destinations: Practical Lessons for Achieving Sustainable Success”
26-30 October 2009

| | 0900-1000 | 1000-1100 | 1100-1200 | | 1300-1400 | 1400-1500 | 1500-1600 | 1600-1700 | |
|--------|---|--|-----------|--|---|-----------|---|---|--|
| 25 Oct | | | | | | | | Participants depart from Bkk by PG213 at 15.20 hrs & arrive at Sukhothai at 16.45 hrs | |
| 26 Oct | <ul style="list-style-type: none"> ▪ Welcome Remarks ▪ Introduction to the course | Trend and Issues in Responsible Cultural Heritage Management & Tourism in Asia | | | Identifying participants' issues problems facing in heritage tourism management | | Creative and Cost-Effective Site Management Techniques | | |
| 27 Oct | Methods for Creating Quality Visitor Experiences | | | | Group Discussion: Project Work | | | | |
| 28 Oct | Site Visit | | | | | | | | |
| 29 Oct | Intangible and Tangible Heritage Interpretation and Educational Programs <ul style="list-style-type: none"> ▪ Intangible and tangible interpretive tools and methods ▪ Off-site & On-site interpretation ▪ Good practices & case studies | | | | Working with the Community in Managing Cultural Heritage Tourism | | | Questions & Answers | |
| 30 Oct | Leading-edge Ideas and Practices in Positioning and Marketing Heritage Destinations | | | | Wrap-up & Closing Ceremony | | Participants depart Sukhothai by PG214 at 17.15 hrs. & arrive Bangkok at 18.40 hrs. | | |

Course Contents

| Contents | Description |
|--|---|
| 1. Trends and Issues in Responsible Cultural Heritage Management and Tourism in Asia | This is to provide a comprehensive introduction to cultural heritage and tourism in Asia. Current trends and realities in cultural heritage and responsible tourism will be focused. It will also include examples of success stories and best practices from the region. |
| 2. Creative and Cost-Effective Site Management Techniques | Heritage management is complex and technically challenging for site managers. This session will illustrate creative and cost-effective management techniques and how to select appropriate and innovative techniques for heritage destinations. |
| 3. Methods for Creating Quality Visitor Experiences | Quality and authenticity experience is an essential ingredient for cultural heritage tourism. This session covers a wide range of approaches to achieve quality experience such as appropriate services and facilities at site that maintain the uniqueness of the sites, and festival & events that reflect the authentic heritage of the destination. |
| 4. Working with Stakeholders in Managing Cultural Heritage Tourism | In many cases, there is always a conflict among stakeholders in managing cultural heritage tourism. This session is to explore new concept, good practices and case studies on how heritage resources can be preserved while meeting the needs of local residents. |
| 5. Intangible and Tangible Heritage Interpretation and Educational Programs | This is to focus on making heritage destinations and communities coming alive. This includes a wide range of methods to engage visitors in authentic experience and instruction on how to innovatively present heritage destination's value and significance. Examples of various forms of interpretive tools/ techniques will be given. |
| 6. Leading-edge Ideas and Practices in Positioning and Marketing Heritage Destinations | This is to explore leading-edge ideas and practices for positioning and marketing heritage destinations. Participants will learn how to select the tools for marketing, develop the right messages for advertising and ways to collaborate with the tourism industry and to attract visitors to appreciate the site. |