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 MICHIELSEN
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
  Faungfar 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 Piboonrungroja, 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