

เขียนโดย ศ.ดร.จีระ วงศ์ธรรมก  
วันอังคารที่ 30 มิถุนายน 2015 เวลา 00:00 น. - แก้ไขล่าสุด วันอังคารที่ 30 มิถุนายน 2015 เวลา 16:01 น.

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Dear all,

Seminar on "Integrated Management Capacity Building for ASEAN Community"

Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community On January 20-23, 2015 At Lanna civilization and the northern tourism cluster Venue: Wiang Inn Hotel, Chiang Rai, Thailand

According to the strategic plan development on 2013-2018 to development of Thailand's framework by providing vital links of AEC. Ministry of Tourism and Sports was assigned to mobilize strategies for enhancing the competitiveness for Thailand tourism and services. And to stimulate all parties are aware of the development of the quality of products, services and managed in all dimensions. So, this is an important driver mechanism of Thai tourism and sports to support AEC. And led to the development of research capacity in "

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Development of integration management for tourism and sports network project to support AEC"

The discovery of the key issues is the development of human capital among the stakeholders in the tourism and sport section to have the knowledge

and ability to

be ready

for

the opening of

the AEC

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This

has

led to

the

preparation of

guidelines

to promote

knowledge

of

integration for tourism and sports project to support AEC

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Phase 1).

Subsequently, the project is to disseminate knowledge of the tourism and sport integrated into 4 groups. The group consists of;

1. Government sector.

2. Private sector.

3. Institutions, experts, scholars.

4. Local communities and residents of 700 people in the Northern provinces: Northeast, Lower, South East, Coast East which the time frame

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months in  
2013

The project in Phase 1 has been received the comments from many sectors that we should be operated continuously to develop Development of integration management for tourism and sports network project to support AEC because the development should be extensive in all provinces of Thailand and we should create continuity to the sustainable development.

Through a culture of lifelong learning with the learning on "process how to learn"

For this reason, it is essential to the continued development of human capital. The Policy and Strategy, Ministry of Tourism and Sports is to organize "

Development of integration management for tourism and sports network project to support AEC " to focus on strengthen of social basis for stability and sustainable . To support for competitive of capacity building's to be recognized internationally . To focus on the achievement

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of the people gets  
the opportunity to access  
resources  
equally  
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reate a  
competitive edge to  
be ready  
for  
the opening of  
the AEC  
. To supports  
the  
local community's strengthening. And to realize and preparation of changes and finally, people can involve and get benefit on  
management development.

In addition, the provincial office of Tourism and Sport is responsible for promoting and supporting the cognition awareness of human  
development  
at the center of  
economy for local government, enterprise  
networks, people and other agencies  
which  
operating in the field  
of  
sports  
and recreation in the  
area of the province.

For this reasons, it is urgently required in the preparation of the relevant agencies, both public and private sector / Entrepreneurs in the tourism  
and  
sport  
dimension to know  
now about the  
opportunities and  
obstacles that will  
occur  
when the  
liberalization of  
trade in services  
of AEC

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Office of Policy and Strategy, Ministry of Tourism and Sports is to organize "Development of integration management for tourism and sports network project to support AEC"

to support and promote knowle

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ai tourism and Thai sports

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evelop the knowledge and understanding

of the direction of

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ourism and Thai sport

into

AEC for enterprises and

entrepreneurs. To support skills

and professional

practice in all sector. And create a guideline on

i

mplementation of

Thai t

ourism

and sports.

The

faculty advisor

of The Suan Sunandha Rajabhat University and

the Foundation

for International Human

Resource Development

are responsible

for implementing this project

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