

08:00	Wednesday 29 November 2017	Thursday 30 November 2017	Friday 1 December 2017
09:00-10:30	Welcome and Opening Ceremony Room Srinakarin Hall <ul style="list-style-type: none"> Dr. Sarote Phornprapha, President of Dusit Thani College, Thailand Dr. Mario Hardy Chief Executive Officer of the Pacific Asia, Travel Association (PATA), Thailand Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University, UK KEYNOTE <ul style="list-style-type: none"> Mr. Siripakorn Cheawsamoot, Director of Tourism Authority of Thailand Academy 	GRACIOUS HOSPITALITY AND TOURISM: EXPERIENCES AND CULTURES Room Srinakarin 1 Chair: Prof. Jafar Jafari, University of Wisconsin, USA <ul style="list-style-type: none"> Mr. Yateendra Sinh, CEO at Lausanne Hospitality Consulting SA, Switzerland Dr. Cathy Hsu, Chair Professor Hong Kong Polytechnic University, China Ms. Petchpring Sarasin, Dusit Thani Excellence Center, Thailand Prof. Wiendu Nuryanti, Universitas Gadjah Mada, Indonesia 	TOURISM AND HOSPITALITY RESEARCH PUBLICATIONS WORKSHOP Room Srinakarin 1 Coordinator Prof. Dimitrios Buhalis, Editor in Chief Tourism Review, UK <ul style="list-style-type: none"> Prof. Jafar Jafari, Founding Editor Annals of Tourism Research, USA Mr. Perry Hobson, Journal of Vacation Marketing, Malaysia Mr. Carlos Costa, Editor Journal of Tourism & Development, Portugal Prof. Cathy Hsu Editor-in-Chief of the Journal of Teaching in Travel and Tourism, Hong Kong
10:30-11:00	BREAK AND NETWORKING		
11:00-12:30	GRACIOUS HOSPITALITY AND TOURISM: CULINARY ART AND GASTRONOMY Room Srinakarin Hall Chair: Dr. Sarote Phornprapha, Dusit Thani College, Thailand <ul style="list-style-type: none"> Mr. Yoshiki, Tsuji President of Tsuji Culinary Institute, Japan Mr. Paolo Cuccia, President of Gambero Rosso Holding S.p.A., Italy Dr. Agnès Giboreau, Research Director of Institut Paul Bocuse, France Mr. Siradej Donavanik, Director of Hotel Investment, Dusit International 	COMPETITIVENESS: ENTREPRENEURIAL INNOVATION AND SUSTAINABILITY Room Srinakarin 1 Chair: Prof Cathy Hsu, Chair Professor – Hong Kong Polytechnic University, China <ul style="list-style-type: none"> Mr. Nick Pisalyaput, Director, Sustainability & Entrepreneurship Center, Sasin School of Management, Chulalongkorn University, Thailand Mr. Alex Mavro, Co-Founder of the Corporate Responsibility & Ethics Association for Thai Enterprise (CREATE) Thailand Ms. Suparattana Benjarongkul, Deputy Chief Operating Officer of Rakbankerd, Thailand Prof. Carlos Costa, Director of the Department of Economics, Management and Tourism University of Aveiro, Portugal Prof. Cihan Cobanoglu, University of South Florida Sarasota-Manatee, USA 	GRACIOUS HOSPITALITY AND TOURISM TOWARDS 2030 Room Srinakarin 1 Chair: Prof. Perry Hobson Taylor's University, Malaysia <ul style="list-style-type: none"> Dr. Mario Hardy, CEO Pacific Asia Travel Association (PATA), Thailand Mr. Thanabordee Vajarasthira, Managing Director ITC, Thailand Mr. Jackson Pek, Vice President Amadeus, Thailand Prof. Dimitrios Buhalis, Head of Department Tourism and Hospitality, Bournemouth University, UK
12:30-14:00	LUNCH AND NETWORKING	KOH THAI LUNCH AND NETWORKING	13:00-14:00 LUNCH AND NETWORKING
14:00-15:30	GRACIOUS HOSPITALITY AND TOURISM: THE THAI APPROACH Room Srinakarin 1 Chair: Prof. Dimitrios Buhalis Bournemouth University UK <ul style="list-style-type: none"> Mr. Tanes Petsuwan, Deputy Governor for Marketing Communications, Tourism Authority of Thailand Mr. Andrew Lennox, CEO of Koh Thai Tapas, UK Prof. Jafar Jafari, University of Wisconsin, USA 	WELLNESS AND WELL-BEING Room Srinakarin 1 Chair: Prof. Carlos Costa, University of Aveiro, Portugal <ul style="list-style-type: none"> Ms. Nopparat Aumpa, General Manager of Banyan Tree Hotel Bangkok, Thailand Mr. Andrew Jones, Guardian of Sanctuary Resorts, Thailand Mr. Narun Wiwattanakrai, Executive Director of Siam Wellness Group Public, Thailand 	12:30-13:00 CONCLUSION & WAY FORWARD - CLOSING CEREMONY <ul style="list-style-type: none"> Dr. Sarote Phornprapha, President of Dusit Thani College, Thailand Prof. Dimitrios Buhalis, Head of Department Tourism and Hospitality, Bournemouth University UK
15:30-16:00	BREAK AND NETWORKING		
16:00-17:30	TAT GRACIOUS HOSPITALITY AND TOURISM WORK SHOP At Dusit Thani College, Building 1	TCEB SHOW CASE: SMART MICE THAILAND Room Library 2 Ms. Jarawan Suwannasat, Director, Exhibitions and Events Department of TCEB	GRACIOUS BAKERY WORKSHOP By Dusit Thani College-Le Cordon Bleu Programme at Library Living Area, Dusit Princess Srinakarin Hotel
18:30	WELCOME RECEPTION THEME: THAI TOURISM FROM PAST TO FUTURE: Room Srinakarin Hall Showcase of Dusit Thani College –Gracious Thai Hospitality	GRACIOUS HOSPITALITY FUNFAIR : @Dusit Thani College THEME: STREET FOOD AND THAI CULTURE at Dusit Thani College	
Saturday 2 December 08:00- 12:00 POST CONFERENCE NETWORK EVENT: Royal Grand Palace & Emerald Buddha OR Bangkok Canal Tour			

16:30 Bus leave for dinner

GALA DINNER PARTY
 THEME: Graciously Chao Phraya River Cruise
 Bus pick up from Dusit Thani College

Wednesday 29 November 2017

09:00-09:30	Welcome and Opening Ceremony : Room Srinakarin Hall		
	<ul style="list-style-type: none"> • Dr. Sarote Phornprapha President of Dusit Thani College, Thailand • Dr. Mario Hardy Chief Executive Officer of the Pacific Asia Travel Association (PATA), Thailand • Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University, UK 		
09:30-10:30	KEYNOTES: Room Srinakarin Hall		
	Mr. Siripakorn Cheawsamoot, Director of Tourism Authority of Thailand Academy		
10:30-11:00	BREAK AND NETWORKING		
11:00-12:30	GRACIOUS HOSPITALITY AND TOURISM: CULINARY ART AND GASTRONOMY : Room Srinakarin Hall		
	Chair: Dr. Sarote Phornprapha, President of Dusit Thani College, Thailand		
	<ul style="list-style-type: none"> • Mr. Yoshiki Tsuji, President of Tsuji Culinary Institute, Japan • Mr. Paolo Cuccia, President of Gambero Rosso Holding S.p.A. Italy • Dr. Agnès Giboreau, Research Director of Institut Paul Bocuse, France • Mr. Siradej Donavanik, Director of Hotel Investment, Dusit International, Thailand 		
12:30-14:00	LUNCH AND NETWORKING		
14:00-15:30	GRACIOUS HOSPITALITY AND TOURISM: THE THAI APPROACH Room Srinakarin 1 Chair: Prof. Dimitrios Buhalis, Bournemouth University, UK <ul style="list-style-type: none"> • Mr. Tanes Petsuwan, Deputy Governor for Marketing Communications, Tourism Authority of Thailand, Thailand • Mr. Andrew Lennox, CEO of Koh Thai Tapas, UK • Prof. Jafar Jafari, University of Wisconsin, USA 	GASTRONOMY Room Srinakarin 2 Chair: Dr. Agnès Giboreau, Research Director of Institut Paul Bocuse, France <ul style="list-style-type: none"> • Thanya Luchprasith, Silpakorn University, Thailand Culinary Experience In Tourism Destination As Negotiation between Tradition and Modernity: Insights from the Traditional Themed Touristic Market • Natnaree Smith et al., Dusit Thani College, Guidelines to promoting Gastronomy tourism through Thai Cooking Schools in Bangkok • Chamaiporn Sridakam, Assumption University, Thailand Optimizing the Applications of New Technologies in Restaurant Shaping the Future of Travel • Kristine L. Mangundayao, Dusit Thani College, Thailand A Review of Biological Activity of Thai Turmeric and and Pandan Leaves and its Implications to Human Health • Dr. Pisarn Soiphurum, Director of Thai Gastronomy, Dusit Thani College, Thailand 	SUSTAINABILITY AND COMMUNITY Room Library 1 Chair: Prof Carlos Costa, University of Aveiro Portugal <ul style="list-style-type: none"> • Pattamapirat Buntanaseth, Assumption University, Thailand Sustainable and Community-Based Tourism: A Case Study in Baan Pong Huai Lan, Chiangmai Province • Montakan Chubchuwong, Dhurakij Pundit University, Thailand Do Tourists Expect Travel Organizations To Be Socially Responsible? - A Grounded Theory Approach • Varaporn Kukietkulchai, Assumption University, Thailand Seasonality In Tourism in Thailand • Maneerat Aroonrungsap, Assumption University, Thailand Creative Tourism in Thailand: A Case Study of Experiential Tourism at Baan Nam Chiew Community In Trat Province
15:30-16:30	BREAK AND NETWORKING		
16:00-17:30	TAT GRACIOUS HOSPITALITY AND TOURISM WORK SHOP at Dusit Thani College, Building 1	Tourism Management (Thai papers) : Room Srinakarin 1 Chair: Wacharakorn Mayuree <ul style="list-style-type: none"> • คุณจุฑารัตน์ พิริยะเบญจวัฒน์ (Dusit Thani College, Thailand) การผลิตและพัฒนาบุคลากรเพื่ออุตสาหกรรมสปาไทย 4.0 • คุณนภัทร นาคสุวรรณ (Dusit Thani College, Thailand) พิธีไหว้ครูและครอบครุช่างปากศิลป์ทอผ้า : พิธีกรรมประเพณีเพื่อการอนุรักษ์ และสืบทอดอาหารไทย • คุณสุรเกียรติ์ ธาดาวัฒนาวิทย์ และคณะ Dusit Thani College, Thailand การพัฒนาเครื่องมือวัดสมรรถนะบริการสำหรับแหล่งท่องเที่ยวเชิงสร้างสรรค์ในบริบทภาคเหนือตามกรอบประเทศไทย 4.0 • คุณชมพู่ โกศิรัมย์ Dusit Thani College, Thailand) รูปแบบการการท่องเที่ยวเพื่อสุขภาพทางปัญญาสำหรับผู้สูงอายุ • คุณสุวิทย์ อ้วนสอาด Chiang Mai Rajabhat University, Thailand) โอกาสทางธุรกิจของจังหวัดเชียงใหม่กับการท่องเที่ยวสุขภาพ • คุณเอื้อมพรรณ คงศิริลักษณ์, ผู้เชี่ยวชาญศูนย์ความเป็นเลิศ, Dusit Thani College, Thailand 	Destination Management and Crisis Management Room Srinakarin 2 Chair: Michalis D. Toanoglou, Woosong University, Korea <ul style="list-style-type: none"> • Atichat Preittigun, Asian Institute of Digital and Innovation, Thailand, and Savanid Vatanasakdakul, Macquarie University, Australia Digital Transformation in Tourism Industry: Global Trend and Strategic Responses • André Manuel Greiner, Assumption University, Thailand) Tourist Perception Of Safety And Security When Visiting The Bangkok Metropolis: A Cross-Cultural Approach • Başak Oya Korap, Yalova University, Turkey Criminal Liability for Artificial Insemination of Medical Treatment Facilities In Turkish Criminal Law • Onur Dirlik, Eskişehir Osmangazi University, Turkey) Ece Ömüriş (Akdeniz University, Antalya, Turkey) The Impact of Crises on Tourism: A Study on the Hotels in Antalya • Ece Omuris et al, Akdeniz University, Akdeniz University Mediation Effect of Psychological Well Being Between Perceived Organizational Climate and Academic Success: A Study of University Students
17:30	DUSIT THANI COLLEGE TOUR		
18:30	WELCOME RECEPTION THEME: THAI TOURISM FROM PAST TO FUTURE : Room Srinakarin Hall		
	Showcase of Dusit Thani College – Gracious Thai Hospitality		

Thursday 30 November 2017

09:00-10:30	GRACIOUS HOSPITALITY AND TOURISM: EXPERIENCES AND CULTURES: Room Srinakarin 1 Chair: Prof. Jafar Jafari, University of Wisconsin, USA <ul style="list-style-type: none"> Mr. Nadhavathana Krishnamra Director -General, Department of Protocol, Ministry of Foreign Affairs Thailand, Thailand Mr. Yateendra Sinh CEO at Lausanne Hospitality Consulting SA, Switzerland Dr. Cathy Hsu Chair Professor Hong Kong Polytechnic University China, Hong Kong Ms. Petchpring Sarasin, Dusit Thani Excellence Center, Thailand Prof. Wiendu Nuryanti, Universitas Gadjah Mada, Indonesia 		TOURISM DEVELOPMENT (Thai papers): Room Srinakarin 2 Chair: Khun Yanapa Boonparkob: <ul style="list-style-type: none"> คุณปารมิตา นิสสระ Dusit Thani College, Thailand นางนพมาศ: ความหลง-ความจริง กับการท่องเที่ยวเชิงนิเวศอิงประวัติศาสตร์ คุณพรรณภัทร แซ่โง้ว และคุณศกามาศ ชัยรัตน์ Dusit Thani College, Thailand) ปัจจัยที่กำหนดอุปสงค์การท่องเที่ยว ณ ชุมชนจีนโบราณบ้านซากแก้ว เมืองพัทยา คุณอนุรักษ์ ทองขาว และคุณศยานนท์ สหุพันธ์ Dusit Thani College, Thailand) ปัจจัยทางการท่องเที่ยวที่มีอิทธิพลต่อการลดลงของจำนวนคนงานในประเทศไทย คุณศยานนท์ สหุพันธ์ Dusit Thani College, Thailand และคุณกฤษณ์ วิทยาลัยการอาชีวศึกษา Aviation Personnel Development Institute, Thailand) การพัฒนาการอบรมการเตรียมความพร้อมสำหรับการทำงานข้ามวัฒนธรรมในแผนกครัว: การสัมมนาเชิงลึกบัณฑิต วิทยาลัยดุสิตธานี พัทยา คุณอัสณี หวังพิทยา และคุณชวีช น้อยหอม Prince of Songkla University, Thailand ปัจจัยที่มีอิทธิพลต่อการตัดสินใจในการเข้าสู่อาชีพธุรกิจบริการนวดเพื่อสุขภาพพหุวัฒนธรรม กรณีศึกษาผู้ประกอบการนวดสตรีในจังหวัดชายแดนภาคใต้
10:30-11:00	BREAK AND NETWORKING		
11:00-12:30	COMPETITIVENESS: ENTREPRENEURIAL INNOVATION AND SUSTAINABILITY Room Srinakarin 1 Chair: Prof Cathy Hsu Chair Professor – Hong Kong Polytechnic University China, Hong Kong <ul style="list-style-type: none"> Mr. Nick Pisalyaput Co-Founder and Faculty Advisor, Faculty of Management and Strategy, Sasin Centre of Sustainability Management Mr. Alex Mavro Co-Founder of the Corporate Responsibility & Ethics Association for Thai Enterprise (CREATE) Ms. Suparattana Benjarongkul Deputy Chief Operating Officer of Rakbankerd Prof. Carlos Costa, Director of the Department of Economics, Management and Tourism University of Aveiro, Portugal Prof. Cihan Cobanoglu, University of South Florida Sarasota-Manatee, USA 	SUSTAINABLE GOVERNANCE AND ORGANISATION Room Srinakarin 2 Chair: Wiendu Nuryanti, <ul style="list-style-type: none"> Raphipatr Chaopaknam and Watit Intuluck, Dusit Thani College, Thailand Corporate Governance Approach: The Key to Sustainability Noppadol Dharawanij, Rangsit University, Thailand Chedi Hoi Temple, the Religious Tourism Destination of Pathum Thani Province Michalis D. Toanoglou, Woosong University, South Korea Implementation of Sustainability Policies in Hospitality Enterprises. A Strategic Challenge towards Business Competitive Performance. Chakrit Srisakun and Watit Intuluck, Dusit Thani College, Thailand) The Mediating Effect of Organizational Structure on Leadership Styles and Organizational Performance: A Case Study of Hospitality Industry in Thailand 	EDUCATION (Thai papers): Room Library 1 Chair: Natnaree Smith, Dusit Thani College, Thailand <ul style="list-style-type: none"> คุณกวิณรัตน์ เรืองเอี่ยม , Dusit Thani College, Thailand การวิเคราะห์ทฤษฎีทางการตลาดในแคมเปญของการท่องเที่ยวแห่งประเทศไทย คุณอดิเทพ กำแพงเสรี และคณะ, Dusit Thani College, Thailand แนวทางการพัฒนาการท่องเที่ยวด้านกิจกรรมพิเศษทางการตลาด (Special Event) ของเมืองพัทยา จังหวัดชลบุรี คุณอรรณิกา ปริญญาธิกุล และคณะ, Dusit Thani College, Thailand ทักษะดิจิทัลที่จำเป็นสำหรับผู้ประกอบการวิชาชีพในธุรกิจโรงแรมไทย คุณเมธพร อินคำม Dusit Thani College, Thailand) ปัจจัยที่มีความสัมพันธ์ต่อผลสัมฤทธิ์ทางการเรียนวิชาคณิตศาสตร์ปรับพื้นฐานของนักศึกษาวิทยาลัยดุสิตธานี คุณนิตินัย รุ่งจินดา Dusit Thani College, Thailand) การท่องเที่ยวข้ามภาคในประเทศไทยของนักท่องเที่ยวในเขตเมือง คุณอรรณเวทย์ พงศ์สถาพร, รองอธิการบดีฝ่ายวิชาการ Dusit Thani College, Thailand
12:30-14:00	KOH THAI LUNCH AND NETWORKING		
14:00-15:30	WELLNESS AND WELL-BEING: Room Srinakarin 1 Chair: ©Prof. Carlos Costa University of Aveiro Portugal <ul style="list-style-type: none"> Ms. Nopparat Aumpa , General Manager of Banyan Tree Hotel Bangkok Mr Andrew Jones Guardian of Sanctuary Resorts Mr. Narun Wiwattanakrai Executive Director of Siam Wellness Group Public 	INNOVATION MANAGEMENT: Room Srinakarin 2 Chair: Hermae Aquines <ul style="list-style-type: none"> Sumeth Junsuthonpoj, Dusit Thani College, Thailand Using an Extended Theory Of Planned Behaviour to Explore a Behaviour Towards Food Waste of Bangkok Youths Visawat Roswarn, Dusit Thani College, Thailand Using Data Mining Technique to Predict International Tourists' Satisfaction towards Bangkok Street Food Kananurack Phiriyachat et al. Dusit Thani College, Thailand Service Quality in Thailand 4.0 Jenasama Srihirun and Sasiphatr Pitirote, Dusit Thani College, Thailand EMBOK's Conceptual Design model for Special Events in Gracious Hospitality in Thai context 	
15:30-16:00	BREAK AND NETWORKING		
16:00-17:00	TCEB SHOW CASE: SMART MICE THAILAND Room Library 1 Ms. Jaruan Suwannasat, Director, Exhibitions and Events Department of TCEB	GRACIOUS BAKERY WORKSHOP By Dusit Thani College- Le Cordon Bleu Programme at Library Living Area, Dusit Princess Srinakarin Hotel	THAI CASES: Room Srinakarin 1 Chair: Dr. Puttithorn Jirayus <ul style="list-style-type: none"> Jirapa Pradera Diez, Mae Fah Luang University, Thailand The Sustainable Human Resources Management Approach for Hotel Industry in Chiang Rai Province, Thailand Jantiwan Samati and Jutima Boonmee, Rajamangala University of Technology Srivijaya, Thailand) Homestay Tourism Management toward The Philosophy of Sufficiency Economy Chakrit Srisakun et al., Dusit Thani College, Thailand Working Paper: Investigation of Gastronomy Tourism in case of Thailand's Street Food Wisissak Udommala, Rangsit University, Thailand Community Participation in Homestay Business Management in Loei Province, Thailand
17:30	DUSIT THANI COLLEGE TOUR		
18:30	WELCOME RECEPTION : at Dusit Thani College THEME: STREET FOOD AND THAI CULTURE		

Friday 1 December 2017

09:00 -10:30	TOURISM AND HOSPITALITY RESEARCH PUBLICATIONS WORKSHOP Room Srinakarin 1 Coordinator Prof. Dimitrios Buhalis, Editor in Chief Tourism Review, UK <ul style="list-style-type: none"> Prof. Jafar Jafari, Founding Editor Annals of Tourism Research, USA Mr. Perry Hobson, Journal of Vacation Marketing, Malaysia Mr. Carlos Costa, Editor Journal of Tourism & Development, Portugal Prof. Cathy Hsu Editor-in-Chief of the Journal of Teaching in Travel and Tourism, Hong Kong 	MARKETING AND WELLNESS Room Srinakarin 2 Chair: Praweena Kasai <ul style="list-style-type: none"> Nutrada Maimala, Phranakhon Si Ayutthaya Rajabhat University, Thailand Service Marketing Mix Affecting to Gastronomic Tourism Motivation in Ayutthaya, Thailand Kawinpob Saiphet and Sorapol Khatiyasuwan, Phranakhon Si Ayutthaya Rajabhat University, Thailand Relationship Among Visitors' Demographic Characteristic, Spa Service Quality and Spa Purchasing Decision in Ayutthaya Province Thanawan Sittithai, Phetchaburi Rajbhat University, Thailand, The Model Development of Spa Business in Thailand to Create the Competitiveness in AEC, Florence Anjali Garin and Tatiyaporn Jarumaneerat, Prince of Songkla University, Thailand Awareness and Implementation of Green Practices in the Meetings-, Incentives-, Conventions- and Exhibitions- (MICE) industry: The Case of Phuket, Thailand 	EDUCATION AND TRAINING Room Library 1 MARKETING Chair: Dr. Yupin Patarapongsant <ul style="list-style-type: none"> Olukemi Adedokun Fagbolu (Kwara State University, Malet, Ilorin, Nigeria) Working Paper: Exploring and Developing Possible Strategies through Organization Development Intervention (ODI) for Tourism Management Students' Academic Performance Achievement Improvement in Nigeria Ceyhun C. Kilinc et al. (Sel. uk University, Turkey) Determination of Mersin Tarsus Ashabi Kehf Vocational and Technical High School Students' Thoughts Towards Tourism Sector Alper ATES. et al. (Sel. uk University, Turkey) Student Satisfaction in Tourism Education: A Comparison of Selcuk University And Necmettin Erbakan University Mehmet SAHIN et al. (Sel. uk University, Turkey) Importance of Entrepreneurship Education in Tourism: Selcuk University Example
10:30 - 11:00	BREAK AND NETWORKING		
11:00 - 12:30	GRACIOUS HOSPITALITY AND TOURISM TOWARDS 2030: Room Srinakarin 1 Chair: Prof. Perry Hobson Taylor's University, Malaysia <ul style="list-style-type: none"> Dr. Mario Hardy CEO Pacific Asia Travel Association (PATA) Thailand Mr. Thanabordee Vajarasthira, Managing Director ITC, Thailand Mr. Jackson Pek Vice President Amadeus IT, Thailand Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University, UK 	COMPETIVENESS (Thai papers) Chair: Dr. Puttithorn Jirayus Room Library 2 <ul style="list-style-type: none"> คุณสรวิศ งามณรงค์ และคุณจุฬารักษ์ ขอบใจกลาง Rattana Bundit University, Thailand โมเดลความสัมพันธ์ปัจจัยที่ส่งผลต่อความสำเร็จในการบริหารงานของผู้บริหารระดับอุดมศึกษาเอกชน ในประเทศไทย คุณพณี นิกประเสริฐ และ คุณณัฐนรี สมิตร์, Dusit Thani College, Thailand วิธีการจัดการสิ่งแวดล้อมของโรงแรมตามมาตรฐานโรงแรมสีเขียวของอาเซียน คุณกัศรา วงศ์สายถนอม และ คุณณัฐนรี สมิตร์ Dusit Thani College, Thailand อาหารฮาลาล ทางเลือกใหม่สำหรับผู้บริโภค คุณณลินี พานสายดา และคณะ Dusit Thani College, Thailand ปัจจัยที่ส่งผลต่อความสำเร็จของผู้ประกอบการธุรกิจด้านอาหารและเครื่องดื่มแบบครัวเคลื่อนที่ (Food Truck) ในช่วงวัยเจนเนอเรชั่นวาย คุณศิริพงษ์ รักใหม่, รองอธิการบดีฝ่ายวิจัย, Dusit Thani College, Thailand 	MARKETING MANAGEMENT, INFORMATION TECHNOLOGY AND SOCIAL MEDIA: Room Srinakarin 2 Chair: Sasipatr Pitiroj <ul style="list-style-type: none"> Apichart Tilokskulchai and Somruthai Soontayatron, Chulalongkorn University, Thailand Social Media and Mobile Service on Travel Experiential Values in Aging Tourists: A Conceptual Review and Perspective. Meeporn Oeawpanich and Ruangyot Sanposh, Assumption University, Thailand Social Media Impacts in Tourism in Thailand Susaraporn Tangtenglam et al., Maejo University, Thailand Factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand Haci Arif TUNÇEZ, Selçuk University, Turkey Use Of Financial Analysis Techniques As A Strategic Management Tool In Tourism Enterprises
12:30 - 13:00	CONCLUSION & WAY FORWARD - CLOSING CEREMONY: Srinakarin 2 <ul style="list-style-type: none"> Dr. Sarote Phornprapha, President of Dusit Thani College Prof. Dimitrios Buhalis, Head of Department Tourism and Hospitality, Bournemouth University UK 		
13:00 - 14:00	LUNCH AND NETWORKING		
16:30 -	Bus leave for dinner DINNER PARTY THEME: Chao Phraya River Cruise		

Saturday 2 December- POST CONFERENCE NETWORKING EVENT TOUR 2 options of the Post Event Network Tour programme to offer:

The van will pick up at Dusit Thani College at 8 am and will return at 12.30 pm (subject to traffic.)



OPTION 1: Royal Grand Palace & Emerald Buddha

Is a must see place for any visitor to Thailand. Drive through China Town and passing the Pak Klong Talat (Bangkok's flower market) before reaching the Palace's compound. Visit Wat Phra Keo also known as the Temple of the Emerald Buddha, which is regarded as the most significant of all Thai temples. The small green-jade Buddha statue, seated on its golden altar in the royal chapel, is the most sacred Buddha image in Thailand. The Grand Palace or Phra Borom Maha Ratchawang is nowadays used by the king only for certain ceremonial occasions or celebrations, such as on the Coronation Day. On the way back to hotel we will stop for refreshments and a visit to a jewellery factory.



OPTION 2: Bangkok Canal Tour

This tour allows you to experience the timeless world of "the Venice of the East" with a trip by long tail boat on the river and passing the various canals where you get in touch with the local life along the waterways, cruise the Chao Phraya River, passing the main riverine landmarks of the Royal Barge Museum, Grand Palace and the Temple of Dawn.

Tours include, Transportation by mini van, - English speaking guide

Admission fee as per itinerary, Boat transportation as per itinerary

Exclude: Personal expenses and gratuities