

ASIA SPA INSTITUTE PARTNERS CORNELL PROFESSOR

The Asia Spa Institute (ASI) has teamed up with a professor of spa management from Cornell University in America to launch a series of executive development programmes for the Asian spa industry.

The two- to three-day programmes – conducted by Dr Mary Tabacchi, associate professor of spa management at Cornell's School of Hotel Administration in Ithaca, New York, USA (see SB 05/1 p34) – will focus on how investors, operators and other professionals can utilise trends such as spa tourism and medi-spa development to further enhance the fast-growing spa and wellness market in the region. The first course will be held in Singapore in October.

An ASI spokesperson says: "The key purpose of the new ASI programmes is to

provide much-needed training and upgrading opportunities for some of the spa industry's stakeholders and to expose the regional stakeholders to a wide range of resources to tap into."

Future ASI courses will be held in Kuala Lumpur and Bangkok in 2006; and in Tokyo and Dubai in 2007.

● In addition to collaborating with the ASI, Cornell University in the USA has entered into a joint venture with Nanyang Technological University in Singapore. The Singapore-based Cornell-Nanyang Institute of Hospitality Management launched a Master of Management in Hospitality (MMH) graduate programme in May. Students on the course will spend equal amounts of time at both universities.

TRAINING



The inaugural Asia Spa Institute course will be held in Singapore in October