A Short Training Course on Strategies for Successful Destination Marketing

Date: 20 – 31 October 2008  Duration: 12 days
COURSE METHODOLOGY

- Lectures (workshop)
- Group discussions (Case studies using Malaysian Experience)
- Guest speakers from the industry
- Study visits

Facilitators:

Chaya Hurnath  Tony Thomas  Philip Wang  Dr. Vickneswaran Nair  Dr. Wong Kong Yew

Guest Speakers:

Nick Werden  Dato Dr. Victor Wee

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