



1st International MICE Conference and Forum

29 - 30 August 2018

AMARI Watgate, Bangkok

Program & Schedule

ASEAN
MICE
EDUCATION HUB

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WELCOME **M e s s a g e**

ASEAN
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WELCOME

M e s s a g e

Sawasdee Krub

It is my great pleasure to welcome you to The 1st International MICE Conference and Forum which is a creative platform to lift up standards and share expertise about MICE into interesting presentation.

Thailand Convention and Exhibition Bureau or TCEB is a public organization that reports itself directly and under direct supervision of Thailand's Prime Minister Office. So in a way, we are also considered as government agency. Our core missions are to promote, support, and develop MICE industry in Thailand with the ultimate aim of making Thailand one of the preferred MICE destinations in Asia.

While there are series of program that were introduced and many are being produced, I have firm belief that one of most effective mechanic in driving the sustainable growth of the industry is through education. This is an exciting time for MICE education and we are facing a time of remarkable development, great challenges, and proactive corporation from both nationally and internationally.

In 2018, this is our first launching to offer opportunities for all academic partners to present their abilities and ideas through their paper and review articles related to MICE area. We use this conference to open for discussion and networking with an aiming to strengthen capabilities in all levels and in all involved parties.

On behalf of TCEB, as a leader of MICE Education Hub, I am confident that The 1st International MICE Conference and Forum will be a good beginning of many more good initiatives to support our MICE Education and shape our MICE future. I hope this will be an excellent opportunity to inspire MICE generation and continuing enhances our MICE Education Hub remains at top edge.

Be a part to empower MICE together

Thank you

Chiruit Isarangkun Na Ayuthaya

President

Thailand Convention & Exhibition Bureau



WELCOME

M e s s a g e



“Sawasdee krub.” Welcome to the conference!

I would like to welcome each of you to the 1st International MICE Conference and Forum here in Bangkok, Thailand. It is an exciting time as we continue to grow bigger and better each year. In addition, it is always my great pleasure to reconnect and see and meet many enthusiastic students, scholars, and industry partners at this conference.

We have achieved several of our initial goals since we began planning for this inaugural event, such as the 1st International MICE Undergraduate Conference in 2016 and the 2nd International MICE Conference in 2017. The purpose of our MOU between TCEB and UNT was to establish a framework for programs of exchange and collaboration in areas of interest and benefit to both participants. With successful outcomes and promising new initiatives of our MICE conferences during the Coach the Coaches in both 2016 and 2017 ; it has been our sincere desire to hold an independent convention and event conference. Now, we have reached an historical moment in our development. It is with great pleasure that we welcome you to the – “The 1st International MICE Conference and Forum 2018.”

I would like to take this opportunity to express my sincere appreciation to the organizers and in particular our partner, TCEB. The TCEB members have been working with us since the beginning of the planning stage and whom are still busy today at this inaugural conference. I am very grateful to the TCEB for their tremendous support over the last several years. Particularly, TCEB MICE Capabilities Department and their team who have put all of the programing materials together and engaged-You, for this wonderful event. I am personally truly appreciate your endless dedication to be the best in MICE industry. The 1st International MICE Conference and Forum 2018 could not have been possible without you!

Before closing, I would like to thank each of you again for attending our conference and bringing your experience, knowledge, and expertise to this venue. You, as students, scholars, and industry partners, are truly the true assets that will help us pave our way into the future, and we could not accomplish what we have and hold this first event without your passion, support, and dedication. I sincerely hope you will enjoy today and conference program over the next two days – meeting, sharing, learning, and enjoying!” Welcome each of you to the 1st International MICE Conference and Forum 2018!

Kob Kun Krub – Thank you!

Young Hoon Kim, Ph.D.

Associate Professor of Hospitality and Torusim Management

Co-Director of Sport and Event Management Laboratory at University of North Texas, USA

Profesor Afiliado del Claustro de Profesores, Escuela de Posgrado, CATIE Costa Rica



The logo for the 1st International MICE Conference and Forum. It features a network of grey lines and blue dots in the background. The text '1st INTERNATIONAL' is at the top. Below it, the word 'MICE' is written in large, bold letters: 'M' is orange with 'Meeting' written vertically inside, 'I' is green with 'Incentive' written vertically inside, 'C' is purple with 'Convention' written horizontally inside, and 'E' is red with 'Exhibition' written vertically inside. At the bottom, 'CONFERENCE AND FORUM' is written in a smaller, grey font.

1st INTERNATIONAL MICE CONFERENCE AND FORUM

About Us

The 1st international MICE Forum & Conference will be held in Bangkok, Thailand from August 29 to 30, 2018. The conference will be hosted jointly by the Thailand Convention and Exhibition Bureau (TCEB), University of North Texas (UNT) and MICE Academic Cluster as a strategic partner.

Objective

The main objective of the 1st international MICE Conference & Forum is to provide a platform for researchers, academicians, practitioners, as well as industrial professionals from all over the world to actively exchange, share, and challenge new ideas, applied experiences, state-of-the-art research, and case studies on MICE (Meetings, Incentives, Conventions, and Exhibitions/Events) and/or related MICE and Events industry.

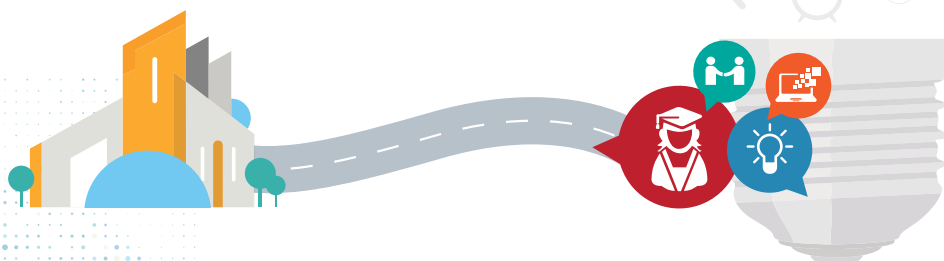
The conference invites conceptual and empirical research papers, and case studies on MICE related topics. Papers and presentations are expected to address both (but not limited in) the theoretical, methodological, and practical aspects of MICE.

29 August 2018

Time	Location	Description
09.00 - 09.30	Ballroom	Registration
09.30 - 09.45	Watergate Ballroom B,C	Welcome & Opening Remark by Supawan Teerarat , Senior Vice President, Strategic Business Development & Innovation, Thailand Convention & Exhibition Bureau
09.45 - 10.45	Watergate Ballroom B,C	Keynote Session : Global MICE industry and its implications to future MICE leaders by Michael Woody , Vice President of Community Relations & Development at Visit San Antonio, Texas
10.45 - 11.00	Foyer	Networking Break
11.00 - 12.00	Watergate Ballroom B,C	Panel Session : Are we on the right track for MICE education and students' career path? by • Orachorn Wongpan-ngam , Director of MICE Capabilities Development Department, Thailand Convention & Exhibition Bureau (TCEB) • Talun Theng , President of Thai Exhibition Association (TEA) • Sumate Sudasna , President of Thailand Incentive and Convention Association (TICA) • Sermkhun Kunawong , President of Event Management Association (EMA) • Dr. Young Hoon Kim , University of North Texas • Dr. Jin Young Chung , Incheon National University • Associate Professor Dr. Bongkosh N. Rittichainuwat , Siam University • Associate Professor Dr. Siriwt Buranapin , Chiang Mai University • Assistant Professor Lt. Dr. Kaedsiri Jaroenwisana , Silpakorn University • Dr. Sarinya Sungkatava , Mahidol University International College • Moderator : Dr. Pairach Piboonrungrong , Chiang Mai University
12.00 - 13.30	Amaya Room 4 th Floor	Lunch (Invited Only)
13.30 - 15.10	Watergate Ballroom A / Banglampoo Room	Paper Presentations Poster Session for undergraduate students
15.10 - 15.30	Foyer	Networking Break
15.30 - 17.10	Watergate Ballroom A / Banglampoo Room	Paper Presentations Poster Session for undergraduate students
18.00 - 20.30	Watergate Ballroom B,C	Welcome Dinner "Gatsby Night Society" (Invitation Only)

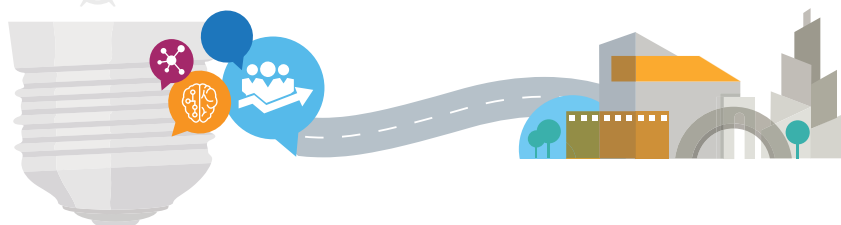
30 August 2018

Time	Location	Description
09.00 – 09.30	Ballroom	Registration
09.30 – 10.30	Watergate Ballroom B,C	MICE Education : From Classroom to Actual Conference Organizaion by Professor Sam Kim The Hong Kong Polytechnic University
10.30 - 10.45	Foyer	Networking Break
10.45 - 12.30	Watergate Ballroom B,C	Thailand MICE Youth Challenge 2018
12.30 - 13.30	Amaya Room 4 th Floor	Lunch (Invited Only)
13.30 - 14.30	Watergate Ballroom B,C	Closing Ceremony and Certificate Awarding
14.30 - 17.00	Post Tour	MICE & Tourism Resource inspection & Bangkok city area <i>(MRT Blue line under Chao-Phraya River construction process at Sanam Chai MRT Station, limitation seat / pre-registration on</i>



Paper Presentations

TIME	WATERGATE BALLROOM A	BANGLAMPOO ROOM
COMMITTEE MODERATOR	1. Dr. Young Hoon Kim 2. Assoc. Prof. Dr. Bongkosh N. Rittichainuwat 3. Dr. Wanamina Waehma Moderator : Dr. Patthareeya Lakpetch	1. Asst. Prof. Dr. Donruetai Kovathanakul 2. Asst. Prof. Lt. Dr. Kaedsiri Jaroenwisan 3. Dr. Sarinya Sungkatava Moderator : Dr. Tatiyaporn Jarumaneerat
13.30 - 13.50	A012 : A comparative case study on sustainable meetings; Gothenburg, Sweden - Nakhon Ratchasima, Thailand Presented by Achiraya Promlung	A014 : Consumer Behavior on Ko Yo Fabric buying Presented by Nichapat Boonyarat
13.50 - 14.10	A006 : An Investigation of Destination Images towards the MICE Industry: in Thailand Presented by Jiraporn Ampornpan	A007 : Key Success Factors of MICE Electronic Request for Proposal (eREP): A Case Study of Bangkok Hotels Presented by Assist. Prof. Dr. Kom Campiranon
14.10 - 14.30	A017 : Tourist Loyalty to a Local Event : A Case Study of Chiang Mai Yi Peng Festival Presented by Yu Tan	A011 : Active learning activities for the MICE Introduction Course Presented by Ilada Sartatatt
14.30 - 14.50	A009 : A Review of Religious Attributes for Halal MICE Tourism Business in Thailand Presented by Suwaluck Uansa-Ard	A025 : The Rise of Artificial Intelligence and the Fall of Employment in the Event Industry Presented by Krittika Kunupakan
14.50 - 15.10	A008 : Sustainable MICE City Prototype Development, Chiang Rai Province Presented by Anavin Suwanna	A016 : The Efficiency of Language Communication for MICE Industry Presented by Adithep Kampangseree
15.10 - 15.30	NETWORKING BREAK	
COMMITTEE MODERATOR	1. Dr. Young Hoon Kim 2. Assoc. Prof. Dr. Ranee Esichaikul 3. Dr. Pairach Piboonrunroj Moderator : Dr. Patthareeya Lakpetch	1. Dr. Jin Young Chung 2. Asst. Prof. Lt. Dr. Kaedsiri Jaroenwisan 3. Dr. Sarinya Sungkatava Moderator : Dr. Tatiyaporn Jarumaneerat
15.30 - 15.50	A020 : Future Trend of Exhibition : ICC HatYai Presented by Joshua Olayinka	A004 : Beyond the MICE Cluster: Crowdsourcing Platform for Hong Kong, the Innovation to Promoting MICE Buyer Market Experiences Presented by Asst. Prof. Dr. Donruetai Kovathanakul
15.50 - 16.10	A026 : Employee's Job Satisfaction Motivators in Destination Management Company (DMC) in MICE industry Presented by Parinya Nakpathom	A015 : Application for rental-space reservations to enhance service efficiency In Convention and Exhibition Center Presented by Chonkan Chomthong
16.10 - 16.30	A005 : The Analytical Hierarchy Process (AHP) in decision making for MICE Destination Presented by Nootchanate Kansamut	A002 : A Study of Guidelines for MICE Academic Cluster in Thailand Presented by Jantajit Thanasiri
16.30 - 16.50	A018 : The Readiness of Seminar Rooms in the Hotels to Support Songkhla MICE city Presented by Joshua Olayinka	A003 : Factors influencing foreign customers on selecting Hotel for MICE in Bangkok Presented by Chatchai Sirivaneepagorn
16.50 - 17.10	A013 : Sustainable Development for Greening Practices of MICE industry : A Case Study of Sampran Riverside, Nakorn Prathom Province Presented by Maneerat Sukkasem	A010 : The Provision of Islamic hospital service through the lens of Muslim and Buddhist employees in the MICE industry in southern Thailand Presented by Songsin Teerakunpisut



COMMITTEE

Structure

Academic Committee

- Dr. Young Hoon Kim, Chair of Academic Committee, Associate Professor of Hospitality and Tourism Management and Co-Director of Sport and Event Management Laboratory at University of North Texas
- Assoc. Prof. Dr. Bongkosh N. Rittichainuwat, Siam University
- Assoc. Prof. Dr. Ranee Esichaikul, Sukhothai Thammathirat Open University
- Asst. Prof. Lt. Dr. Kaedsiri Jaroenwisan, Silpakorn University
- Asst. Prof. Dr. Donruetai Kovathanakul, Khon Khaen University
- Dr. Sarinya Sungkatava, Mahidol University International College
- Dr. Wanamina Waehma, Prince of Songkla University
- Dr. Pairach Piboonrungraj, Chiang Mai University
- Dr. Jin Young Chung, Incheon National University International College

Hosted Committee: Thailand Convention and Exhibition Bureau

- Mrs. Supawan Teerarat, Senior Vice President Strategic Business Development and Innovation
- Mrs. Orachorn Wongpan-ngam, Director of MICE Capabilities Development Department
- Ms. Areerat Montreepreechachai, Senior Manager of MICE Capabilities Development Department
- Ms. Thanawan Watcharapantee, Senior Executive of MICE Capabilities Development Department

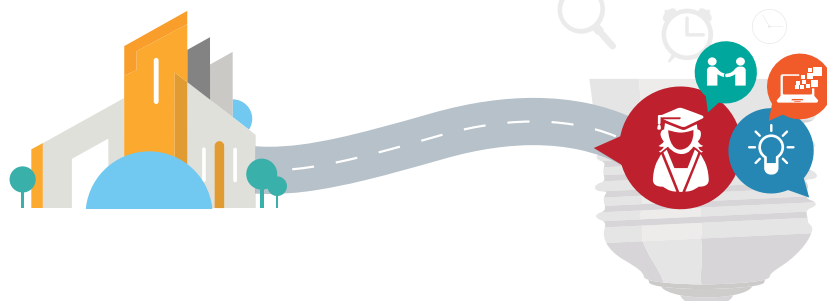
Industry Committee

- Mr. Sermkhun Kunawong, Chairman of Business of Creative and Event Management Association (EMA)
- Mr. Talun Theng, President of Thai Exhibition Association (TEA)
- Ms. Supawan Tanomkieatipume, President of Thai Hotel Association (THA)
- Mr. Sumate Sudasna, President of Thailand Incentive and Convention Association (TICA)
- Mr. Ittipol Sureerat, Business of Creative and Event Management Association (EMA)
- Mrs. Netnipa Sinjanakom, Business of Creative and Event Management Association (EMA)
- Mrs. Warapun Saphthanaudom, Business of Creative and Event Management Association (EMA)
- Mr. Nuttacom Rungrassamee, Thai Exhibition Association (TEA)
- Mrs. Premporn Saisaengchan, Thai Exhibition Association (TEA)
- Mrs. Prapee Buri, Thai Exhibition Association (TEA)
- Mrs. Marisa Sukosol Nunbhakdi, Thai Hotel Association (THA)
- Mr. Surachet Worawongwasu, Thai Hotel Association (THA)
- Mrs. Choo Leng Goh, Thailand Incentive and Convention Association (TICA)
- Mrs. Kritsanee Srisatin, Thailand Incentive and Convention Association (TICA)
- Mr. Patom S'prayoon, Thailand Incentive and Convention Association (TICA)
- Assoc. Prof. Rome Chiranukrom, Acting Vice President for International Relations and Alumni Affairs, Chiang Mai University
- Dr. Sarote Phornprapha, Rector of Dusit Thani College
- Assoc. Prof. Dr. Pensri Jaroenwanit, Dean Faculty of Business Administration and Accountancy, Khon Kaen University
- Asst. Prof. Dr. Peerapat Yangklang, Dean Faculty of Management Science, Silpakorn University
- Asst. Prof. Dr. Bussabong Chaijaroenwatan, Dean Faculty of Management Science, Prince of Songkla University
- Dr. Surapit Promsit, Director of Master of Business Administration Program in Global Business Management (International Program), Thammasat Business School
- Mr. Samran Sonpuing, Senior Vice President Inspection Body Dept. Management System Certification Institute (Thailand)

POST Event

MICE & Tourism Resource Inspection & Bangkok City Area

*(MRT Blue line under Chao-Phraya River construction process
at Sanam Chai MRT Station, limitation seat / pre-registration only)*



KEYNOTE

Speaker

Global MICE industry and its implications to future MICE leaders



Michael Woody

Vice President
Community Relations & Development
Visit San Antonio, Texas

Biography:

Michael Woody is the Vice President of Community Relations and Development for Visit San Antonio where he leads government and military relations, member relations and development, local and regional media, professional development and research. He has more than 30 years of leadership experience in hospitality and tourism with an emphasis on operations, sales, marketing, communications and public relations. Most recently this has included executive management positions in hospitality development and consulting, and leadership roles as the Chief Operations Officer at Meeting Professionals International and the Assistant Executive Director at the Grapevine Convention and Visitors Bureau. He has also worked for American Airlines as the publisher of the in-flight collection of magazines, overseeing American Way, Celebrated Living and American Airlines Nexos as well as the custom publishing portfolio of magazines. In addition, his background includes management positions with national restaurant chains and global hotel brands. Michael holds a Bachelor of Science in Hospitality Management from The University of North Texas where he currently serves as the Chair of the Board of Governors for the College. Michael also serves on the Board of Advisors for the University of Houston Conrad N. Hilton College of Hotel and Restaurant Management.

PANEL

Session



Orachorn Wongpan-ngam, CEM, CIS, SEP, EMD

Director of MICE Capabilities Development Department
Thailand Convention & Exhibition Bureau (TCEB)



Biography:

Orachorn has more than 21 years of direct experience in MICE sector especially exhibition industry. She started from a small role and worked her way up to become a Group Project Manager (GPM) at Reed Tradex, a member of Reed Exhibitions in Thailand; therefore, she has learned every aspect there is in the exhibition industry. In the GPM capacity, she was in charge of overall success of trade events in alignment with the company's strategies in terms of financial, operational excellence, and customer satisfaction. She supervised teams in Thailand and Vietnam.

With her extensive experiences, including her post as a Duty Manager for Corporate Garden and Performance and Activities in "Royal Flora," an A1 international horticultural exposition which was held for three months in Chiang Mai from 2005 - 2006, and four years as Senior Manager of MICE Capabilities Department, Thailand Convention & Exhibition Bureau (TCEB), Orachorn has taken on the role of Director of the department. Her experiences in partnership and MICE certification program development complemented by her passion in grooming human capital for the industry and escalating the country to global standards, Orachorn is in charge of overall planning and strategizing the entire development of Thailand's MICE industry. She is determined to drive the country's MICE Capabilities forward through content development, knowledge-based management, networking expansion, MICE education and competitiveness enhancement, global standards reinforcement, and sustainability concept implementation in Thailand's MICE industry.

PANEL Session



Sermkhun Kunawong
Group CEO, CMO Group
Chairman, The Business of
Creative and Event Management
Association (EMA)

Biography:

“Sermkhun Kunawong” founded “CMO Group” in 1986 as a leader in event management and event supply industry. CMO Group’s subsidiaries includes “PM Center” (event management supply center), “The Eyes” (multi-media & production house), and “Expo Tech” (utilities service provider). The company was listed on Thailand Stock Market with registered capital of US\$4.4 million in 2004.

Furthermore, he was the founder and the first president of “Business of Creative and Event Management Association”. Example of renowned events under his supervisions are “The Golden Heritage of the Rattanakosin Era in Honor HM the King’s 72nd and 84th Birthday”, “River of King III - V”, “The Regent of Angkor Wat”, “Hua Hin Jazz Festival” and management of 8 pavilions in the recent “BOI Fair 2011”

Notable Achievements;

- 2000 Founder and Director of “Wat Arun Festival”
- 2001 Director of “The Golden Heritage of the Rattanakosin Era in Honor HM the King’s 72nd Birthday” at the Grand Palace
- 2002 Director of “River of King III-V”
- 2006 Director of “The exhibition in Honor of His Majesty the King for 60th Anniversary Celebrations of His Majesty Accession to the Throne” at Impact Muangthong Thani (60,000 square meters)
- 2006 Organized and managed various activities at “The Royal Flora Expo 2006” in Chiang Mai
- 2006 Founder and Director of “Hua Hin Jazz Festival”
- 2007 Director of opening and closing ceremonies of Universiade at Thammasart University, Rangsit Campus
- 2008 Founder and Director of “The Legend of Angkor Wat”
- 2011 Director of “The Golden Heritage of the Rattanakosin Era in Honor HM the King’s 84th Birthday” at the Grand Palace
- 2011 Managed and organized 8 pavilions in “BOI Fair 2011”
- 2012 Rebrand CM Organizer into “CMO PLC.”, a creative management company, in preparation for the upcoming establishment of AEC
- 2013 Founder and Director of “Sea Game Lucky Card Campaign” TVC 2013 at Myanmar
- 2015 Founder and Director of Imaginia Playland at Emporium Bangkok
Managed and organized “Emquartier.Emdistrict 3D Projection Mapping”
- 2016 Organized and managed of “Yen Sira Phro Phra Bori Ban exhibition” to honour late King Bhumibol at Sanam Luang.

PANEL

Session



Talun Theng, CEM, EMD
President of Thai Exhibition
Association (TEA)

Biography:

He is remarkably hospitable, value-driven and professional, offering 30 years of experience in hospitality and venue management. Verifiable track record in increasing performance through dynamic leadership and strategic planning in areas of marketing and operation. Excel in guiding team spirit to deliver the best solution to customers and deliver satisfactory services. Offer international experience in managing hotel and resort, convention and exhibition center, arena and cultural center taken into account various aspects of venue management, logistic and crowd control, and crisis management.

Further more, he has the certification from The Sustainable Events Professional Certificate Course, CMP Boot Camp, The Certified in Exhibition Management™ (CEM), The Exhibition Management Degree (EMD)

The current role is President of Thai Exhibition Association as well.



Sumate Sudasna
President of Thailand Incentive
and Convention Association
(TICA)

Biography:

Sumate began his career in the hospitality industry in 1972 at leading hotels in Bangkok, starting at the Dusit Thani. In 1982 he joined Diethelm Travel as Incentive and Convention Manager and has since been in the destination management and professional convention organising business for 3 decades. He has been on the TICA - Thailand Incentive and Convention Association board of directors since its early years and is the current President of the association, being the first from the private sector. He had been the principal contact for the late SITE Thailand Chapter for over 12 years and has been a member since 1987.

In 1993 he was awarded World Incentive Travel Personality for Asia by the organisers of IT&ME and EIBTM and in 1995 was named SITE Member of the Year.

The company he founded in 1988, Conference & Destination Management (CDM) serves the incentive market worldwide, and also functions as a full service Professional Congress Organiser, servicing international meeting events in Thailand.

PANEL Session



Dr. Young Hoon Kim
University of North Texas

Biography:

Dr. Young Hoon Kim is an educator, consultant, speaker, and researcher in the Convention and Event Management. He is currently serving as an associate professor in the Department of Hospitality and Tourism Management at the University of North Texas. He travels more than 100,000 miles every year to reach out to inspire students, consult with clients, and explore new findings with researchers in the field. His primary research focus is community engagement for the destinations, as structured through convention and visitor bureaus and other community organizations. He has published approximately 200 articles, book, book chapters, and conference proceedings. Currently, he is involved in several projects including “A Destination Development; A Case Study of DMZ in Korea,” “and the “Buddhist and Temple Tourism”, and “Sport Event and Its Social and Economic Impact.” Dr. Kim has served on the editorial board member for journals; as a reviewer for more than ten leading hospitality, tourism, and business journals; as a reviewer for national and international conferences; and as editor of a book review. As an extension of his scholarly work, he has partnered with many national and international convention and visitors bureaus to enhance local community development. As a co-director of international sport and event management laboratory (iSEM) at UNT, he has been actively involved in many research projects and built a strong with industry partners. In addition, he has been actively engaged in many “Community Engaged Sustainability and Tourism” projects with my ccmnnity CATIE in Costa Rica. Recently, he received the UNT Foundation Community Engagement Award which recognizes one UNT faculty whose careers are marked by sustained activities that systematically and effectively advance mutual university-community engagement. He lives in Denton, Texas with his lovely wife Sunny and two daughters, Ah-young and Ha-young.

PANEL

Session



Associate Professor
Dr. Bongkosh N. Rittichainuwat, CEM, EMD
Siam University

Biography:

Bongkosh N. Rittichainuwat, Ph.D., CEM, EMD, is program director and associate professor of the International Program in Hotel & Tourism Management at Siam University, Bangkok, Thailand. Dr. Bongkosh received her Bachelor of Arts with honor from Chulalongkorn University, Bangkok, Thailand, Master in Hospitality Management from the Conrad N. Hilton College, University of Houston, Houston, Texas, USA, and Ph.D. in Hospitality Management from the School of Hotel and Restaurant Administration at Oklahoma State University, Oklahoma, USA. In 2013, she received an outstanding alumna award from the School of Hotel and Restaurant Administration at Oklahoma State University. Her research interests are in the area of convention and exhibition, and Thailand's tourism. She has published papers in *Annals of Tourism Research*, *Cornell Hospitality Quarterly*, *Journal of Convention and Exhibition Management*, *Journal of Hospitality and Tourism Research*, *Journal of Quality Assurance in Hospitality and Tourism*, *Journal of Travel Research*, *Journal of Travel & Tourism Marketing*, *Journal of Vacation Marketing*, and *Tourism Management*. She has served on the editorial board of the *Journal of Travel and Tourism Marketing*, *Journal of Hospitality and Tourism Research*, *Tourism Management Perspective*, and the *Asia Pacific Journal of Tourism Research*. She is also the author of the book: *Special Interest Tourism*, 3rd edition, Newcastle upon Tyne, United Kingdom: Cambridge Scholars Publishing. She is the chair of the hotel and tourism committee at the Association of Thai Private University Association. Dr. Rittichainuwat is also the Director of Research of ApacCHRIE and is a board member of Asia Pacific Travel Association. She is the founder of the World Conference on Hospitality, Tourism, and Event Research. She has been invited as speaker at trade and academic conferences in South Korea, Hong Kong, Indonesia, Macau, Malaysia, the Philippines, Taiwan, and Thailand. She is a supporter of the Thai Elephant Conservation Center's Elephant Hospital Lampang.

PANEL Session



**Associate Professor
Dr. Siriwt Buranapin**
Chiang Mai University

Biography:

Associate Professor Dr. Siriwt Buranapin is now the Dean of Faculty of Business Administration and Board of Director of University Council at Chiang Mai University. Outside CMU, he has served at various national-level board members, to name a few, Member of Strategy Development and Policy Sub-Committee and Monitoring Board Member of Chiang Mai International Exhibition and Convention Centre, Chiang Mai Creative City Committee, Sub-committee Member of Northern Thailand Food Valley and Northern Innovative Startup of Thailand Innovation Agency (Public Organization), a Council Member of Nation University, a Chairman of Board of Director of Nim Express Company, one of the Thai major logistic companies, as well as Audit Committee and Chairman of Nomination and Remuneration Committee of Srisawad Finance Public Company Limited (BFIT) listed in The Stock Exchange of Thailand. Dr. Buranapin received his Doctor of Business Administration from Boston University and Master of Science from Massachusetts Institute of Technology (MIT). He published 3 books on Strategic Management and various articles in academic journals and editorial periodicals. His 2017 article on introducing “Learning Platform” in response to demand for the 21st Century Skills is one of the most cited articles for business education (<https://goo.gl/2zkMc8>).



Dr. Jin Young Chung
Incheon National University
International College

Biography:

Jin Young Chung, Ph.D. is currently teaching tourism and M.I.C.E. in the Department of International Business and Trade at Incheon National University (INU), South Korea. Before joining INU, Dr. Chung taught tourism at Texas A&M University and University of Wisconsin at La Crosse, U.S.A. His research interests primarily focus on international tourism and tourist behavior. His academic works have been published in journals like Tourism Management, Annals of Tourism Research, Journal of Travel Research, and Journal of Travel & Tourism Marketing. At INU, he teaches the introduction to MICE industry, Global Business and Tourism, and Service Business.

PANEL

Session



**Assistant Professor Lt.
Dr. Kaedsiri Jaroenwisan,
CEM, CIS**
Silpakorn University

Biography:

Kaedsiri Jaroenwisan (CEM and CIS) is Assistant Professor at the Silpakorn University (SU). She developed a curriculum called Event management. Before joining the academic group in SU in 2014, she was the director of Master's degree in Tourism Management and the founder of MICE Management program at Faculty of Management Sciences, Prince of Songkla University (PSU) where she had been working for 20 years. Dr. Kaedsiri Jaroenwisan has significantly contributed to conducting MICE curriculum for educational institutions in Thailand. She is also a part of MICE Academic cluster founder and a course board of MICE Capabilities at Thailand Convention & Exhibition Bureau (TCEB).



Dr. Sarinya Sungkatava
Mahidol University
International College

Biography:

Dr. Sarinya Sungkatavat (B.Arch., M.B.A., Ph.D.) is currently a program director of Master of Management in International Tourism and Hospitality Management at Mahidol University International College. She is also a licensed architect. She has led and hosted over 100 successful events in the U.S. and has been involved in many more in both the U.S. and Thailand. Dr. Sungkatavat has also initiated many activities, projects and events that help enhance teaching and learning environment at her university and others such as Destination Marketing and Management Project for Naka-Sorachi, Hokkaido which is a collaboration project with the local tourism organizations in Hokkaido. She is also a project head, an editor and one of the authors of "EVENT101", a collaborative project among public, private and educational sectors to develop a textbook in both Thai and English about special events. Currently, Dr. Sungkatavat is teaching courses in Revenue Management, Event Design, MICE 101, Destination Marketing and Management, International Destination Study and Experience, Lodging Facilities Design, Research Methodology and Data Analysis.

PANEL

Session



Dr. Pairach Piboonrungrroj,
CMP, CIS, CEM
Chiang Mai University

Biography:

Dr. Pairach Piboonrungrroj is the founding Director of MICE Excellence Centre, Chiang Mai University, the first Centre of Excellence in MICE in Thailand. Dr. Pairach is a Certified Meeting Professional (CMP) by the Event Industry Council, Certified Incentive Specialist (CIS) by Society for Incentive Travel Excellence (SITE) and a Certified Exhibition Professional (CEM) by International Association of Exhibitions and Events (IAEE). He is also appointed as a member of Chiang Mai MICE city development committee by the governor of Chiang Mai. His MICE Research interests include MICE destination competitiveness and marketing, impacts of the MICE industry and event planning and marketing. Dr Pairach is a speaker in various MICE events including IT&CMA where he lead the Chiang Mai and Lanna MICE team to show case their MICE products and services.



GUEST Speaker

MICE Education : From Classroom to Actual Conference



Professor Sam Kim
The Hong Kong Polytechnic University

Biography:

Prof Sam Kim received Master of Science and PhD in Recreation, Park and Tourism Sciences from the Texas A&M University in 1996 and 1999, respectively. Prof Kim's main research interests include destination marketing, convention/event, and tourism impacts. He is one of the most prolific authors in the tourism and hospitality academia. He is a Director of Education of APacCHRIE Association and serves on the Editorial Board of multiple international journals. He has received research fund of exceeding US\$1 million from more than 30 public or private grants.



HOTEL

Map Site

AMARI WATERGATE BANGKOK



Amari Watergate Bangkok

Transport:

Makkasan Airport Link

Rajthevi BTS Station

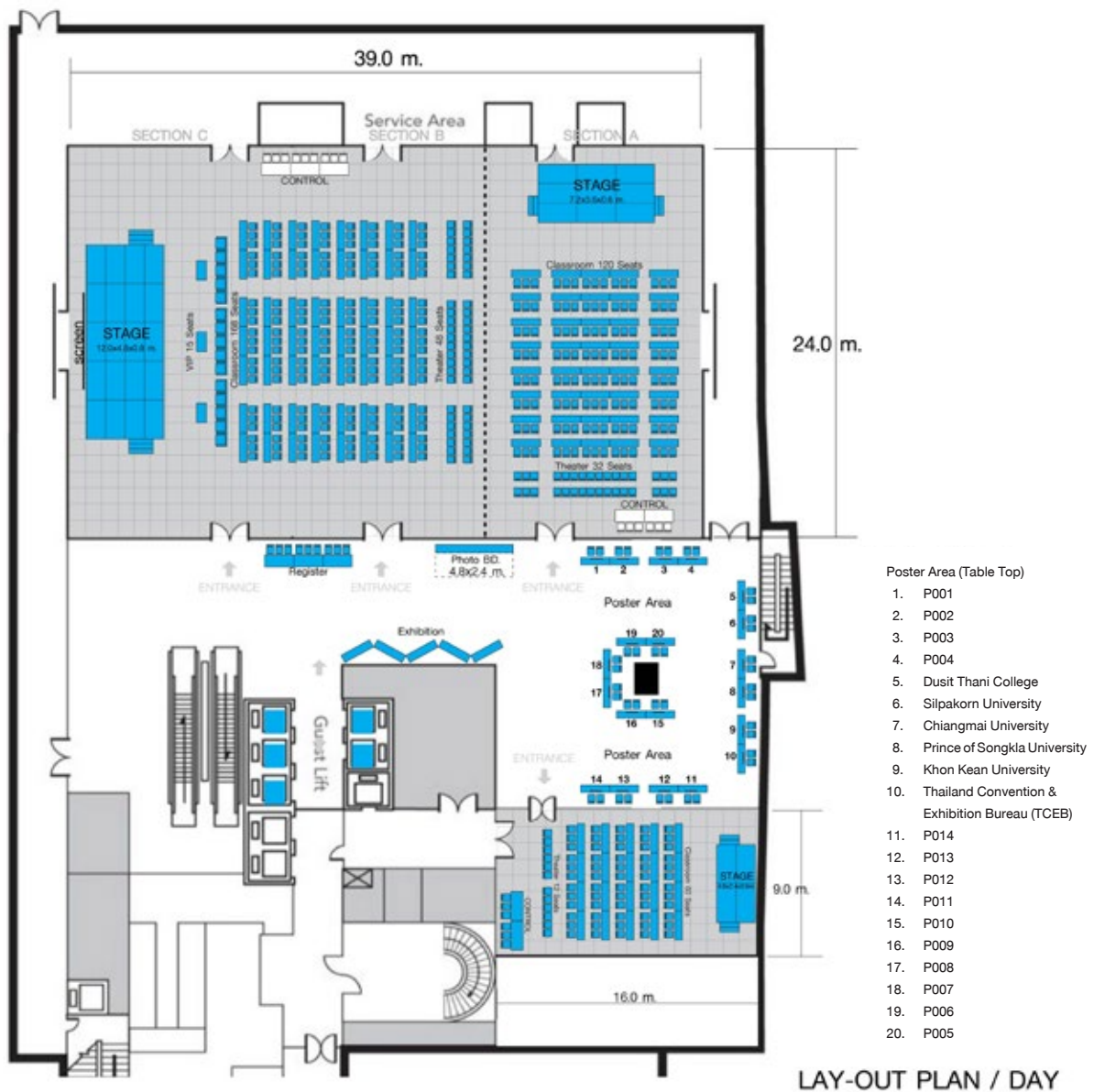
Nearby:

- Platinum Shopping Mall
- Pantip Plaza
- Central World
- Gaysorn plaza
- Siam Paragon
- Erawan Shrine

GPS: 13°45'3.62"N 100°32'26.39"E

CONFERENCE ROOM

Floor Plan



LAY-OUT PLAN / DAY





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