

Dusit Gracious Hospitality and Tourism International Conference 2017: Wednesday 29th November to 2nd December 2017

INDICATIVE PROGRAMME Dusit Thani College Location Dusit Princess Srinakarin Hotel, Bangkok Thailand VS 17-Nov-17 20:19

08:00	Wednesday 29 November	Thursday 30 November	Friday 1 December
09:00 1030	<p>Welcome and Opening Ceremony Room Srinakarin Hall © Prof. Sarote Phornprapha President of Dusit Thani College © Ms. Suphajee Suthumpun Group Chief Executive Officer of Dusit Thani Public Company Limited © Dr. Mario Hardy Chief Executive Officer of the Pacific Asia Travel Association (PATA) © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University</p> <p>KEYNOTE Ms. Kobkarn Wattanavrangkul Minister of Tourism and Sports, Thailand</p>	<p>GRACIOUS HOSPITALITY AND TOURISM: EXPERIENCES AND CULTURES Room Srinakarin 1 Chair: © Prof. Jafar Jafari, University of Wisconsin, USA Mr. Nadhavathana Krishnamra Director –General, Department of Protocol, Ministry of Foreign Affairs Thailand © 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</p>	<p>TOURISM AND HOSPITALITY RESEARCH PUBLICATIONS WORKSHOP Room Srinakarin 1 Coordinator © Dimitrios Buhalis Editor in Chief Tourism Review © Jafar Jafari Founding Editor Annals of Tourism Research © Perry Hobson Journal of Vacation Marketing © Carlos Costa Editor Journal of Tourism & Development © Cathy Hsu Editor-in-Chief of the Journal of Teaching in Travel and Tourism</p>
10:30	BREAK AND NETWORKING		
11:00 12:30	<p>GRACIOUS HOSPITALITY AND TOURISM: CULINARY ART AND GASTRONOMY Room Srinakarin Hall Chair: © Prof. Sarote Phornprapha Dusit Thani College © Ms. Suphajee Suthumpun Group Chief Executive Officer of Dusit Thani © 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. Ragnar Fridriksson MD World Association of Chef Societies (WACS)</p>	<p>COMPETITIVENESS: ENTREPRENEURIAL INNOVATION AND SUSTAINABILITY Room Srinakarin 1 Chair: © Prof Cathy Hsu Chair Professor – Hong Kong Polytechnic University China © 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</p>	<p>GRACIOUS HOSPITALITY AND TOURISM TOWARDS 2030 Room Srinakarin 1 Chair: © Prof. Perry Hobson of Taylor’s University, Malaysia © Dr. Mario Hardy CEO Pacific Asia Travel Association (PATA) © Mr. Thanabordee Vajarasthira Managing Director ITC, Thailand © Jackson Pek Vice President Amadeus IT © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University UK</p> <hr/> <p>12:30-13:00 CONCLUSION & WAY FORWARD - CLOSING CEREMONY © Prof. Sarote Phornprapha President of Dusit Thani College © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University UK</p>
12:30	LUNCH AND NETWORKING	KOH THAI LUNCH AND NETWORKING	13:00-14:00 LUNCH AND NETWORKING
14:00 15:30	<p>GRACIOUS HOSPITALITY AND TOURISM: THE THAI APPROACH Room Srinakarin 1 Chair: © Prof. Dimitrios Buhalis Bournemouth University UK © Mr. Tanes Petsuwan, Deputy Governor for International Marketing, Tourism Authority of Thailand © Mr. Siradej Donavanik Assistant Director of Hotel Investment, Dusit International © Mr. Andrew Lennox CEO of Koh Thai Tapas, UK © Prof. Jafar Jafari, University of Wisconsin, USA</p>	<p>WELLNESS AND WELL-BEING Room Srinakarin 1 Chair: © Prof. Carlos Costa University of Aveiro Portugal © 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</p>	
15:30	BREAK AND NETWORKING		
16:00 17.30	TAT GRACIOUS HOSPITALITY AND TOURISM WORK SHOP And Research Papers	TCEB SHOW CASE: SMART MICE THAILAND Mr. Weerasak Kowsurat, Chairman of the Board Thailand Convention and Exhibition Bureau (TCEB), Thailand at Library 2, Dusit Princess Srinakarin Hotel And Research Papers	16:30 Bus leave for dinner
18:30 -	<p>WELCOME RECEPTION THEME: THAI TOURISM FROM PAST TO FUTURE Room Srinakarin Hall Showcase of Dusit Thani College – Gracious Thai Hospitality</p>	<p>GRACIOUS HOSPITALITY FUNFAIR THEME: STREET FOOD AND THAI CULTURE at Dusit Thani College</p>	<p>GALA DINNER PARTY THEME: Graciously Chao Phraya River Cruise Bus pick up from Dusit Thani College</p>
Saturday 2 December 08:00- 12:00 POST CONFERENCE NETWORK EVENT: Royal Grand Palace & Emerald Buddha OR Bangkok Canal Tour			

Wednesday 29 November

09:00-09:30	Welcome and Opening Ceremony Room Srinakarin Hall © Prof. Sarote Phornprapha President of Dusit Thani College © Ms. Suphajee Suthumpun Group Chief Executive Officer of Dusit Thani Public Company Limited © Dr. Mario Hardy Chief Executive Officer of the Pacific Asia Travel Association (PATA) © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University		
09:30-10:30	KEYNOTES Room Srinakarin Hall Keynote Speaker Ms. Kobkarn Wattanavrangkul Minister of Tourism and Sports, Thailand		
10:30	10:30-11:00 BREAK AND NETWORKING		
11:00-12:30	GRACIOUS HOSPITALITY AND TOURISM: CULINARY ART AND GASTRONOMY Room Srinakarin Hall Chair: © Prof. Sarote Phornprapha Dusit Thani College © Ms. Suphajee Suthumpun Group Chief Executive Officer of Dusit Thani © 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. Ragnar Fridriksson MD World Association of Chef Societies (WACS) TBC		
12:30-	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 © Mr. Tanes Petsuwan, Deputy Governor for International Marketing, Tourism Authority of Thailand © Mr. Siradej Donavanik Assistant Director of Hotel Investment, Dusit International © Mr. Andrew Lennox CEO of Koh Thai Tapas, UK © Prof. Jafar Jafari, University of Wisconsin, USA	GASTRONOMY Chair Agnès Giboreau Room Srinakarin 2 Thanya Lunchaprasith (Silpakorn University, Thailand) Culinary Experience in Tourism Destination as Negotiation between Tradition and Modernity: insights from the traditional themed touristic market Natnaree Smith (Dusit Thani College, Thailand) Guidelines to promoting Gastronomy tourism through Thai Cooking Schools in Bangkok Chakrit Srisakun (Dusit Thani College, Thailand) Investigation of Gastronomy Tourism in case of Thailand's Street Food Nutrada Maimala (Phranakhon Si Ayutthaya Rajabhat University, Thailand) Service Marketing Mix Affecting to Gastronomic Tourism Motivation in Ayutthaya, Thailand Nalinee.p (Dusit Thani College, Thailand) Key Success Factors of Generation Y Entrepreneur in Food Truck business	
15:30-	15:30-16:00 BREAK AND NETWORKING		
16:00-17:30	TAT GRACIOUS HOSPITALITY AND TOURISM WORK SHOP at Dusit Thani College, Building 2	CULTURE Chair: Jafar Jafari Room Srinakarin 1 Chudkayapud Charoenpong (Dusit Thani College, Thailand) Gracious Hospitality in Thailand in View of Foreigners André Manuel Greiner (Assumption University, Thailand) Tourist perception of safety and security when visiting the Bangkok metropolis: a cross-cultural approach Noppadol Dharawanij (Rangsit University, Thailand) Chedi Hoi Temple, the Religious Tourism Destination of Pathum Thani Province Asnee Wangpittaya (Prince of Songkla University, Thailand) Factors affecting a Decision to start Islamic Health Care Service Business: A Case Study of Professional Female Masseurs in the Southernmost Provinces Wisissak Udommala, Community Participation in Homestay Business Management in Loei Province, Thailand	FOOD AND CULTURE Chair Mario Hardy Room Srinakarin 2 Melinda Villena-Tolentino (Lyceum of the Philippines University – Batangas) Food Safety Practices of Food Establishments: Basis for Policy Enhancement Kristine L. Mangundayao (Dusit Thani College, Thailand) Biological Activity of Thai Turmeric and Pandan Leaves and its Implications to Human Health Sumeth Junsuthonpoj (Dusit Thani College, Thailand) Using an extended theory of planned behaviour to explore a behaviour towards food waste of Bangkok youths Nakrob Narksuwan (Dusit Thani College, Thailand) Witches and Teachers: Pakistani Arts and Crafts: Artificial Rituals for Conservation and inherit Thai food Suwaluck Uansa-ard (Chiang Mai Rajabhat University, Thailand) Reviewing the Business Opportunities in Chiang Mai Halal Tourism Passara Wongsaitanom and Natnaree Smith (Dusit Thani College, Thailand) Halal food the new choice for consumers
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

<p>09:00-10:30</p>	<p>GRACIOUS HOSPITALITY AND TOURISM: EXPERIENCES AND CULTURES Room Srinakarin 1</p> <p>Chair: © Prof. Jafar Jafari, University of Wisconsin, USA Mr. Nadhavathana Krishnamra Director –General, Department of Protocol, Ministry of Foreign Affairs Thailand © 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</p>	<p>TOURISM CURRICULUM Chair Carlos Costa Room Srinakarin 2</p> <p>Jianwei Qian and Rob Law (Hong Kong Polytechnic University) Trends in Global Tourism Studies: An Analysis Based on the Publications in Tourism Management Sevillia S. Felicen (Lyceum of the Philippines University Batangas) The Hospitality Management Curriculum of ASEAN Countries Sayanon.S and Krit.V (Dusit Thani College, Thailand) Developing the Training of Preparation for Cross Cultural Working in Kitchen Department: In-Depth Interview of the Graduates, Dusit Thani College, Pattaya City Methaporn Income (Dusit Thani College, Thailand) Factors Related to Intensive Mathematics Learning Achievement of Dusit Thani College Olukemi Adedokun (Kwara State University, Malete, Ilorin, Nigeria) Exploring and Developing Possible Strategies through Organization Development Intervention (ODI) for Tourism Management Students' Academic Performance Achievement Improvement in Nigeria</p>	<p>SUSTAINABILITY Chair Pichaya Noranitiphadungkarn Room Library 1</p> <p>Michalis Toanoglou (Woosong University, South Korea) Implementation of Sustainability Policies in Hospitality Enterprises. A Strategic Challenge towards Business Competitive Performance. Raphipatr Chaopaknam1 and Watit Intuluck, (Dusit Thani College, Thailand) Corporate Governance Approach: the key to sustainability Pattamapirat Buntanaseth (Assumption University, Thailand) Sustainable of 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 Florence Anjali Garin (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 Potjaneer Nikornprasert (Dusit Thani College, Thailand) How to manage Environment of Hotels in ASEAN Green Hotel Standard</p>
<p>10:30-11:00</p> <p>BREAK AND NETWORKING</p>			
<p>11:00-12:30</p>	<p>COMPETITIVENESS: ENTREPRENEURIAL INNOVATION AND SUSTAINABILITY Room Srinakarin 1</p> <p>Chair: © Prof Cathy Hsu Chair Professor – Hong Kong Polytechnic University China © 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</p>	<p>TECHNOLOGY MANAGEMENT CHAIR Chirawut Kanogart Room Srinakarin 2</p> <p>Pariz.p (Dhurakij Pundit University, Thailand) Opinions and Confidence of Thai Consumers Towards Hotel Room Booking via Online Travel Agencies Antiga Prinyanilakul (Dusit Thani College, Thailand) Essential Digital Skills for Hotel Professionals in Thailand Susaraporn Tangtenglam (Maejo University, Thailand) Factors affecting exposure to travel information of second tier and third tier Chinese tourists travelling to Thailand Apichart Tilokskulchai1 (Chulalongkorn University, Thailand) Social Media and Mobile Service on Travel Experiential Values in Aging Tourists: A Conceptual Review and Perspective.</p>	<p>EDUCATION Chair : Puttithorn Jirayus Room Library 1</p> <p>Sarawut and Julaporn (Rattana Bundit University, Thailand) Relationship model factors affecting management success in private Higher Education administrators in Thailand Ceyhun et al.(Selçuk University,Turkey) Determination of Mersin Tarsus Ashabi Kefh Vocational and Technical High School Students' Thoughts Towards Tourism Sector a Alper ATEŞ1 (Selçuk University,Turkey) Student satisfaction in the tourism education: A comparison of Selçuk University and Necmettin Erbakan University Mehmet SAHIN, Alper ATEŞ, Ceyhun C. KILINC (Selçuk University,Turkey) Importance of Entrepreneurship Education in Tourism: Selçuk University Example Ece Omuris (Akdeniz University, Turkey) Mediation effect of pgsychological well being between perceived organisational climate and academic success</p>
<p>12:30-14:00</p> <p>KOH THAI LUNCH AND NETWORKING</p>			

Thursday 30 November

12:30-14:00-	LUNCH AND NETWORKING		
14:00-15:30	<p>WELLNESS AND WELL-BEING Chair: ©Prof. Carlos Costa University of Aveiro Portugal Room Srinakarin 1</p> <p>© Mr Tony Lai Singapore Institute of Management (SIM) Global Education © 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</p>	<p>TECHNOLOGY INNOVATIONS Chair Pattarawan Prasarnpanich Room Srinakarin 2</p> <p>Atichat Preittigun and Savanid Vatanasakdakul (King Mongkut's University of Technology Thonburi, Thailand and Macquarie University, Australia) Digital Transformation in Tourism Industry: Global Trend and Strategic Responses Meeporn Oeawpanich (Assumption University, Thailand) Social Media Impacts in Tourism in Thailand Chamaiporn Sridakam (Assumption University, Thailand) Optimizing the Applications of New Technologies in Restaurant Shaping the Future of Travel Visawat Roswarn (Dusit Thani College, Thailand) Using Data Mining Technique to Predict International Tourists' Satisfaction towards Bangkok Street Food</p>	<p>MANAGEMENT Chair Nick Pisalyaput Room Library 1</p> <p>Sevillia S. Felicen (Lyceum of the Philippines University Batangas) Employability of US Work and Travel (WAT) Participants H. Arif TUNÇEZ (Selçuk University, Turkey) Use Of Financial Analysis Techniques as a strategic management tool in tourism enterprises Chakrit Srisakun (Dusit Thani College, Thailand) The Mediating Effect of Organizational Structure on Leadership Styles and Organizational Performance: A Case Study of Hospitality Industry in Thailand Nitinai.R (Dusit Thani College, Thailand) Cross-Region Tourism of Urban Tourist in Thailand Jenasama Srihirun and Sasiphatr Pitirote (Dusit Thani College, Thailand) EMBOK's Conceptual Design model for Special Events in Gracious Hospitality in the Thai context</p>
15:30-16:00	BREAK AND NETWORKING		
16:00-17:30	<p>TCEB SHOW CASE: SMART MICE THAILAND Room Library 1,</p> <p>Mr. Weerasak Kowsurat, Chairman of the Board Thailand Convention and Exhibition Bureau (TCEB)</p>	<p>Development Chair Wiendu Nuryanti Room Srinakarin 1</p> <p>Vishal Pandey (Glasgow Consulting Group) Branding cities – A driver for Tourism Growth Surakiat.T (Dusit Thani College, Thailand) The Development of Service Competency for Creative Tourism Measurement tools in North Region under Thailand 4.0 Model Jantiwan Samati1 (Rajamangala University of Technology Srivijaya, Thailand) Homestay Tourism Management toward The Philosophy of Sufficiency Economy Maneerat Aroonrungsap (Assumption University, Thailand) Creative Tourism in Thailand: A case Study of Experiential Tourism at Baan Nam Chiew Community in Trat Province</p>	<p>Innovation Chair Sasiphatr Pitirote Room Srinakarin 2</p> <p>Eskişehir Osmangazi (Eskişehir Osmangazi University, Eskişehir, Turkey) The Impact of Crisis on Tourism: A Study on the Hotels in Antalya Chatwarun Ongkasing and Suddhiborn Setthitanand (Rangsit University, Thailand) Social Innovation Hostel for Thailand 4.0 Kananurack (Dusit Thani College, Thailand) Service Quality in Thailand 4.0 Phornthipha.n (Dusit Thani College, Thailand) Nang Noppamas: Deception - truth with historical fiction tourism</p>
18:30-	WELCOME RECEPTION at Dusit Thani College THEME: STREET FOOD AND THAI CULTURE		

Friday 1 December

09:00-10:30	<p>TOURISM AND HOSPITALITY RESEARCH PUBLICATIONS WORKSHOP Room Srinakarin 1 Coordinator © Dimitrios Buhalis Editor in Chief Tourism Review © Jafar Jafari Founding Editor Annals of Tourism Research © Perry Hobson, Journal of Vacation Marketing © Carlos Costa Editor Journal of Tourism & Development © Cathy Hsu Editor-in-Chief of the Journal of Teaching in Travel and Tourism</p>	<p>MARKETING Chair Yupin Patarapongsant Room Srinakarin 2 Phannaphat.S (Dusit Thani College, Thailand) Factors Affecting Tourism Demand at Chakngaew Community in Pattaya City Gawinrat.R (Dusit Thani College, Thailand) Analysis of Marketing Strategies for the Tourism Authority of Thailand's campaign Adithep (Dusit Thani College, Thailand) Guidelines for the Development of Special Events in Pattaya City, Chonburi Province Varaporn-Seasonality in Tourism in Thailand</p>
10:30-11:00	BREAK AND NETWORKING	
11:00-12:30	<p>GRACIOUS HOSPITALITY AND TOURISM TOWARDS 2030 Chair: ©Prof. Perry Hobson of Taylor's University, Malaysia Room Srinakarin 1</p> <p>© Dr. Mario Hardy CEO Pacific Asia Travel Association (PATA) © Mr. Thanabordee Vajarasthira Managing Director ITC, Thailand © Jackson Pek Vice President Amadeus IT © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University UK</p>	<p>WELLNESS Chair Kanjana Hannon Room Srinakarin 2</p> <p>Jutarat.p (Dusit Thani College, Thailand) Manufacturing and Development for Thai Spa Industry 4.0 Başak Oya Korap (Yalova University, Turkey) Criminal Liability for Artificial Insemination of Medical Treatment Facilities In Turkish Criminal Law Plernsin.K (Dhurakij Pundit University, Thailand) Medical Tourist opinions and behaviours: A case study of cosmetic surgery tourists in Bangkok Chompoo K. (Dusit Thani College, Thailand) Tourism promotion for mental health for the elderly Thanawan Sittithai The Model Development of Spa Businesses in Thailand to Create the Competitiveness in AEC Kawinpob Saipheth (Phranakhon Si Ayutthaya Rajabhat University, Thailand) Relationship among visitors' demographic characteristic, spa service quality and spa purchasing decision in Ayutthaya province</p>
12:30-13:00	<p>CONCLUSION & WAY FORWARD - CLOSING CEREMONY © Prof. Sarote Phornprapha President of Dusit Thani College © Prof. Dimitrios Buhalis Head of Department Tourism and Hospitality, Bournemouth University UK</p>	
13:00-14:00	LUNCH AND NETWORKING	
16:30-	<p>16:30 Bus leave for dinner DINNER PARTY THEME: Chao Phraya River Cruise</p>	

The organizer reserves the rights to make any changes to the program. Kindly noted that the date and order of paper presentations may be subjected to change

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