

Conference Schedule

Wed, 17th June 2015

- 08.00 **Registration**
- 09.00 **Welcome Address from Conference Chair**
Asst. Prof. Dr. Niramit Kunanuwat
- 09.05 **Opening Speech**
by H.E. Mr. Marc MICHELSEN
Belgium Ambassador to Thailand
- 09.10 **Thai Performance**
- 09.30 **Keynote Speech**
- **Hospitable Tourism Experiences**
by Prof. Dr. Nigel Hemmington
Pro Vice-Chancellor International, Dean Faculty of Culture
and Society, Auckland University of Technology,
New Zealand
- 10.30 **Refreshment**
- 10.50 **Keynote Speech**
- **The Rise of Problematic Guests – Re - examining the Nature of Hospitality**
by Prof. Dr. Leonardo Anthony Najarro Dioko
Professor at the Institute for Tourism Studies (IFT) Macau
and Director of IFT's Tourism Research Center
- 12.00 **Buffet Lunch**
- 13.30 **Paper Presentation**
- A : Kala Room, 3rd Floor, Suan Dusit Place**
- **To Learn from Successful Experiences of Thai Tourism Industry on Inbound Tourism**
Qiu Ping, Sichuan Tourism University
 - **Travel Information System for Elderly**
Fuangfar Pensiri, Suan Dusit University
 - **Exploring the Development Models of Rural Tourism and the Current State of Stakeholders in Chengdu**
Yang Quiling, Sichuan Tourism University

- **Asian Outbound Tourism to Europe – The Case of Thai Travel to Austria**
Alexander Trupp, University Of Vienna
- **Risk Factors in Tourism Supply Chain Management along R3A Route to Yunnan**
Mahunnop Wicheanpaisan and Suthep Nimsai, Mae Fah Luang University
- **A Study of the Current State of Human Resources and the Training and Development of HR in China’s Tourism Industry**
Xu Xia and Kuang Hongling, Sichuan Tourism University
- **Tourism impacts of Community Based Tourism in Thailand (A Case study: Amphawa)**
Kanokrat Nguansomeang, Mahidol University

B : Kumarika Room, 2nd Floor, Suan Dusit Place

- **Innovative Trend in Hospitality Business**
Rabin Sapkota, Nepal Academy of Tourism and Hotel Management (NATHM)
- **Act According to Alternation of the Four Seasons and Diet According to Seasonal Changes – Chinese Wisdom Associated to Diet**
Liu Junli, Sichuan Tourism University
- **Service Quality Measurement in the Budget Accommodation: A Case Study of Backpackers and Hostels in Phuket**
Patchawan Anuntakitsopon and Preteep Wetprasit, Prince of Songkla University
- **Hospitality Workforce Development in ASEAN**
Joseph Lema and Jerome F. Agrusa, Stockton University
- **Needs and Problems on English Language Use of Hotel Employees in the Lower Northeastern Region of Thailand**
Nawamin Prachanant, Buriram Rajabhat University
- **Critical Success Factor of Medium-sized Independent Hotel in Phuket**
Rawipaaun Wichayanurak and Preteep Wetprasit, Prince of Songkla University

Thu, 18th June 2015

08.00 **Registration**

09.00 **Keynote Speech**

- **The Impact of Food on Business and Tourism: Blue Elephant as a Case Study**
by Mr. Karl Steppe
Chairman of Blue Elephant Cooking School and Restaurant

10.30 **Refreshment**

10.50 **Keynote Speech**

- **Amazing Thailand: Discover Thainess Year 2015**
by Mr. Siripakorn Cheawsamoot
Executive Director Information Technology Office
Tourism Authority of Thailand

12.00 **Buffet Lunch**

13.30 **Paper Presentation**

A : Kala Room, 3rd Floor, Suan Dusit Place

- **Exploring The MICE Supply Chains: A Case of Thailand**
Pairach Piboonrungraja, Chiang Mai University
- **From the First Souvenirs to Modern 'Airport Art' - A Social and Economic Analysis of the Commodification of Handicraft as Demonstrated by the Example of Southeast Asia**
Lukas C. Husa, University of Vienna
- **Host-Guest Perspectives in Thai Tourism**
Kosita Butratana and Alexander Trupp, University of Vienna
- **Motivation of Tourist for Travelling to Koh Samui**
Waraporn Chaichompoo, Assumption University

B : Kumarika Room, 2nd Floor, Suan Dusit Place

- **Analysis of Tourism Resources of Tibetan Food Culture along the "Southern Silk Road"**
Li Xiang, Liu Shiyong and Li Dan, Sichuan Tourism University
- **Mitigating Health Inequity through Healthy Foods Network**
Thira Woratanarat, Ubol Chuensumran,
Chanchana Siripanwattana, Wiroj Jiamjarasrangsee and
Patarawan Woratanarat, Chulalongkorn University, Suan Dusit University and Mahidol University

- **Greek-style Yogurt Development and Utilization of Greek-style Yogurt in Placement of Cream Cheese in Cheesecake Product**
Chanokphat Phadungath, Muban Chombueng Rajabhat University
- **The Emergence of Marketing Strategy under Increased Hotel Competition: A Case Study of Chain Hotels at Patong Beach, Phuket, Thailand**
Wilawan Chiammanasombut and Ilian Assenov, Prince of Songkla University
- **Revision of “Suan Dusit” Recipes from 60s to Present as a Hospitality School**
Niphatchanok Najpinij, Suan Dusit University

18.00

Gala Dinner

Dinner on the Cruise