

AMIC-PATA Asian Tourism Communicators
Training Workshop : Singapore, Jun 8-9, 1992 :
[contents]

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**AMIC-PATA ASIAN
TOURISM COMMUNICATORS
TRAINING WORKSHOP,
SINGAPORE,
JUN 8-9, 1992**

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AMIC PATA Asian Tourism Communicators Training Workshop,
Singapore, Jun 8-9, 1992 . - Singapore : Asian Mass
Communication Research and Information Centre, 1992.
1v (various pagings)

Topics dealt with in this workshop included sourcing,
researching and writing travel stories; business
communication; and current issues and future
developments in travel and tourism communication.
Workshop exercises on news writing were also conducted.

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1. Programme & List of Participants. 12p
2. Welcome Address. By Vijay Menon. 3p
3. Address. By Renton de Alwis. 2p
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5. This Is PATA : A Summary of 40 Years of Progress. 4p
6. Communication Process and Principles : SOme Applications to Travel and Tourism Communicators. By Tong Suit Chee. 1p
7. Writing and Editing for the Travel Industry. By Mike Sullivan. 10p
8. Case Study : the Role of the Travel & Tourism Communicator in the Future Development of the Industry. 25p
9. Case Study : Communication Process & Principles.. 1p
10. Case Study : News Writing. 5p
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14. The Travel Industry Communicators. 85p
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