

电子指南

# 第四届中国-东盟旅游教育联盟国际论坛 2020/2021

Emerging Trends in Tourism: Impact on Tourism Education

2021年1月16号 新加坡



# 第四届中国-东盟旅游教育联盟 国际论坛 2020/2021

承办单位：  
新加坡东亚管理学院

主办单位：  
新加坡东亚管理学院  
新加坡旅游管理学院  
桂林旅游学院

2021年1月16号，新加坡



# 目录

> 国际论坛开场致辞	4
> 联盟简介与徽章释义	7
> 联盟成员单位	8
> 国际论坛日程安排	9
> 组织委员会	13
> 新加坡简介	14
> 新加坡东亚管理学院简介	15
> 新加坡旅游管理学院简介	16
> 联络我们	17



## 国际论坛开场致辞 蔡顺强博士



尊敬的桂林旅游大学党委书记林娜女士，桂林旅游大学校长程道平教授，中国-东盟旅游教育联盟秘书长张海林教授，桂林旅游大学的各位教授们，以及东盟旅游教育联盟的创办人们，尊敬的特邀嘉宾，来宾以及女士们和先生们。

我非常荣幸地欢迎您参加第四届中国—东盟旅游教育联盟（CATEA）2020/2021 国际论坛。当前我们面临着2019-新冠肺炎疫情对全球经济造成严重破坏，今年论坛的主题是“旅游业的新兴趋势：对旅游教育业的影响”这一论坛的召开可谓是最适当的、也是适逢其时的。

关于2019-新冠肺炎疫情对全球旅游业所造成的破坏的程度，我们可参阅联合国世界旅游组织（UNWTO）的报告。据估计，在2020年1月至6月期间，国际旅游入境人数从2019年

的全世界15.1 亿的最高水平下降了65%。由于疫情，世界各国采取关闭边境以及国际旅游限制，到2020年9月，这一数字进一步下降了93%。对于旅游业而言，入境人数的突然急剧下降使就业和企业经营面临风险。据估计，2020年上半年国际旅游业的大幅下降已导致约4.4 亿国际入境者的损失，以及国际旅游业约4,600 亿美元的出口收入的损失。

从历史上看，旅游业一直是许多国家经济发展的主要动力，特别是对于新兴和发展中国家。这些国家重视与旅游业有关的活动对经济发展和增长的三个主要目标的重大贡献；创收和就业；和外汇收入。

随着我们进入2021年，旅游业出现了复苏的早期迹象。越来越多的目的地开始向国际游客重新开放。根据世旅组织报告，早在2020年9月，就有43%的目的地放宽了限制。显然，还需要做更多的工作，而且当务之急是，所有部门，包括政府，旅游机构和私人协会以及旅游教育机构，必须紧密合作，致力使全球旅游业再次发展。

由于边境基本上保持关闭，并且全球各地都实行旅行限制，国内旅游业将在经济重建，加速恢复正常社会的发展，以及维护国家健康和安方面发挥重要作用。

国内旅行已成为该行业的生命线。在整个旅游领域中，它将扮演越来越重要的角色。国内旅游收入将有助于弥补整体游客收入的部分不足。但是，全球国内旅游业的激增将以不同的速度发生。一些国家可能会更快地开始恢复运转，而另一些国家则将根据自己国家对疫情的掌控程度，在更长的时期内苦苦挣扎。

无论应对疫情的结果如何，后果最有可能的是，在可预见的未来，游客的态度，动机和偏好都会发生变化，也许永远如此。

今年的CATEA论坛将为今天上午参加论坛的代表国家的旅游业重新站起来做出及时的贡献。作为旅游业界主要参与者的聚会-商业领袖，专家，教育者，大学校长，企业家和旅游代理机构-我们将发挥重要作用，推动旅游业战略的未来发展和旅游项目的实施，成为国民经济的发展力量。通过我们的讨论和分享看法、观点和经验，我们将认识到旅游业的不同影响。它在经济发展的不同阶段如何发挥作用取决于每个国家的具体特征。我们还认识到旅游消费的复杂性及其对其他生产部门的经济影响，在每种情况下都为国家加速经济发展做出了贡献。

参加论坛的代表将进一步的注意到，四个分组会议涵盖了广泛的议题。这些议题包括论坛主题的性质，自然和文化传统旅游，千禧年时代的旅游，旅游政策，规划和发展以及创新和技术对促进和交付价值以及丰富阅历的的旅游项目的影响。所有这些将确保每位积极参加会议的代表在会议结束后都将获得有益和宝贵的分享，以备不时之需。

我谨慎乐观地认为，我们在CATEA 2020/2021 中的审议，交流和基于研究的研讨可以共同为我们所代表的国家（即中国和东盟国家）的旅游行业在新冠疫情后的复苏做出贡献。在新常态下，这将是旅游业的复苏，除次之外，这将创造就业机会并增加收入。

在此我预祝论坛圆满成功，并祝愿各位代表度过富有成效的一天。谢谢。

## 国际论坛开场致辞 林娜教授，中国-东盟旅游教育联盟秘书处， 中国桂林旅游学院党委书记



中国-东盟是彼此最重要的旅游合作伙伴，其中新加坡、马来西亚、泰国是中国游客最早也是最热门的旅游目的地，同时，每年有数千万的东盟游客来华旅游、经商、探亲和学习。不仅如此，2020 年以来中国与东盟更进一步成为彼此最大的贸易伙伴。中国-东盟旅游教育联盟2017 年由中国-东盟中心、桂林旅游学院联合本地区18 所旅游院校及企业共同发起，成立4 年来连续第4 次举办中国-东盟旅游教育国际论坛。

在此特殊时刻大家相聚云端，针对中国-东盟旅游教育和产业发展开展研讨，必将进一步促进本地区旅游教育的全面交流与合作，并为产业复苏与升级发展贡献智慧和力量。

## 国际论坛开场致辞 程道品教授，中国-东盟旅游教育联盟秘书处， 中国桂林旅游学院校长



2021 年伊始，我们迎来了筹备已久的第4 届中国-东盟旅游教育国际论坛。首先，我谨代表中国-东盟旅游教育联盟秘书处，中国桂林旅游学院对参加论坛的领导、嘉宾、老师和同学们表示热烈欢迎！对长期以来支持、关注中国-东盟旅游教育联盟的老朋友们表达亲切的问候！对本次论坛的主办方新加坡东亚管理学院师生致以崇高的敬意！

受全球新冠疫情的影响，我们无法像往年那样面对面、手拉手地欢聚一堂，论坛举办的形式发生了改变，但我们“凝聚智慧与力量，创新构建中国-东盟旅游教育合作机制，提升本地区旅游人才培养和学术交流水平”的初心不变。疫情终将散去，太阳依然升起，旅游业仍是最具发展潜力的幸福事业，让我们满怀信心，立足当下，创新推进本地区旅游教育的转型升级，共同期待中国-东盟旅游教育合作及文旅产业的再次腾飞。

## 国际论坛开场致辞 by Hon. Chairman of TMIS, Mr Wong Soon Hwa



We are now into the second year of the COVID19 pandemic. It has been a traumatic year for the world and the tourism industry. According to the International Air Transport Association, the Covid19 pandemic-induced border shutdowns had resulted in up to 1 billion less international tourists in 2020. This threatens to result in 46 million lost jobs in both aviation and tourism sector. The loss in global GDP will go up to US\$1.8 trillion.

We know that 2021 will be better. Vaccines are being rolled out by governments worldwide while more vaccines are being announced. Governments are also attempting to roll out international travel albeit at modest scale. Organisations, commercial and not-for-profit alike, are working out plans to help everyone through this crisis and in preparation for the post-Covid19 world.

What is the role of the education institutions in preparing our learners for the new normal in 2021 and beyond? I would like to share the experience from TMIS First, TMIS, being a leading tourism training institution in Singapore, supports the policies and follows closely the advice of the Singapore government. During the Circuit-breaker imposed by the Singapore government from 7 April 2020 to 1 June 2020, we suspended all face to face training programmes.

Second, for programmes that are possible for conversion to online training, we switched to Zoom and other video conferencing platforms. These created a steep learning curve for both the trainers and learners. There was some initial resistance, but the learners eventually realised that learning should not pause because of the Covid19 and they got on board. I am happy to report that in general, learning was not compromised.

Third, now that with the situation in Singapore back to some form of normality and with TMIS back to daily operations, we follow the guidelines of the Singapore government in ensuring that our staff and learners follow safe management measures such as wearing face masks, temperature checks and regular hand washing.

Tourism is a high touch service industry but it is not immune to the impact of technological advance. Our programmes need to help our learners navigate the latest technologies so that when they join the industry, they can perform more efficiently and more effectively. For example, our trainee tourist guides are learning to adapt to guiding with an audio guiding system that can be downloaded as an app onto their smartphone. In the past, tourist guides had to purchase a costly audio guiding system but now the system is the smartphone! Even when the pandemic is over, these tourist guides will have a new tool to conduct their tours with.

Eventually when the borders of Singapore reopen, it will be even more crucial for service providers in Singapore to be able to protect our tourists through observance of safe management measures and other guidelines. It will be challenging for our service providers to get the tourists to obey and abide by these measures while maintaining the same high level of service.

TMIS is working closely with the relevant government body to develop a Tourism Concierge programme that helps our service providers to be able to better communicate with our tourists. I am sure in turn, Singapore will enhance our reputation as a top tourism destination with the best service.

Tourism is an immensely important industry and I am sure I speak for everyone here today that it is our sincere hope that the industry will be back to normal soonest possible. While we work hard towards reviving our industry, the Covid19 pandemic is also an opportunity to review our practices in the past to prepare for a future with sustainability and better opportunities for all.

I wish everyone good health and all the best.



## 联盟简介与徽章释义

### 中国-东盟旅游教育联盟简介

中国-东盟旅游教育联盟（英文：The China - ASEAN Tourism Education Alliance，英文简称：CATEA,以下简称联盟）由中国-东盟中心、桂林旅游学院联合中国和东盟十国18个旅游院校及企业共同发起，在自愿基础上结成的非政府组织。联盟主张助力“一带一路”建设，结合“2017中国-东盟旅游合作年”，共建中国-东盟旅游教育共同体，围绕加强中国和东盟旅游院校合作，提高人才培养质量，更好地为中国-东盟区域旅游合作、产业发展和社会进步做出贡献。2017年7月29日，联盟发起单位在第十届中国-东盟教育交流周共同签署《中国-东盟旅游教育联盟成立宣言》，正式成立中国-东盟旅游教育联盟。联盟秘书处设在桂林旅游学院。

### 徽标释义

标识由11条竖线组成，竖线代表中国及东盟十国，又寓意联盟。标识是一本打开的书，一棵繁茂的树，有教书育人的寓意，配合条理严谨的造型，教育特质明显。标识还是亚热带针叶组成的一座风光无限的山，配合丰富悦人的色彩，较好地体现了旅游特质。标识集聚向上，表达了“中国-东盟旅游教育联盟”团结协作、开拓创新、齐心旅游教育、健康发展的愿景。标识简洁大方，清新自然，气质优雅。



# 联盟成员单位



中国华侨大学旅游学院  
College of Tourism,  
Huaqiao University, China



越南下龙大学  
Ha Long University, Vietnam



文莱文莱大学  
University of Brunei Darussalam,  
Brunei



中国南开大学旅游与服务学院  
College of Tourism and Service  
Management, Nankai University,  
China



老挝国立旅游与酒店管理学院  
Lao National Institute of  
Tourism and Hospitality, Laos



中国广西维伯教育管理服务有限公司  
Guangxi Webster Education  
Group, China



中国桂林旅游学院  
Guilin Tourism University,  
China



缅甸国立工商学院  
Myanmar National Management  
Degree College, Myanmar



中国桂林旅游股份有限公司  
Guilin Tourism Corporation,  
China



中国上海旅游高等专科学校  
Shanghai Institute of Tourism,  
China



柬埔寨国立管理大学  
University of Management,  
Cambodia



菲律宾酒店管理教育指导协会  
Association of Administrators in  
Hospitality, Hotel, Restaurant  
Management Educational  
Institutions, Philippines



中国四川旅游学院  
Sichuan Tourism University,  
China



菲律宾将军市系统技术学院  
STI College General Santos,  
Philippines



中国澳门旅游学院  
Institution of Tourism Studies,  
Macao, China



中国广州大学旅游学院  
Sino French College of  
Guangzhou University, China



印度尼西亚特里沙克蒂旅游学院  
Trisakti School of Tourism,  
Indonesia



泰国川登喜大学  
SuanDusit University, Thailand



中国北京联合大学旅游学院  
Tourism College of Beijing  
Union University, China



新加坡东亚管理学院  
East Asia Institute of Management,  
Singapore



马来西亚泰莱大学  
Taylor's University, Malaysia



# 国际论坛日程安排

第四届中国-东盟旅游教育联盟国际论坛 2020/2021

2021年1月16号，新加坡

主持单位：

新加坡东亚管理学院

新加坡旅游管理学院

桂林旅游学院

THEME: EMERGING TRENDS IN TOURISM: IMPACT ON TOURISM EDUCATION

16 January 2021 (Saturday: 0900 hrs - 1400 hrs)			
Time	Event	Venue	
0900	Opening Ceremony of 4th CATEA International Conference 2020/2021 - Welcome address by Principal & Executive Chairman of East Asia Institute of Management, EAIM, Dr Andrew Chua - Speech by President of GTU and CATEA Secretariat Prof. Cheng Daoping - Speech by Hon. Chairman of TMIS, Mr Wong Soon Hwa	EAIM Auditorium / Live Telecast	
	Performance : Er Hu (二胡) By Mr. Liu Bolin ( Existing MBA Student, EAIM)		
0930	Break	Outside EAIM Auditorium	
0945	<b>PANEL SESSION 1 ( EAIM Auditorium / Live Telecast )</b>  Moderator : Mr Teo Puay Kim, Director Programmes and Business Operations, Tourism Management institute of Singapore (TMIS)  Asst Moderator : Dr Chen Sheng, Lecturer EAIM	<b>PANEL SESSION 2 ( EAIM Seminar Room / Live Telecast)</b>  Moderator : Mr. Wong Soon Hwa, Chairman & Life member @ Pacific Asia Travel Association (PATA), Honorary Chairman @ Tourism Management Institute of Singapore (TMIS), CEO @ AsiaChina Pte. Ltd.  Asst Moderator : Dr Yun Li Hong, Lecturer, EAIM	PANEL SESSION 1 ( EAIM Auditorium / Live Telecast )  PANEL SESSION 2 (EAIM Seminar Room / Live Telecast)

	<p><b><u>Thematic Tourism</u></b>  Speaker 1 : Dr Kalinga Seneviratne, Former Research Head, Asian Media Information and Communication Centre (AMIC), NTU, Singapore  Topic : ASEAN Cultural and Spiritual Tourism</p> <p>Speaker 2 : Professor Datuk Seri Victor Wee Eng Lye, Professor, School of Hospitality, Tourism &amp; Events, Taylor's University, Malaysia, CATEA member  Topic : Chinese Pilgrims Contribution to Buddhist Tourism in India.</p> <p>Speaker 3 : Mr Lim Kooi Fong, Founder / Owner, Bodhi Vision / Buddhist Travel, Malaysia  Topic : Towards sustainable Development of Buddhist Tourism in SEA</p> <p>Speaker 4 : Anna Mae H. Panton, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA member  Topic : Cultural and Heritage Tourism</p> <p>Speaker 5 : Kyth D. Ante, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA member  Topic : Opportunity and Challenges of Community based Tourism</p> <p>Speaker 6 : Robiyatul Adawiyah, Lecturer and International Expert of World Skills Competition, Trisakti School of Tourism, Indonesia, CATEA member  Topic : Organic Antioxidant Infusion Drink by the resuing of Grape Pomace : Turning Winery Waste into Profit</p> <p>Speaker 7 : Dr Myrza Rahmanit, Head of Tourism Department, Trisakti School of Tourism, Indonesia, CATEA member  Topic : Forest Conservation Lifestyle of Mentawaiian Shaman (Sikerei) and its Implication on the Education Value of Ecotourism in South Siberut Mentawai (V)</p>	<p><b><u>Tourism Policy, Planning, and Development</u></b>  Speaker 1 : Dr Gloria Baken Wong-Siy, Founder / President, AAHRMEI, the Philippines, CATEA member  Topic : Cultural and Visionary Art for Tourism Development through Collaboration and Partnership with ASEAN Countries</p> <p>Speaker 2 : Dr Yun Lihong &amp; Meisie Yang Lecturer, East Asia Institute of Management, Singapore, CATEA member  Topic : E-human Resource in the era of Smart Tourism and gig Economy</p> <p>Speaker 3 : Jewel Mae L. Malone, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA member  Topic : Crisis and Disaster Management for Tourism</p> <p>Speaker 4 : Dr Choo Poh Wai, (delivered by Lim Tjie Siew) Assistant Professor, Tunku Abdul Rahman University College (TAR UC), Penang, Malaysia  Topic : The Effect of Hotel Absorptive Capacity on Service Innovation: Knowledge-based Technology as Catalyst</p> <p>Speaker 5 : Tessina L. Nurtanio, Lecturer of Travel Department, Trisakti School of Tourism, Indonesia, CATEA member  Topic : Women Empowerment to Develop Rural Tourism through Food Home Industry : Case Study Sakerta Timur Village, Kuningan, West Java, Indonesia</p> <p>Speaker 6 : Professor JS Perry Hobson, Sunway University, School of Hospitality, Malaysia  Topic : From No Tourism to New Tourism: Re-Thinking and Re-Starting Tourism in a post-COVID World"</p>	<p>PANEL SESSION 1 ( EAIM Auditorium / Live Telecast )</p> <p>PANEL SESSION 2 (EAIM Seminar Room / Live Telecast)</p>
1130	Tea Break		Outside EAIM Auditorum

1145	Performance : Opera Singing By Fayola Ryo Eldora ( Existing Student, EAIM)	EAIM Auditorium / Live Telecast	
	<p><b>PANEL SESSION 3* ( Auditorium)</b></p> <p>Moderator : Lim Tjie Siew, Head of Department, Hospitality and Tourism, EAIM</p> <p>Asst Moderator : Amanda Kang, Head of Department, Business and Management, EAIM</p> <p><b>Tourism in Millenia Era</b> Speaker 1 : Mr Teo Puay Kim, Director Programmes and Business Operations, Tourism Management Institute of Singapore, Singapore, CATEA member Topic : Synchronous Virtual Training – How Trainers in Singapore adapts to conducting training online during the Covid19 Pandemic</p> <p>Speaker 2 : Glenna N. Albios, Dean of Tourism Department, STI College- GEN. SANTOS INC, the Philippines, CATEA member Topic : How To Market Tourism Using Social Media Platforms, Big Data Analytics, AI, AR, VR</p> <p>Speaker 3 : Mr Norman Hassan, Lecturer, East Asia Institute of Management, Singapore, CATEA member Topic : Teaching Adult Learners in the new Millennial</p> <p>Speaker 4 : Ann Gilyn B. Premarion, College Dean STI College – GEN. SANTOS INC, the Philippines, CATEA member Topic : One STI Learning Model: Delivering Tourism Education Amidst Covid-19 Pandemic</p> <p>Speaker 5 : Mr Zhou Yulin, Master student, East Asia Institute of Management, Singapore, CATEA member Topic : Implications of Tourism Industry 4.0 on Chinese Tourism Development : A Consumer Behavior Perspective</p>	<p><b>PANEL SESSION 4** (Seminar Room)</b></p> <p>Moderator : Professor Zhang Hailin, Secretary General of China-ASEAN Tourism Education Alliance (CATEA), professor of Guilin Tourism University, China</p> <p><b>Challenge in Innovating Tourism Products</b> Speaker 1 : Professor Zhang Xianchun, Dean of Belt and Road International School, Guilin Tourism University(GTU), China, CATEA Secretariat Topic : The recovery of China - ASEAN International Tourism and the action of Alliance</p> <p>Speaker 2 : Mr Jing Junchao, Master Student, Trisakti School of Tourism, Indonesia, CATEA member Topic : Tourism Enterprise Operational Resilience under the impact of COVID 19</p> <p>Speaker 3 : Ms Zhang Wenjuan, Student of Guilin Tourism University(GTU), , Guilin Tourism University(GTU), China, CATEA Secretariat Topic : A study on the Impact of E-Commerce Business to Local Enterprises in Thailand</p> <p>Speaker 4 : Ms Lan Weidian, Undergraduate Student, North China Electric Power University, China Topic : Chinese E-commerce Investment in Indonesia : A persective of Symbiosis Theory</p>	<p>PANEL SESSION 3 ( EAIM Auditorium / Live Telecast )</p> <p>PANEL SESSION 4 (EAIM Seminar Room / Live Telecast)</p>

	<p>Speaker 6 : Miss Shiela Mae J. Halasan, Student of Tourism Department, STI College - GEN. SANTOS INC, the Philippines, CATEA member Topic : Social Media Marketing of Tourism</p> <p>Speaker 7 : Rizqy Arya Pratama, Student of Trisakti School of Tourism, Indonesia, CATEA member Topic : The Effect of Brand Trust and Marketing Mix Strategy Towards 3,4, and 5 Rating Star Hotel Performance in Indonesia During the Covid-19 Pandemic</p>	<p>Speaker 5: Mr. Brent Roi Gutierrez, Student of Tourism Department, Lyceum of the Philippines University, AAHRMEI, the Philippines, CATEA member Topic: Tourism Impact to the Municipality of Taal: Basis for Sustainable Development</p> <p>Speaker 6: Li Yuwen, Director of Higer Education Program, Webster Education Group Topic: The Role of Enterprise in the Innovation and Development of China-ASEAN Tourism Education in the Post Pandemic Era</p> <p>Speaker 7: Miss Dianne O. Acosta, Student of Tourism Department, STI COLLEGE - GEN. SANTOS INC, the Philippines, CATEA member Topic: Transforming Traditional Community to Actors of Tourism Industry 4.0.</p>	<p>PANEL SESSION 3 ( EAIM Auditorium / Live Telecast )</p> <p>PANEL SESSION 4 (EAIM Seminar Room / Live Telecast)</p>
1345	Closing Ceremony of 4th CATEA International Conference by Mr Wong Soon Hwa, Hon. Chairman of TMIS		EAIM Auditorium / Live Telecast
1400	End		



## 组织委员会

主席： Dr. Tan Jing Hee

副主席： Dr. Eric Lim

秘书处： Prof. Zhang Hailin  
Prof. Zhang Xianchun  
Ms. Ma Jingwen

成员： Mr. Patrick Teo  
Mr. Chua Yong Beng  
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Mr. Asrof Fabiani bin Ahmad  
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Ms. Evon Lai  
Mr. Kino Zhang  
Mr. Chen Lu  
Mr. Wee Chin Hock

## 新加坡简介



Singapore , officially the Republic of Singapore, is a sovereign city-state and island country located in maritime Southeast Asia. Singapore lies about one degree of latitude (137 kilometres or 85 miles) north of the equator, and is situated off the southern tip of the Malay Peninsula, and, by extension, the southernmost extremity of continental Eurasia. The island country shares its southern maritime border with Indonesia's Riau Islands, its northern, western, and eastern maritime borders with the Johor state of Peninsular Malaysia, and is in the vicinity of Sumatra to its west and Borneo to its east. It is enveloped by the littoral waters of the Johore Strait to its north and the Singapore Strait to its south, and is geographically positioned within the confluence of the Indian and Pacific Oceans, being bounded by the Malacca Strait to its west and the South China Sea to its east. The country's territory is composed of one main island, 63 satellite islands and islets, and one outlying islet, the combined area of which has increased by almost 25% since the country's independence as a result of extensive land reclamation projects.

# 新加坡东亚管理学院简介



## 30 Years of Nurturing Career-ready Professionals

Over the past 30 years, Singapore has established a reputation as a centre of educational excellence in terms of the quality of local and international institutions located here, as well as its attraction to international students as part of the Global Schoolhouse initiative. At East Asia Institute of Management (EAIM), we are proud to be part of this development in attracting local and International students. Consistent with our founding vision to be a world-class educational institution, we put in place, at the onset, robust structures, systems and processes, and established both the Academic Board and the Examination Board to ensure academic rigor of our programmes and integrity of our examination system. Today, we are a premier private Education Institutions (PEIs) in Singapore, offering a comprehensive suite of undergraduate and postgraduate programmes across major disciplines. In addition to our Diploma and Advanced Diploma programmes, we are collaborating with 4 universities from the UK – Queen Margaret University, Edinburgh Business School (Heriot-Watt University), De Montfort University and Aston University to offer Bachelor's and Master's Degree programmes. Our range of programmes includes Hospitality & Tourism Management, Business Management, Accounting, Finance, Business Information Systems, Marketing, Medical Bioscience, Psychology and many more.

With the inception of the Council for Private Education under the Private Education Act in December 2009, EAIM was among the first batch of few PEIs to be awarded the inaugural 4-year EduTrust certification. It had successfully renewed both the ERF and EduTrust Certification throughout the years. If you have the aspiration to succeed, your learning journey with us could be a fruitful and enriching experience. We are confident that the transnational and employabilitycentered education you receive at EAIM will equip you with the 4Cs for professional success – i.e to become a graduate who is Competent, Confident, Creative and Committed.

# 新加坡旅游管理学院简介



The Tourism Management Institute of Singapore (TMIS) is a member of the EASB Education Group and the Official Training Arm of the National Association of Travel Agents Singapore (NATAS). It was established in 1987 to upgrade the professionalism, service and productivity of the travel and tourism industry. Over the years, TMIS has evolved to become a notable training provider that provides industry related training and skills upgrading for those who aspire to join the travel and tourism industry.

## Tourism Education Excellence

The Tourism Management Institute of Singapore (TMIS) has its genesis in 1987 and was previously known as the Centre for Tourism-Related Studies (CTRS). In November 2000, it was officially relaunched as a 100% owned subsidiary and official training arm of NATAS and renamed as the Tourism Management Institute of Singapore (TMIS). It has since been at the fore-front of all training and skills/capability upgrading of the tourism industry in Singapore. Since its inception, TMIS have trained more than 50,000 students for the tour and travel industry and offer a wide spectrum of tourism courses, from certificate, diploma, undergraduate and post-graduate courses, all of which are registered with the Committee for Private Education (CPE) and are internationally accredited and recognised. In 2018, TMIS became a subsidiary of East Asia Institute of Management Pte Ltd, a member of the EASB Education Group. It continues as the official training arm of NATAS and maintain the government-industry-education tripartite symbolic relationship and actively participated in the Industry Transformation Map to identify future skills needed for the travel and tourism industry. With more than 30 years of experience in the travel and tourism industry, TMIS is well-equipped to provide training for international students and staff of the travel and tourism industry. To ensure our continuing value and relevance, TMIS had adopted regional perspective in our strategic goals and established ourselves as a notable tourism training institute in the region.



## 联络我们

For more information, please kindly contact :-

Dr. Eric Lim, East Asia Institute of Management, Singapore

Tel : +65 63517803

Email : [eric\\_lim@eaim.edu.sg](mailto:eric_lim@eaim.edu.sg)

Mr. Richard Tan, East Asia Institute of Management, Singapore

Tel : +65 63517889

Email : [richard\\_tan@eaim.edu.sg](mailto:richard_tan@eaim.edu.sg)

