

International Conference on GMS Tourism
on January 22 –24, 2010
At Hua-Hin Grand Hotel and Plaza, Hua-Hin

Organized by



**In cooperation
with**



January 22,2010

Dinner Talk on and Background of Foundation for International Human Resource Development (FIHRD)

by **Prof. Dr. Chira Hongladarom**
Secretary-General of Foundation for International Human Resource Development



Speeches by Heads of Delegation

<p><i>Ms. Touch Angousspheap</i> <i>Sales Manager</i> <i>Sunway Hotel Phnom Penh</i></p>	<p><i>Ms. Gao Ju</i> <i>Dean</i> <i>Department of English for Tourism</i> <i>School of Foreign Languages</i> <i>Yunnan Normal University</i></p>	<p><i>Ms. Darany Phommavongsa</i> <i>Deputy Director</i> <i>Tourism and Hospitality</i> <i>Training Center</i> <i>LNTA</i></p>

<p><i>Daw Kyi Kyi Aye</i> <i>Consulting Expert</i> <i>Ministry of Hotels and Tourism,</i> <i>Myanmar</i></p>	<p><i>Mr. Pham Quang Hung</i> <i>General Director</i> <i>International Cooperation Department</i> <i>Vietnam National Administration of Tourism</i></p>

Cultural Shows



Welcome Dinner



January 23, 2010

Opening Ceremony

**Report to Chairman By Prof. Dr. Chira Hongladarom, Secretary-General
Foundation for International Human Resource Development**

His Excellency, the prime minister, delegates from GMS, the Governor of Prachuabkhirikhan Province, co-organizers, board members of Foundation, participants, ladies and gentlemen.

First of all, on behalf of the foundation, I would like to express my deep appreciation and thanks to His Excellency the Prime Minister of Thailand for presiding over and deliver the opening speech.

May I also extend my greetings to GMS delegates of 6 countries.

The philosophy of the foundation is to encourage and share knowledge among neighbor countries with mutual understanding, trust and mutual respect.

In the first five years, 5 international Leadership Forums were organized inviting experts and government and private sector, academic from developed and developing countries including GMS countries.

- The theme is about Globalization and its impact on people. In the other words, if we want to survive in the Globalized World, we must develop human resources.
- The last two Leadership Forum in 2003 – 2004, we introduce the concept of King Philosophy of Sufficiency Economy in which
 - ❖ Middle path and Self-immunity
 - ❖ Reasonableness were introduced.

The key to the survival of people from impact of globalization.

- The next 3 years, the foundation has conducted several workshop on Globalization, Agriculture, Tourism and King Philosophy in Cambodia, Vietnam, Kunming, and Myanmar. Several delegates especially from Cambodia visited the King Projects in Thailand to observe the real case studies.
- The third phase is about tourism and human resources.
- 2008 – Myself and team of researchers went to Kunming, Laos, Cambodia to conduct research and feasibility study of the importance of tourism sector and the need to upgrade human resource. The Foundation also conducted seminar in Thailand and Myanmar in human resource requirements.
- 2009 - The Foundation has conducted training for government, private sector and academics in 3 GMS countries.
 - ❖ Kunming – Thai language for Chinese guides.
 - ❖ Laos – Mainly in Human Resource and leadership areas.
 - ❖ Cambodia – Finance, Marketing, IT and Human Resources.
- This conference, which Excellency the Prime Minister is kind enough to participate and preside over is to discuss the results of the research and training needs and learn from one another to map out the future strategies in human resources and tourism sector. Each country training lasted 5 days about 40 representatives consisted of government, private sector and academic attended.

- The key success is using the new learning methodology, where active participation with experts from Thailand.

In addition, we invite ADB representatives to share their experiences in managing training in GMS and in the future we can work together. At the end of the conference, six countries representatives will sign MOU to explore future activities and the Foundation will publish the results both in English and Thai for further reference.

Your Excellency,

Under your leadership, Thailand can play our important roles in GMS region, especially in Human Resource Development, We at Foundation is a private Foundation and is willing to work with government and other agencies both in Thailand and overseas to upgrade HR in tourism or other sectors for GMS countries.

Finally, I would like to take this opportunity to thank

- ❖ Your Excellency for your presence
- ❖ Thailand International Development Cooperation Agency (TICA) of Ministry of Foreign Affairs and the Ministry of Sport and Tourism.
- ❖ The Governor of Prachuapkhirikhan Province, Mr. Weera Sriwathanatrakoon and his team.
- ❖ The Mayor of Hua – Hin (Khun Chira)
- ❖ The Stamford International University
- ❖ Thailand Management Association (TMA)
- ❖ The Thai Chamber of Commerce
- ❖ Integrated Human Development Center (IHDC)

May I now have the honor to request his Excellency the Prime Minister to deliver the opening speech and declare the conference open.

Welcome Address by the Governor of Prachuapkhirikhan Province



Prime Minister Abhisit Vejjajiva, Distinguished GMS delegates, participants, Ladies and Gentlemen;

It is a great honor for me to be invited to the International Conference on GMS Tourism organized by Foundation for International Human Resource Development.

On behalf of Prachuapkhirikhan people, I would like to extend cordial greetings and a warm welcome to Prime Minister Abhisit Vejjajiva and all

participants especially those who have traveled a great distance from your countries to be here in Hua-Hin, Royal's Beach Resort and Prachuapkhirikhan today.

We are very proud to be selected for international meeting's location once again.

Hua-Hin is a famous beach resort and the first beach resort of Thailand more than 100 years. It begins at the construction of a railway station in the city as part of the Southern Railroad in the reign of King Rama V. And then King Rama VII built a Summer Palace named Klai Kangwon Palace so Hua-Hin was transformed the village into a high-society resort town for royalty. Even today, the Royal Family continues to reside at the Palace for part of the year.

Hua Hin's consequence came with the opening of the Railway Hotel, an elegant Victorian-style resort hotel, and also the country's first standard golf course. A cluster of royal and high-society residences gradually became more visible resulting in the transformation of the whole village into the first seaside resort of the country.

Nowadays, Hua Hin is a well-established beach destination with word-class facilities coupled with a true sense of Thai hospitality. Despite its expansive growth and development as a luxurious destination, the splendor of Hua Hin remains intact.

The famous attractions in Hua-Hin are beaches and Hua-Hin Railway Station with Plab Pla Phra Mongkut Klao, the royal train plat form for His Majesty the King.

Besides, Hua-Hin, I would like to introduce you other interesting places in Prachuapkhirikhan. Prachuapkhirikhan possesses many interesting attractions such as beach, island, forests, national parks, and mountains and many activities such as diving, spa, wellness, golf and also many events like Hua-Hin Jazz Festival and Food Festival.

Prime Minister Abhisit Vejjajiva, Distinguished GMS delegates, participants, Ladies and Gentlemen;

I would thank all for visiting Hua-Hin, Prachuapkhirikhan and hope that this International Conference will have great success.

I am looking forward to your next visit here again soon.

Thank you.

**Report to Chairman by Prof. Dr. Chira Hongladarom,
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Opening Remarks by H.E. Mr. Abhisit Vejjajiva, Prime Minister of the Kingdom of Thailand



Distinguished Delegates from the GMS, Ladies and Gentlemen,

It is an honour for me to be invited to deliver opening remarks at the International Conference on GMS Tourism and Human Resource Development in Hua Hin today.

First of all, I would like to extend my cordial greetings and a very warm welcome to all participants, especially those who have kindly taken the time to travel from GMS countries to be here. Hua Hin is a special resort town and, as we have just heard from the Governor earlier, has a long history and has been famous as a tourist destination for Thai people. And despite, perhaps, the choices that visitors have as far as Hua Hin is concerned, for me I come here often just for watching sunrise and

sunset. It is also increasingly recognised as a venue for international meetings. Last year alone, Hua Hin played host to two ASEAN Summits, among others. So, I hope you will enjoy your stay here; and I also hope that the GMS activities are going to be a “sunrise” for all of us.

Your presence underscores the spirit of partnership that has brought us together to address many challenges that our countries face together. These challenges require closer regional and international cooperation in terms of networking and partnership. In this regard, I greatly appreciate the initiative that the Foundation for International Human Resource Development has taken in organising this conference today.

Personally, I have known the Foundation for a long time. The Foundation was established in 1999 by the Royal Thai Government. During that time it was founded to strengthen mutual trust, respect and understanding through building linkages and sharing knowledge with other countries in the region, focusing in particular on human resources development, especially in key economic sectors of the region and sub-region.

I am pleased to see that in the last ten years the Foundation has conducted many activities for the GMS region, and several times I participated in these activities myself. For instance, in the first five years, five international seminars called “Leadership Forum”, which dealt with globalization and its impacts on people, were organised successfully. And during the past three years, the Foundation has organised workshops and seminars, especially on His Majesty King Bhumibol Adulyadej’s Sufficiency Economy philosophy and on globalization, in several GMS countries, including Cambodia, China, Vietnam and Myanmar.

Ladies and Gentlemen,

Human Resource Development is crucial for every development sector in the GMS countries, particularly for a highly dynamic sector like tourism. With this in mind, in 2008 Thailand International Development Cooperation Agency (TICA), Ministry of Foreign Affairs supported the Foundation in its study of the research and training needs on Human Resources in GMS Tourism Sector. This Conference is an implementation follow-up to this study. And at this Conference, we will have the opportunity to hear reports on the results of trainings which were conducted in three GMS countries, namely: Laos, Cambodia and China and explore further works in the next phase in tourism and human resources.

As we know, the GMS area is rich in cultural heritage and natural resources with a diversity of climate types and landscapes. These include the glacial mountain landscapes of the north rising to 6,000 metres, the river basins of the Mekong and Irrawaddy, the heavily dissected plateau areas of Thailand and Myanmar, the ancient flood plains of Cambodia, the coastal plains of Vietnam, the coastal areas and islands off the shores of Vietnam, Cambodia, Thailand and Myanmar. These landscapes support a highly diverse, unique and threatened array of flora and fauna whose richness and importance in terms of biodiversity have been internationally recognised. However, without skilful and hospitable workforce in the tourism industry, our natural beauty and cultural heritage would not be brought to life, and our great history would be left untold.

According to the World Tourism Organization, the Asia Pacific region, of which the GMS forms a very important part, has been the fastest growing tourism

destination in the world. And based on the organisation's forecasting studies the total number of international visitors is likely to increase to around 1 billion arrivals by this year in the Asia-Pacific region, and 1.6 billion arrivals by the year 2020.

In line with this trend tourism in the GMS has registered an annual increase of 8 percent in recent years, of course with each nation in the GMS contributing to this increase. Although last year in Thailand, like all other countries, was hit hard by the global economic recession with a drop of tourists around 20-30 percent at the beginning of the year, we have clearly bounced back by putting into operation several tourist-oriented initiatives and incentives. At the same time, my Government has been looking to expand our tourism industry via diversification of our tourism sector and services in the areas of medical tourism, eco-tourism and sports tourism. So last December, last month, the number of tourists in Thailand was an all-time high -- 1.6 million in one month. And this has made the total number of incoming tourists to Thailand last year stand at 14 million.

In order to cater for the growth in tourism sector in the GMS area, transportation projects like North-South and East-West economic corridors are already in place to generate greater flows of tourists within the Greater Mekong Sub-region countries. And, of course, in one of the summits that was held in Hua Hin last year, the ASEAN and Related Summits where we talked to our Dialogue Partners, we have placed great emphasis on connectivity.

Ladies and Gentlemen,

The GMS is impressively characterised by both similarities and contrasts – a characteristic which has served as a main attraction of our sub-region. The conference, which begins today and will last until tomorrow, will serve as a platform for all of us to work together towards achieving our shared goals and meeting the challenges we are facing. Our common concerns are numerous, including poverty reduction, environmental conservation, knowledge and skill sharing, and many more may be discovered during the Conference.

In the meantime, I understand that the Conference's primary goals are to review activities which have already been undertaken and outline the way forward to benefit human resources development in the GMS tourism sector in the long run. It will certainly strengthen our capacity as a group to move forward solidly with a view to increasing our capability to compete with other regions.

I hope that at the conclusion of the Conference, the six GMS countries will map out future human resource development policy to generate more cooperation to ensure long-term sustainability of our tourism sector. To this end, I would like to see more cooperation in bringing in more tourists from outside and within the GMS to come and experience our national heritage and natural beauty. I would also like to see more information technology being used to facilitate bookings for holidays and hotels; more linguistic training for tour guides and those who work in the tourism industry so that they can improve their communication skills. It is also important to have education programmes that enable us to have better understanding and attitude towards each other as well as to appreciate our respective cultures and traditions.

Ladies and Gentlemen,

The GMS area has a great potential in the tourism sector. We are blessed with natural resources and cultural heritage which are truly and uniquely astounding. If all

of the countries in the GMS join hands in unleashing this great potential and equip our tourism workforce with appropriate skills and attitude, the GMS will no doubt be one of the most attractive and popular tourist destinations in the world for many years to come.

In closing, I would like to once again thank the Foundation for International Human Resource Development, and the co-organisers of the Forum like the Ministry of Foreign Affairs, through TICA, and Ministry of Sports and Tourism, for their efforts in gathering altogether many experts from the private, government and academic circles to make a fruitful international conference on GMS Tourism.

I wish you all a successful conference and a pleasant stay in Hua Hin. And I hope you can enjoy a relaxing evening after the sunset.

Thank you very much.



Presentation on Research Findings on Human Resources and learning forum in GMS Tourism Sector by Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development



I will mainly summarize what I have done together with the GMS countries.

Please welcome our friend from Mekong Tourism. He will represent ADB explaining all the activities in human resources tomorrow.

As you know, this morning, I will be summarizing my works for the last two years and then open the floor for discussion especially we have guests of honor from Thailand and GMS countries.

When we have lunch, we will have three papers: one from China, one from Laos and one from Cambodia. These countries, we have conducted learning forum. Many of them are here because they have learnt from the Foundation. And then, we will open the floor for discussion. The key is to learn from one another. The key is not to have only papers presented. Interaction between one another is important.

Tomorrow, I will come up with the agreements. In my conclusion of this paper, I suggest few things that we can do together. The Prime Minister asked me how come you don't do Vietnam and Myanmar. Of course, Thailand is not included because we are the host country.

The two-year project will complete after this seminar. Nevertheless, if the Vietnamese or the Burmese delegates consider tourism and human resource important, you should make a recommendation and I will talk to him personally.

Another point is that for China, he said he would like to go to Guangxi so right now, it is not only Kunming, Yunnan, included in the GMS countries. We have to include Guangxi. In fact, Khun Veeraya from TICA, Ministry of Foreign Affairs has already told me the policy of this government is to promote Guangxi and Yunnan together. The Prime minister told me that Guangxi has many Chinese who learn Thai. He would like to use this Foundation to promote Thai language in that area also.

The Government to Prime Minister Chuan Leekpai thought about working together in the neighboring countries with equality, mutual respect and mutual trust. That is why Prime Minister Abhisit came to all of our seminars. Even though it is small, it can have some meanings to international relation between our neighboring countries.

Today, we have 3 countries papers. These countries already had workshops in their countries on what is required. Except Vietnam, we never conduct the workshop. For Myanmar, we had a local seminar in Bangkok talking about human resource and tourism. For Thailand we have the discussion among ourselves for one or two days on Thailand's tourism and human resources.

Tomorrow morning, those three countries which had not got the actual training express themselves what would they like to do.

When the country leader like Abhisit comes, it shows high commitment. He wants to learn from you. For Vietnam and Myanmar in particular, besides presenting the paper, you can suggest the areas that Thailand can work with you. As Foundation will find resources to support you, I will go to Myanmar and Vietnam as we did 5 days workshop in other countries. Probably before June of this year, we can complete that. If you recommend that there are other Macro pictures that you should think about it, we should cooperate together in tourism area. For example, our friend from Cambodia already had some proposal on package tour.

In Prime Minister Thaksin's period, we had a project where we brought tourism people from 5 cities with cultural heritage sites such as Bagan, Sukhothai, Hue, Luang

Prabang and Siem Reap. We want to have package tour from Sukhothai to visit cities with cultural heritage sites. There is no airline that can go to Hue or Bagan. We should revise that. Although we talk about tourism in the context of human resources, you cannot forget about finance and marketing, infrastructure and even policies to work together.

During this discussion, I want good ideas coming out from all participants.

The objective of today is to understand the importance of tourism for economic sector in GMS. We need to do a little bit more comparative study of GMS countries. Mekong Tourism may have up-to-date information like number of arrivals, rate of growth, the issue on human resource and the skill requirements. Khun La-iard representing TAT can do it. At the end of this seminar, we should have a table where we can compare the economic or social indicator or human resource indicator among GMS countries.

Secondly, we have to understand that we are interdependent on one another. It means that we can survive and grow together. In my opinion, there are two kinds of interdependence. For example, Suvarnabhumi Airport which has been closed for few days affected tourism flow to Luang Prabang, Bagan and Saigon definitely. My friend, Secretary-General Surin Pitsuwan had the ASEAN charter which everybody here except China. China is ASEAN+3. We are in the same community. He talks about connectivity as ASEAN charter. Connectivity is not to network on IT-based only. It is people-based. The second part of it, I would like you to see the students movements among GMS as well as among ASEAN at large like Malaysia, Philippines, Indonesia etc. If you are ready, we can have another meeting with GMS plus the southern ASEAN. I work several times with ASEAN and know Dr. Sorajak when he was young. There are so many ASEAN projects but they are unsustainable. In ASEAN projects, the two sectors that benefit are hotel and airline industries, they travel so much. In this tourism and human resources, thanks to Ministry of Foreign Affairs, this seminar was initiated by them and funded by them as well. You can come and share ideas together.

Thirdly, to put more emphasis on human resources with emphasis on tourism sector. Human resource development takes a long time and must be consistent. Do not expect short-term result. When I worked at Thammasat University, I used to quote Chinese proverb "If you want to grow cucumber, it takes only two or three months. If you grow mango trees, you will probably do it three or four years. If you want to grow or change people, it takes lifetime." When I went to Laos, they taught us a lot. I made one statement in the meeting in Laos that if you look from the outside, you have so much more than Laos, but there is one thing we do not have is the preservation of your culture and your love of your environment. We are loving money so crazy. What happen to money? Business. Even the West, U.S. and the Europeans, they are sick men of the world. How many more years before deficit of the finance in the federal budget will recover. These things we learnt a lot from GMS countries. That is why I always tell people in Thailand that we can learn a lot from our neighboring countries but many times people in Thailand may not realize that. They think that the GDP more than 95% than Laos. We are country who is crazy about money or material. However, countries like Laos and Cambodia need to develop their own countries because they need employment and standard of living. At the same time you need to

balance on the nature on one hand and money and business on the other hand. Vietnam is a good example. They are growing a little bit faster. Then, they grow faster, they have more risks. That is why the King's philosophy make sure that you do the middle path yourself, immunization and all that are important for you.

The last part is to understand that even though we have conducted some training for you, even without the resources from Thailand, your GMS countries should invest in human resources in the tourism sector because recently Mr. Michael Porter came to Thailand during Thaksin's period and look at the competitiveness of our tourism sector. Michael Porter said this sector looks good from the outside but from the inside, it is a sick industry because it has more people input and infrastructure but the returning rate of tourism sector in Thailand is very low. In fact, my friend co-organized with me, iHDC which many of them are here tell me that you must help tourism sector in Thailand because we expand more tourism infrastructure and tourism sites and we do not really have competitive advantage over other countries. We only have 15 million look quite big than 1.3 from Cambodia. What happen in Spain, Italy and England? 75 million is going up and they still keep their environment properly. And then we destroy Pattaya, we went to destroy Phuket. Now, we went to Koh Chang. You look at the pollution aspect in Thailand is unbelievable. We cannot maximize our monetary return. My friend from iHDC told me that you got to help small business in tourism in Thailand. You cannot change the mindset of the entrepreneurs in the world because they are greedy. People in Laos know that we cannot expand too fast because it is the world we live in. I want you to think carefully and the think tank in the future like I talked to Abhisit of setting up GMS training center probably in one of the GMS countries. It is a very good idea and GMS training center must also do research because we do not want to copy the curriculum from the West only. People in GMS countries must help us set up the curriculum. Definitely, 200 years ago, we were colonized from those countries. Now, we can be independent. GMS need to have the real intellectual capital of our own but we need three corners solution and it is a benchmark for me to work for GMS. Once, we need government people, some of them are here today, but you never forget the private sector and academic sector. When I went to hose countries, I always bring the three corner solution. In Vietnam and Laos, we have academic people coming up. In the future, the curriculum that you want to set up at the Bachelor's Degree level or below or the Master's Degree, you should not only copy from the West. We can learn from them. We can have our own intellectual capital understanding what is needed in Asia or GMS. We are happy to have friend from Mekong Tourism representing the ideas about to work together with ADB.

Eight years ago, when the Foundation was set up and we conduct this tourism workshop in the Leadership Forum, the representative from ADB nearly give us more than half a million dollars to conduct GMS training center but unfortunately, with the change of the personnel, we did not do that. That is why when we organize this time, I want the ADB to be involved. Luckily, he sent the representative from Mekong Tourism here. We should work with them. He cannot carry out work without local participation or with out academic research so in my opinion, if you want to understand the role of human resource, pure training aspect to collect data, we got to analyze data. We got to do research. That is why on my right we have two friends from academics: Ajarn Sorajak and Ajarn Kriengsak. I like them. One person from Rajabhat Petchaburi, I would like them to do research. My university, Stamford

International University has Master's Degree and Bachelor's Degree in Tourism. We want to invest in research. The training we should develop should come from the real research aspect otherwise training is useless.

Now, we can have time to discuss the weaknesses and strengths and the work of my Foundation in Tourism and Human Resource and the way to improve it. For example, what we have done for those three countries, anything we want to improve? Even for China, Cambodia and Laos, you want to do more, you tell us the methodology that we want to improve.

At the end of tomorrow, we want to explore future strategies together. Whatever we agree, we got to implement it. I am a man of action. I can see that if you really invest in people with the aim to improve, it takes time, efforts and consistent policies. Sometimes, even it takes the same group to repeat the operation so in this seminar, we should avoid high volume, low value trap. We should not maximize the number of people we train and nothing happens. We can look for small groups but they become sustainable. That is why many of you are here attend the seminar. High volume, low value is a bad thing in human resources. Do not maximize quantity. This is a lesson I want to tell you. In human resource, even one spark can make difference but that spark must come from collective wisdom. That is why this meeting of GMS, I feel, we can do it even once a year on tourism and human resource and we can start small. Once we know each other, we can learn from one another.

In GMS, Thailand is a bit ahead in term of the projects. In fact, the person who started this passed away (Chalermchai Jaruwat). He is a right hand man of Khun Sarit Tanarat. You should study him. He is a bright man. During Sarit, my father was the Minister of Finance. They set up the tourism office. Right now, Khun La-iard is a member there. Chalermchai Jaruwat is a military man with a lot of strategies. Actually, he reinvented the importance of the tourism office.

Do not forget that TAT has a weakness in Thailand. They went into marketing too much. About 30 years ago, ILO set up a training center in Bangsaen. I was a member in TAT during Khun Sawit. During one of the governor, they say TAT should only do marketing do McCann Erickson advertising like Amazing Thailand and then they abandon that unit in Bangsaen. They think that tourism human resource should be in the hand of Dusit Thani Hotel School. It is not true. Bangsaen was a place of investment in Thailand. We will try to bring it back because even the wisdom of ILO 40 years ago, when I was a board member, I also advised that office to become regional meaning that countries here should come to learn from us. Unfortunately, they dissolved that unit already.

Through Khun Thaksin, he split the role of tourism in two aspects. We have another Ministry of Tourism and Sports and we have TAT for marketing side. Khun La-iard knows that. Now, you want all human resource to be in the Ministry of Tourism and Sports. Can the Ministry do it?

For GMS, beware of the organizational structure about how you deal with long-term investment in human resource because that unit has to help with that curriculum development of the universities in Thailand where Ministry of Education has certain roles to impose certain restrictions which is not very smart with the tourism industry.

For example, you need Ph.D. to teach at the tourism schools. Tourism schools need practical people. They need kitchen. They need language. Khun Abhisit was very good, talking about language. I was very surprised my government through the Ministry of Education imposed several rules or regulations on tourism curriculum in Thailand. Some of them are stupid. That is why I learn from some of them. They are working with me and advise me on how to improve. In fact, the universities and technical schools in Thailand are under many pressures to reach academic standard. That is why I want to tell you when you go back, should convene the meeting of your own country involving academic, government and the private sector to talk about what is the future for your country. Do not impose certain rules or regulation based on individual ministry standard. I mean tourism industry need practical people. I want to warn you to beware of ministry's requirements especially in educational area. Look at Switzerland, they do not have Master's Degree. People who become MD went to those schools. They do not need MBA. They are efficient. They start from small works like kitchen and room service and they become involved in management in Thailand.

We need to develop leaders of tourism of our own. Do not rely on expats to run five-star hotels. This is why in the future, we need to have practical schools operation on one level and need leadership where if you become Food & Beverage managers whether you are Thai or Vietnamese, they can become MD in the office. That is a problem with learning system in developing countries. We become so much in functional competencies. I know food. I know kitchen. I know room service. I know finance but do not know how to run the operation. That is why we school for tourism and leadership. GMS is doing well at the operational level but most of the six-star hotel leaders, how many of them are native Thais? We need to train people on broader perspectives. That is why you need people to have life-long learning system. If you grow up you need to manage other people,

When I was a member of TAT, I went to Cornell. Cornell is a very good way of try to teach leadership at higher level. One day, you can bring those Cornell to work with us. They should not come and impose Cornell's curriculum here. We should be self-reliant among GMS countries.

In 2005, I became APEC Chairman of Human Resources. APEC is 21 economies. I know those people in the U.S. Whatever you need about practical on one hand, you need leadership training. We should try to solve. Do not talk something small. It can be step-by-step. The Leadership Forum last few years, there was tough efforts by Khun Vijit Na Ranong to try to set up leadership regional training center for people in Asia but we have not achieved yet. We need advanced leadership training for local people.

Those areas you probably know that in 2008, we conducted five-country research but only three countries are chosen to do five-day training. For Vietnam and Myanmar, if you wish to see some actual training in your countries, do say so. This is a workshop in Thailand just to see human resource needs and tourism in Thailand. It is very good to learn about this because at that time, we have very senior people from tourism.

On January 30, 2008, there are concerns about language difficulty, the training on mindset. Thai people are not that service-minded. We thought that we smiled very

well. They talked about teacher. There was a shortage of good teachers. Service training for SMEs is weak in Thailand. For those countries, we have to be concerned. Chain system, they have done well in human resource training. The entrepreneurs in the tourism sector, they maximize their short-term profit. They do not maximize long term. Some of them even do not have environmental standard. In some areas like Pattaya, Phuket and Koh Samui the pollution is very bad.

The second research was conducted in Yunnan. In fact, we had many kind people that meet us in Yunnan. We met the Royal Thai Consulate, Yunnan Provincial Tourism Administration. The methodology we use is Focus Group. According to the meeting, there was a shortage of English teachers. Teachers lacked practical experience because they never work in hotel or tour companies before. Students lack internship. The last point is that you need to invest in developing tourist guides. That is why we should have Thai language training for tour guides. On five-day training in Yunnan, we spent more time on Thai language training for tour guides. In Yunnan and Guangxi, there are plenty of rooms for developing human resources.

In Cambodia, I went to do research on May 21, 2008. You can see that everywhere I go, I believe in learning environment. It is not one-way. We shared ideas. The Royal Thai Embassy and the Cambodia Association of Travel Agents, I would like to thank for their support in organizing the Focus Group Meeting in Phnom Penh. They need human resource management, finance, marketing and IT.

I remember, when we subsequently conduct training, we covered those areas. The thing I like about those people: they enjoy learning. They put a lot of emphasis on the eager to learn.

On May 28, 2008, we went to Vientiane in Laos. One particular piece about today, the Foundation is particularly every close and mutual respect with tourism people in Laos. The human resource in tourism makes us closer. In fact, I can go back to Laos any time I want. I was very pleased that the Ambassador Wiboon was very kind to make this. The key word of my research in Vientiane is that they very much focus on human resources. I was very pleased to know that you can do finance or marketing and IT later. When we go to Laos on the second phase, we probably move to finance or marketing and IT more. On the five days I was there, they spent more time on human resources and particular they very concerned about leadership. In Laos, in particular, in the leadership issue is very important. In fact, one thing that comes out from this two-day seminar, tourism and leadership are so important. It is not only the operational level, we need to have leaders in tourism sector coming from at least private sector, government and academics. These leaders must look ahead and look at the future and look at long term. At the same time, we need to stimulate people to become leaders also. In fact, this is not leadership in tourism sector but everywhere. It is very important. It does not come from the West any more. It comes from us. You must energize yourself to become the leader of the world. No longer the world depends on the West only. In fact, the last issue in Newsweek, they call it Globalization Revolution with the Collapse of the U.S. and European countries. The West depends on the East to survive in finance and economic recovery but yet globalization is not about money or finance. It is about terrorism, energy, disease so we have to work together. International disaster like Haiti, people in Thailand now are very concerned about helping them. In fact, the U.S. is so close to Haiti. They should

do more globally to help but now the U.S. is very weak so we need developing countries in the big areas like Brazil, India, China and ASEAN. In fact, you have the role to play in the future. In conclusion, we put a lot of emphasis on my five-day workshop in Laos in 2009 to spend more time on human resources.

We also have meeting in Bangkok about the needs of human resource in tourism in Myanmar. If Myanmar's people want training in 2010, it is your job to present it. We will find resources including Vietnam.

Subsequently, when we went to three countries, the key success is that the participants of the three countries they are happy and enjoy learning. That is why I develop in Thailand and in APEC similar in AIT like Peter Senge and develop learning culture and learning organization so whenever I do, I want everybody to be stimulated, inspired to share ideas. This is 4L's learning. Everything we do for those countries based on reality is what you need and can you achieve it is a goal. What Thailand needs is not important. What you need is more important. What are realistic should be discussed. It should not be one-size-fits-all curriculum. If ADB wants to do that, you have to learn from us. The kind of teaching is more on coaching, mentoring and facilitator. It is participative learning.

Secondly, you got to select issues relevant to each country. Competencies in technical skills if they do not need, do not do it. Whatever I do, I look at the audience first. Learning is only relevant when it benefits you. As a member of UNESCO committee in Thailand, UNESCO wants to have four skills in learning. One is to learn to know yourself. The second one is to learn more. The third one is learn to do. Training and working sometimes are in the separate system. People like to get degrees. They do not want to have knowledge. Learn to know is my key aspect. If I can improve tour guide in Kunming, I am so happy. If I can improve online booking for Cambodia, I am so happy. One day, I can help finance, exchange rate in Myanmar, I will be happy. Myanmar still has problem in finance. This theory of 2R's is my contribution. It is from Thailand. Of course, I sometimes use Mr. Senge, the guy from MIT where I believe in shared vision. People who teach and people who learn have the same visions. From now on, they won't learn individually. It is no good to have one guy who is so smart who know everything. They have to be team learning.

If people do not enjoy working or enjoy learning, so happiness is not the end of itself. It is a means to achieve the end.

You need networking among one another. That is why I am happy to be surrounded by the friends from GMS because I can learn from you.

Whatever you do in the short run should have a long term implication. Tourism sector cannot maximize the rate of return for the short term by destroying the environment. In fact, the sixth human capital that I like I learn from His Majesty the King of Thailand. Perhaps, I can learn from my friends from Laos. You want to expand hotel in Luang Prabang, the cabinet of Laos may consider the environmental issues so carefully. In fact in Thailand, we only make decision on the rate of return on investment so I think sustainability is the wisdom of the East because we do not maximize three-quarter rate of profit like in stock market any more. We maximize

long term investment. You met me when I already invest my life for 30 years in human capital. It is not easy to teach people.

The last one I want you to look at. I want tourism people to have creative ideas. I do not want to walk down on basic things. Think about sport tourism, cultural tourism and medical tourism. There are so many ideas coming up from GMS. We need creativity. We want to turn creativity into actions. Innovation has three components. You need good ideas and turn ideas into actions and turn actions into success. That is why learning and coaching in human resource in tourism is like getting Ph.D. in advanced rocket science. You need a little more creative thinking. Tourism is not a weak sector any more. We need creativity. We need people investing in ideas so your people are not soft side people. Do not consider yourself to be weakness in anything you do against engineers, medical science or even economics. You can compete with them. You must be proud of yourself.

Besides the normal evaluation, I use IT. I put the participants' comments into my blog. In fact, the learning today is to feedback from the audience. It is very great. The Chinese said your theory of 4L's, 8K's and 5K's broadened my thought and knowledge. This kind of evaluation, you can read them on my Chira Academy Website. Even I teach in Thailand, students have to respond back to me immediately.

In Laos, they spent more time on leadership. Khun Suvannikone said this leadership is to brighten brain for other people. You see a good leader like Jack Welch is not wealth on his greatness. It is how to develop other leaders. In fact GE is a factory of leadership. My job is to promote you as leaders. I am not important as long as what I do inspire you to become leaders.

Today, on the first session, you already had is leadership issue. Do not look at tourism as small sector in human resource but be proud of what you do. In fact, in the future, people in the tourism sector can become Prime Minister. Why not? People in Political Science can become Prime Minister. Tourism is more difficult.

Finally, this is my recommendation.

First, we should think about planning to set up GMS tourism and human resource training center. Thailand can play a role but the tourism training center does not have to be in Bangkok. It can be in Luang Prabang. Perhaps, management can be done collectively. I know long time ago that if you want to propose any ideas, you should not control it. The world is about small but network. In fact, if you have one in Luang Prabang, I can go there and use my Internet to link. You can link them by digital. You do not have to invest in building so much. You invest in your brain and knowledge. There was a statistics in Microsoft. They say that 5% of Microsoft is land and building and 95% is human imagination. Tourism training center does not have to be a lot of buildings and no money for knowledge. You have to invest in software. In fact, my friends in Thailand, we have NECTEC and Software Park here. You should know them. A lot of them are here. I believe in Digital Capital. Even though I am old, I love technologies. In fact, if you believe in it, I propose it does not have to be in Bangkok or in Thailand but Thailand can play some roles. You can get to know the friend from Mekong Tourism. You cannot do it alone. Today, he can learn a lot from

me. In fact, ILO, the World Bank and ADB, when they see this as a networking kind of training center, they will love it. You do not need a big building any more.

Second, I would like to see the expansion of the tour operator linking at least five or six UNESCO heritage sites. We have done it during Khun Thaksin but his vision and dream do not reach into actions. Sukhothai, Bagan, Luang Prabang, Hue and Siem Reap and there are many more than that. In fact, my concern is logistics. There is no airline traveling towards five cities yet. Kunming this time, we do not have cultural heritage from China yet.

Finally, I would like to promote tourism within GMS. We should have project which we bring other ASEAN countries to GMS countries to have flow of people and connectivity such as youth and Eco-tourism. We should start sow and seed in this conference. Work with ADB through our friend from Mekong Tourism. ADB has one advantage than us. They have money. Money alone is not enough. Human resource needs a lot of wisdom. I would like to see the involvement from other agencies even from the Government from European countries or from Japan also play a role here. Thanks for your time for listening to me.

Open discussion

Dr. Sorajak Kasemsuwan

I have been always inspired by Dr. Chira's speech. What he said this morning inspired all of us. To follow up on your suggestions, just now, I think in looking at training of human resources in GMS tourism, we try to see expansion of cooperation in two things we need to go together.

We cannot start talking about human resource development without actually letting personnel of GMS Tourism understand all perception. We need to instill the perception of what tourism means to GMS to all personnel who will be trained.

I think GMS is place with so many things that we can work together. We can create GMS as tourism destination hub for the Far East of for South East Asia. We all have world heritage like Sukhothai in Thailand, Bagan in Myanmar, Angkor Wat in Cambodia, Hue in Vietnam and in Southern China, we have Li Jiang through Kunming. That is the sixth one we should add. We should do something about these six world heritage sties. We can share.

On historical context, we shared a lot of culture. The cultural show last night is similar in Vientiane, Luang Prabang, Cambodia's Siem Reap. This creates perception of GMS. We need some one to help us build this perception. This and the next generation have to share this value together. We need someone, some organizations or all of us to create GMS tourism cultural and historical values together and we need our people to share those values.

I look at GMS, of course, the six UNESCO historical sites, we have airport at Bagan, Sukhothai, Luang Prabang, Hue and Kunming and Li Jiang. They are all accessible by at least airport connecting. We used to have flight from here to Hue by PB Air. They stop operation now. The problem is we do not have airline because we do not have demand. The lack of demand is because we do not create demand or we try to create demand but there is no such demand.

It is also important. Therefore, we should promote the six wonders of GMS. Six UNESCO historical sites should become the six wonders of GMS. People will come if they cannot visit six wonders at the same time. It is important that they have to leave GMS and think to come back because there are two more or three more

wonders to visit. We need returned trips. Get they return to visit other four sites as well.

Of course, not all tourists enjoy visiting historical sites. Maybe, we have to create Greater Mekong and GMS River Cruising, This is where ACMECS can come in because they stand for the names of the rivers in our countries. A is for Ayeyawady. C is for Chao Phraya. M is for Mekong.

We can have Greater Mekong cruise. They come and have a cruise. They cannot come and leave GMS without knowing any one of GMS' rivers.

We can also have great beaches of GMS of course. It may not be possible for Laos or China. We should combine beaches and wonders together.

I know we have a lot of waterfall especially Laos and Southern China can combine as well. Southern part of Laos is so beautiful. It is South East Asian's Niagara Fall. In Thailand, we have so many like Tee Lor Soo. We should promote the great waterfalls of GMS.

We can promote Buddhist temples of GMS. All these packages together, there will be demand. Tourists will feel like to come back because we have a lot of river cruise, beaches, waterfalls, temples and they have to return.

We cannot do this alone. We have to do as GMS to be instilled in our tourism personnel. GMS is the most valuable and greatest asset we have to create income, jobs and future for the future and next generation.

We have to create 1 journey 6 destinations tourism package. We have to create something like one trip to GMS is not enough, why do they have to come back to GMS?

The problem is who is going to be in charge. We need to go together as six countries. We should not feel of disadvantage. Laos is a land lock; therefore, lack of beaches. Laos has a lot more to compensate for absence of beaches. Luang Prabang is one of the greatest cities in this part of the world. Luang Prabang is very beautiful. Tad Fan Waterfalls or Kong Phapeng Waterfalls are so beautiful. Vat Phou is so beautiful. You have things to compensate. Myanmar's Mandalay and Bagan, everyone has something to offer to the world. We have to offer to the world as a package of GMS. People will have perception that if they come to this part of the world they should not only visit just one country. These are things I want to see. Thank you very much.

Prof. Dr. Chira Hongladarom

Khun Sorajak was an assistant to Minister of Foreign Affairs. He has great vision.

Mr. Mason Florence, Executive Director of Mekong Tourism

Thank you for having me here. I also come from grant from Asian Development Bank. I am here on behalf of ADB. More importantly, I am from Mekong Tourism Coordinating Office.

Thank you very much for your comments. You are very positive. First of all, I just want to say that we do have a body in our office have been created exactly for the purposes that you described to promote GMS as a single destination and cooperate within the group and I would like to have an opportunity to speak with you in how might we cooperate together.

Not only UNESCO, cultural heritage is also shared among the region. You mentioned that the religion predominantly is Buddhism. This is religion connection to other regions. You also mentioned about cultural similarities. I always think when you see dancing we do not really know what countries are they from.

There are few others that I might add to the list and want to enhance it more is food. From the western perspective, one of the unbelievable blessing is here in GMS is food. The similarities and the differences of food is one of the motivating factors for people to come is to eat. Across the region, every country has its own cuisine and regional specialties within the country.

Another one is handicraft and shopping. They are motivating factor. All six countries have incredible things to buy. Fortunately, most products are not mass-produced like in the factories but are made locally at the community level. They are core elements for this as well.

We do have beaches in Laos, Southern China and even in Chiang Rai and Luang Prabang, along Mekong River, there are sand places. They are quite wonderful to sit on a chair, have umbrella in your hand and have a cool drink. We do have beaches. We should promote these beaches. It might surprise people to find in land-lock countries like Laos. We should spend on this as well.

We have the body that was originally created under TAT and UMTA and these organizations have grown to become supported by the six countries of GMS.

I am very happy to speak to you more how can we cooperate and grow this vision as well. Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

I appreciate Prof. Dr. Chira very much for inviting me to be here and mentioned to me that in this session, I can say some words.

By ways of the vision that is mentioned of working together in GMS as a region, let me start by saying that 1+1+1+1+1+1 should be more than 6. We are convinced that it can be more than 6 if we work together. If we think, we can go solo or own our own, there will be no effort to synergize and work together.

The problem is we have to do with everyone thinking that is unpleasant to work to work together and take a lot of effort and time and hence we wish we could think that it is a dream that never comes true.

I do know that this is a small office of ADB and other organizations that have been mentioned I would like to hear what are these unit are doing? I would like to offer some concrete suggestions how do we work together so that it could come to a kind of reality.

First of all, apart from mentioning that synergy is a good way to go ahead, I would like to call partnership model. Partnership that brings about synergy, there are many

things that we need to work and to be here to make us more efficient to work together well is not only to improve each country what they are doing already. We must find ways to synergize and partner on the following areas.

One, I would say the issue of standard harmonization in tourism. How can we see a package coming together if they think there are diverse qualities and standards when they come to this region of the world? How can we set clear standard measurement and harmonize them all so that they can expect the same thing when they come to GMS countries? For example, how could we make sure the hotel standards are harmonized? We know that there are international standards of putting stars there. Sometimes, all the star does not mean the same thing in GMS countries. How could it become clear to the foreigners who want to travel here that they are harmonized. Hundreds of things we need to harmonize. When we have meeting like this, we should discuss about the standard so that the office units in GMS tourism could bring about and bring forward harmonization. Visa harmonization is another example. Can we make sure that when they apply for visa any of our GMS countries if we have requirement of it? If we do not, that is easy. If there is, I know that in many countries, we have rigid visa requirements. Can we make sure that if one country grants a visa, others accept common a visa entrance?

The issue Number Two that I would like to bring forward is issue of database partnership model. At the moment, we have various definitions. Why collecting data cannot be compared? In fact, I write a lot of papers on tourism. Sometimes are serious academic. Sometimes more popular articles are published everywhere. Data cannot be compared so you cannot fully use it. It has no system for sharing data or collecting data. We should have the same definitions that we analyze. Dr. Chira often mentioned about research but our research conducted with difficulty once we could not access data, find data, collect data and analyze together.

The third issue I would like to talk about the issue of goal setting. Thailand has set some goals. In the past, we did not. Years ago, I do remember I write an article to push Thailand to have 15 millions people. At that time, we have 3 millions people who come to Thailand. We want 15 millions tourists per year in Thailand. Now, we know that in Cambodia, you have 1.6 or 1.3 millions. In Myanmar, you have similarly. Laos has some figures. How do we set goal and harmonize our efforts? If our goals are unrealistic and irrelevant like Dr. Chira said, then we must have enough air flights, planes to land these cities. When I visit many Laos' counties, it is obvious that it is impossible to reach that goal because the logistics or infrastructures are not carrying for it. The frequency of flights, the carriers that we need to come in, our skies some are closed, semi-closed or open, it is very difficult for us to achieve unless we drive with some common goals. It is impossible for us to do other logistics together. That moves me to the next point of transportation linkages. Here, we do not have the clarity of how we work together unless we drive common goals. It is impossible for us to do logistics that move me to the next point on transportation linkages. Here, we do not have clarity of how we work together. We have roads and railways to link up the whole region. We have airline from Bangkok which has been serving as unofficial hub for GMS countries but all these linkages are developed independently without working together. How do we link it in such a way that it is an efficient way of traveling, time saving and able to go to those great cities like Dr. Sorajak mentioned so well in all those heritage cities? How much time do they need to go all of these? It has possibility to minimize the traveling time and maximize time to visit. This is going to be a tough issue and this must be discussed here in this kind of forum and a

subsequent follow up to map out some clear direction of how to link upon all of these transportations. This moves me to the issue of training. I like very much Dr. Chira's idea of conducting human resource training center but this training center needs very clear map-out plan. What are the qualifications of the people that we would like to see it as achievement at the end? What are the core competencies we want to achieve in the training? How could we measure them? How would the process of training allow such to emerge? That could work with harmonization standard so that we know exactly everyone we train every area including guide tours and hotel operators. There are some kinds of core competencies that we say once it was certified in one country, other countries also accept the same standard. After all, ASEAN community is working and will flow our manpower together so that they gain acceptance across GMS at least. My point, therefore, has to do with training that is certifiable and acceptable overall. Otherwise, training in Laos may not be accepted in Vietnam. Training in Vietnam may not be accepted in Thailand. Could we do all of these trainings in such a way we could certify them and one certification is accepted to all?

Let me talk a little bit about marketing together. Here, everyone spends on marketing. Malaysia competes with Thailand in marketing. We have Amazing Thailand. Malaysia do theirs too. They do their own around this region. GMS has similarities so we can do marketing together and share the cost. You can do 1+1+1+1+1+1 more than 6. Once you think 1+1+1+1+1+1 is less than 6, you won't do it. I think you believe in the latter. That is why you do not work together.

Can I conclude with just one more? It is business model that is a true business model for partnership. Here, everyone has their own tour group companies, hotels, unless we have, we share our finance, joint venturing in our efforts together, franchising our efforts together. Mergers and acquisitions about business models among this sector in GMS. You will find that when the benefit does not go to all, cooperation does not happen. Possibly, we need to financially to responsible together. I have not seen much joint-border investment model. By the way, the Laos Ambassador Vang, Vice Chairman of Lao National Tourism Administration invited me to visit Laos for two days. Actually, I could not go because I am here but postpone it to the future. You are active in pushing out the cooperation together. I would like to see not only Laos inviting me for unofficial visit to see your tourism sites so that I can bring the investors from around the world to come to Laos. We should find model where partnership in term of business model.

These seven or eight points that I mentioned are just some kinds of examples. We need to set up committees of different serious people among six countries and work out the details so that the partnership model can function so GMS tourism could be operational. Meeting like this must be follow up by appointing different people through various countries across GMS countries and work out the details and map out the road map of how to work together so that as I said again I see synergy. I hope what I share could bring about some kinds of active and something that could be workable and successful in seeing the way ahead of how do we become true GMS tourism so that we won't just walk by our own but truly synergize together as a team of GMS. Thank you very much.

Prof. Dr. Chira Hongladarom

You know, this is objective of this exchange of ideas. These three interjections are very crucial. May I say that I start with small steps but now they make bigger steps? Now, I want to plan the timing.

At the end, I want six representatives to say a few words about his session but the guests of honor who came here want to say something on top of what three people said, I will give them a chance first and I will ask the representatives from GMS including Thailand to say a few words.

As a practical man, I will keep all the ideas as a perfect idea but we have to be realistic about the steps that you want to make a move.

Now, we start with Khun Sorajak wants to have a concept of how GMS as a brand to the world. I think that is very important but it is not easy job to do because we have to send this message to other people. Group here is human resource GMS as a core competency but on other issues I like, we got to disseminate this information to other forum also. On infrastructure of airports, it is a big issue. Before I ask the guests to say, I remember the book which many people like to read “1000 Places To See Before You Die”. I think we can say 50 places in GMS to see before we die. I am sure that people in Thailand, many of them have not been to Hue and Bagan yet. We should have that source of the book even 100 places in GMS before we die besides the six ones that Dr. Sorajak said.

Anyway, I thought that the three recommendations from the speakers are very well thought and comprehensive. As a professor, we would like to hear that. I want to make sure that the step we take is realistic.

Dr. Chomyong Tohtong, Phetchaburi Rajabhat University

May I just take a few minutes to confirm what Dr. Sorajak, Dr. Kriengsak and Dr. Jira have talked about what we should create for the GMS?

I have got a real opportunity to work with the GMS countries organizing research project called “Strengthening tourism cooperation among the GMS countries”. Before starting the project, I organized some focus groups with the six countries and then surveyed their needs. Their needs were to do research proposal training. Therefore, they were invited to come to Thailand for six weeks. There were 30 participants altogether attending the training. During the training, I invited the stakeholders from the Embassy of each country to do some group discussions to see what we should do together on the next phase. What they want were the same as what we are discussing. They wanted us to promote self-reliance among the GMS countries. They even suggested establishing a GMS University, sharing resources, bringing experts from each country to be co-instructors and co advisors like research university. In addition, some short course training can also be done to serve the needs of the industry. Our distinctive resources such as geography and archeology and GMS way of life can also be promoted together.

This is to confirm that they have got the same thought as Dr. Chira has presented.

Thank you very much.

Prof. Dr. Chira Hongladarom

Because of this meeting, I met Ajarn from Petchaburi. We are pleased that Khun Veraya from Ministry of Foreign Affairs will know that academic people who committed to the long-term cooperation in GMS. We should work together. I think the GMS representatives should get to know.

Petchaburi is 40 Kilometers from here. She is keen to do more work with us and people from GMS countries.

Ms. Veraya Jaru-ampornpun, Director of Human Resources Development Bureau, Thailand International Development Cooperation Agency (TICA)

We already have this organization among GMS located in Khon Kaen University. Its name is Mekong Institute. This institute can be the host that has training courses concerning the tourism because as I know may be for the past four or five years, Mekong Institute has already conducted the GMS tourism also but by the support of TICA to create GMS tourism. The concept and the need may be the same. They want to combine to GMS tourism also.

Prof. Dr. Chira Hongladarom

Actually, information from Khun Veeraya is quite important. Mekong Institute deals with broader issues not only tourism so we want to be more involved in the tourism sector. As I said, if the learning methodology and the way you stimulate people is not proper method, it may not be benefit as great of course. I will discuss with them. We should not be redundant on what we want to do. We must focus on the benefit of the learning system also.

Mr. Mason Florence, Executive Director of Mekong Tourism

Generally speaking, there are tremendous activities happening in all six of these countries. Thailand is obviously 50 years history of tourism. A lot of regions are looking at Thailand for leadership, experience, knowledge that Thailand has. We are noticing more and more needs for information sharing and for knowledge sharing not so much what happened in the past and what is going on right now.

Our last working group took place in Hoi An, Vietnam. Mr. Hung was there as well. They have recently created the EU project of 12 millions Euro. One of the representatives came with other donor partners to give a brief of the project. We have a new EU-fund project for 12 millions Euro and the money will go for vocational training. When we sit down, the social sector leaders from ADB said it is not come back and sit at the table again. You have just told that you have a 12-million Euro project do this and this but you aware that these people over here are from JICA have 6 million Yen going for the same thing. Even among the donor partners are not communicating so well to be more efficient. In fact, in some cases, they are competing for who can spend more money and get more benefit for the region. Information sharing is very important. These are something we need to focus on.

Another example is ADB's Economic Corridor meeting last year in Phnom Penh. They began talking about the single visa this is something we need to come up again.

We say it over and over and hear it over and over. This has been talked about forever. Somebody from ADB also got up and said look at single visa let's stop wasting our time either do it or implement it or whatever. It is redundant. All tourism industry is behind the single visa. At initial level, people want to do it. The transportation would like to see the overland travel. We all know that it has to do with other ministries or other forms of bureaucracy. Many of them are legitimate including the security or immigration infrastructure and many other powers that play. If we are really serious about the single visa for GMS, we need to work all the countries. Look where the challenges or the hurdles are? What we need to get over, we can continue talking about for a long time. One solution is to start at a smaller scale not to try to tackle on all of it at one time. If Thailand and Laos can cooperate and Laos and Cambodia so far, we will come a long way on the visa front. When I first came to travel here in 1990, it was very difficult with the exception of Thailand, we cannot get visa. Even going to Vietnam, we need a permit to travel to each province. Laos and Cambodia have a lot of paper works and are very expensive. Now, it is amazing. We can just apply at the airport for only 25 USD. Laos is the same. It is getting easier in Vietnam and Myanmar as well. It has simple process for arranging visa in advance. We need to share this information.

Thank you very much.

Prof. Dr. Chira Hongladarom

Khun Mason, I am very happy that you are here. We can share information that basically I do not know and I am not doing in the field of tourism and human resource.

There are other examples like this that in the world today, we have so many donor countries but yet in tourism and human resources, we in this group know that we have done something we could have done more, but how to do it more is something that we will discuss today.

Ms. Touch Angousspheap, Sales Manager, Sunway Hotel Phnom Penh

Thank you, Dr. Chira again.

In this current tourism situation, it is necessary to promote the love between people. That is why I come. FIHRD brings us together.

Thank you.

Prof. Dr. Chira Hongladarom

Khun Abhisit was very surprised. We have Cambodian representative here and she sits very close to him. The press in Thailand may be impressed with our beautiful representative from Cambodia.

You see in my Foundation. We are independent Foundation. As I told you many times, the initiates come from academic like me which I believe in human networking based on equality, peace, and prosperity and mutual respect. This is quite unique and

not government institution. Even though we do it something small, do you remember Neil Armstrong said the small step of mankind could be big step for the world? Even though we organize small seminar, my colleague from Cambodia said with the tension between two countries, people still like each other. We still survive.

Thank you very much.

Ms. Gao Ju, Dean, Department of English for Tourism, School of Foreign Languages, Yunnan Normal University

Thank you, Mr. Chairman.

We have satisfaction with learning community so that we can exchange some information and make SWOT analysis. This is our strengths, weaknesses, opportunities and threats and all of us know each other. We should cooperate and have consensus of such conception is the step forward. Another step is to establish more courses that are achievable and take concrete actions so that we can promote GMS as a common destination with a clear image. We look forward to follow up these practices.

Thank you.

Prof. Dr. Chira Hongladarom

From your intervention from China, I would like to say this. If GMS in tourism and human resource become learning together, we will win everywhere we go. It is not about the redundancy of the subject. Many people can do this but need to do it differently. While I am here, I would try to share as much as information that you can achieve like learning community. Learning community can happen within a country but across border with my intervention in those countries. Those people in workshops were serious about sharing ideas and trying to improving their behavioral change and mindset. I do not worry if I will compete with ADB or JICA. The way we do this seminar is full of learning community. I want to stimulate everybody to have their own ideas. Learning how to learn is more important than only getting training.

Assoc. Prof. Thavy Phimminith, Head of Ecotourism Department, Faculty of Forestry, National University of Laos

Thank you very much for giving opportunity. As a Laos' representative, we would like to thank the host from Thailand. From my own, as I heard from Thais and other side, in reality Laos is a very small country in tourism. As Dr. Chira mentioned Laos lacked human resources in this aspect. We have opportunity to share ideas, to create network and work together not compete but help each other. For example, we can do marketing and advertising in one package and we share the cost. For Laos, it is difficult if we share. For example, the number of tourists in Laos even though increase almost 20% annually but the number is quite low last year we have 1.6 or 1.7 million compare to Thailand as only a month. We are happy to be member of this. Human resource is important aspect. Thank you very much.

Prof. Dr. Chira Hongladarom

For Laos, I would like to say that during my workshop, there were several academics who attended. It is not a training for personnel so they want to develop the curriculum. I want to tell you that right now, there was an ADB project for university development in Laos. Suan Sunandha Rajabhat University with me proposed to develop curriculum for Laos. I would like to see, in tourism, when they grant technical degree and even university and Master's Degree, they should avoid the mistakes of Thailand by imposing certain regulations on the number of Ph.D. who can teach because tourism is not academic only. People who have experience in running hotel should be able to become teachers. At this particular workshop we did in Laos, there were so many academics who come to listen to me. I think for GMS countries, the kind of curriculum development at the university is also crucial. The kind of training we do should not be based on academic only but should be based on model like in Switzerland, they become more practical.

Daw Kyi Kyi Aye, Consulting Expert, Ministry of Hotels and Tourism, Myanmar

Thank you.

First of all, may I talk about tourism update and correct some mistakes? The tourism update for 2009, Myanmar has about 770,000 tourist arrivals as compare to nearly about 730,000 so that is the growth rate of 6%. This is a gradual improvement of number which we had in the previous year from 500,000.

The second thing I want to share. We have objectives and function of the development of tourism. Of course, I have been clearly identifying. This is taking into account of the negative impact on tourism so we have been taking cautious measure all along. As the owner, tourism is a business. The stakeholder have a mindset for competition, generation of income and the number of tourist arrivals, they look good, of course. Having said that enlightenment and inspiration which have been given by Dr. Chira with theory of capital and creativity, methodology and practical theories. Well, we are happy to be given opportunity to participate.

As I will say human resource development we cannot achieve it overnight. This is one thing I have been pressing that call in Myanmar. When I meet stakeholders and I talk to my immediate superiors and subordinates, it takes time. Although it takes time, we need to work on action plan.

We all do know GMS, we, have common culture historical tangible and intangible assets so all visions are already identified by the leaders of ASEAN. What we need to do now is to put into action which does not mean only marketing but also the attachment to our valuable asset of each of GMS country and as a whole. The action plan must be clearly visualized. We should also visualize the role of stakeholders. We should be packaging our tours promoting, investing and managing our valuable resources. We need a strong spinal cord which means human resources and circulation of unique tourism resources like eco-tourism cluster and so on. Synergize and we need to integrate and network. Harmonizing tourism standard especially in tourism human resource development.

I would like to agree with all discussion. There are certain issues and challenges that we need to understand and keep up this moment search on tourism and we need to institutionalize. We do have Mekong Institute in Khon Kaen. With another institute may be a kind of GMS center under Foundation for International Human Resource Development or coordinated by MTCO. We need to expand our cooperation in reality not just talking among GMS donor countries that have already made.

Thank you very much.

Prof. Dr. Chira Hongladarom

If you recall my last night presentation, we have not done actual training in Myanmar but I went there twice in conducting workshop.

You probably know that Myanmar in the history were very strong academically. Their English is excellent but you consider the performance of tourism is less than 1 million. The room to grow to catch up with Cambodia and Laos' 1.3-1.6 million is tremendous. I was hoping that When Khun Abhisit asked me why we do not do training in Myanmar, I say that if you recommend a kind of human resource, I am sure that my Prime Minister will consider this is an important step. One time, a UN Secretary-General was from Myanmar. I read his book on Economics which I respect.

Thailand and GMS should play a bit more intensive role to tourism.

Thank you for three of your representatives to come here. I have been to Myanmar many times. In the future, with your commitment to language, we can work together. In fact, Thailand can learn from Myanmar in many areas of education.

Mr. Pham Quang Hung, General Director of International Cooperation Department, Vietnam National Administration of Tourism

Thank you, Mr. Chair. I would like to share some current data.

First of all, I would like to say that this workshop is a special opportunity for all of us for developing human resource among GMS countries. Under GMS tourism cooperation framework, we have working groups and meet very often. We often discuss issues about marketing and travel facilitation but not much on issue of human resource development. Some proposals have been set up. Due to the lack of funding, they have not been implemented yet.

Thailand should plan to set up GMS tourism human resource development center. In the future, we can use the expertise, the experience or the training from Foundation for International Human Resource Development.

I hope that the next meeting should be held in Cambodia. Foundation for International Human Resource Development should be invited to the meeting so that we have the discussion among GMS countries with the other donors in this initiative.

We agree with the idea previously expressed by the delegate of Thailand that we should have harmonization of standard because in the future, we have to look at the aspect of moving labor among our countries. For example, ASEAN cooperation in

tourism framework, we have concluding the mutual recognition arrangement in 2009 in Vietnam. We have not concluded because of internal affairs.

GMS countries should work together in human resource development to complement each other and occupational standard not only for tourists but for the labor movement among GMS countries.

The second thing I would like to share is that in Vietnam, human resource development we are funding from the EU project for the first phase which I have concluded already. It came up with very good syllabus. This is training material. I think we can share this. Now, we think we are going to have the second phase that will be continuously funded by EU around 11 or 12 million Euros. It may be implemented next year. Under the regional cooperation projects, you can make use of that to incorporate the initiatives, proposal from GMS countries and even from the Foundation to make our products better. For Vietnam, we look forward not many far future, you Mr. Chair conduct training project in Vietnam.

Thank you very much, Mr. Chair.

Prof. Dr. Chira Hongladarom

For Vietnam, when we do training, we can learn from one another's plan and strategy to improve human resources.

The up-to-date information on tourist arrival this year in Vietnam, what is the latest figure?

Mr. Pham Quang Hung, General Director of International Cooperation Department, Vietnam National Administration of Tourism

This 2009, we got some impacts from economic, the number of international arrival to Vietnam decreased. We got 3.8 millions.

Prof. Dr. Chira Hongladarom

3.8 is a lot of rooms. Thank you.

Assoc. Prof. Dr. Asanee Kawtrakul, Deputy Director of NECTEC

We, NECTEC, come here to learn, share and work together. I learnt a lot from Dr. Chira about 4L's, 8K's and 5K's.

Now, NECTEC, we have three projects that might align with GMS tourism and human resource training center. One is Digitize Thailand. This is one of three flagships of NECTEC that is Digitize Thailand, Smart Health and Smart Farm. For Digitize Thailand, first we would like to digitize our cultural heritage so we provide tools and platform. Content is very important. It is not only to preserve our cultural heritage to our next generation but we could use this content to add more value in order to put many applications like virtual museum and also provide live demo to promote tourism.

My idea after I learn from this workshop is first I would like to propose why not digitize GMS.

Second, we also have activity we call Smart Service. We held workshop last month. Six special interest groups combine academic, public and private. The one outcome from that smart service is smart service for tourism. We could align with human resource training center so we, NECTEC, try to initiate service research innovation. We could share this technology and tools for GMS tourism.

The last project is very important that Dr. Kriengsak and Dr. Sorajak mentioned about how importance of the data. We need to plan strategy or policy of data. This project is to make data standardization to have information exchange.

Based on these three projects, we could move for how to work together. I would like to propose the start with who do what since there are many working groups. Based on this working group, why do not we work together in order to reduce the time and avoid redundancy. This is my idea. Thank you.

Mr. Visoot Thessomboon, Managing Director, V Development Co., Ltd.

We should bring one step together is to join hands. In the future, we need to work together in order to compete. As Dr. Asanee has just mentioned, we need to get things standardization. For example, Thai hotels got 5-star level also we could expand to other GMS countries standard. It is the standard that the world recognizes. 5-star hotels in Thailand is a real 5 star and must qualify about 300-400 subjects of 5-star standard. Things like this should go together in GMS countries. This is a good big step as Mason mentioned. Thank you.

Ms. Chamaiporn Pornpruethianan, Deputy Director, Software Park Thailand

We have just conducted training for entrepreneurs in hotel business. We do not have to help 4-5 star hotels any more. If they do not have website, we give them cost and teach them how to do website and use it as a marketing tool to teach customers.

We conduct e-marketing course. Tourists' behavior is now changing. They find information on the Internet. If you do not have presentation on Internet, you lose customers. Last year, we trained more than 300 hotels in Thailand. This is how to help them create market and reach customers. Then, we have follow-up session. They stay with us for three months. If you think that this is useful to the group, we are pleased to work together as well.

Thank you.

Dr. La-iard Silanoi, Advisor 9, Tourism Authority of Thailand

In term of tourism, we should think about six countries. Do not think about political boundary but think about cultural boundary. If we start at this standpoint, we could do everything to create development or marketing side. On the marketing side, we can

propose about six countries one destination because we cannot grow or stay alone. As Dr. Sorajak said we had to network not only closely but we are the same.

Prof. Dr. Chira Hongladarom

We learnt so much from the comment. To promote human resource, we need to promote the brand of tourism destination. Several of my colleagues cemented relationship standard of work that we should do. For the comments of the GMS colleagues, I appreciate very much. In life, you continue to learn, try to steer the recommendation in such a way that is practical. Me, if I am in charge of any operation, I want to be more realistic. But the great ideas must come first. In the step, that you want to take is practical step. Even though it looks like my project after this seminar may not be true. Human resources with this information sharing and Mekong Tourism, it seems like we need to push forward.

Thank you very much.

Panel Discussion on Learning Forum experience and updated tourism information

**by Laos' representatives
Yunnan's representative
and
Cambodia's representative**

Chaired

by Prof. Dr. Kriengsak Chareonwongsak

Prof. Dr. Kriengsak Chareonwongsak

Good Afternoon, we will have three presentations from Laos, China and Cambodia. Why don't we start with the presentation of the country report on Laos Tourism by

two delegates from Laos: Ms. Darany Phommavongsa and Assoc. Prof. Thavy Phimminith.

Ms. Darany Phommavongsa, Deputy Director, Tourism and Hospitality Training Center, LNTA

Thank you very much Mr. Chairman, Distinguished guests, Ladies and Gentlemen. It is a great pleasure to be here on behalf of Lao National Tourism Administration. Today, I am going to present on tourism situation in Laos also the role of human resource development in Laos. We also talk about the experience that we get from the project. I will quickly finish my presentation.

In 2008, tourism accounted for 1.7 million visitors. It is about 7% change over 2007.

It generated income of 275.5 million USD. About 85% of total visitors are from Asia and the Pacific. The number is 1.4 million visitors.

In September 2009, there were 1.3 million visitors arriving in Laos about 2% over the period of 2008.

Tourism jobs are made up 5% of total workforce. We have direct employment 20,000 people. About 300-400 people are indirect employment. 50% of total employment is in the core areas such as tour operators, hotels and restaurants.

LNTA forecast that for 2015, we will get a hundred jobs in tourism sector.

The role of human resource development in Lao PDR

The design and provision of education service to tourism sector is supported primarily Ministry of Education. It provides funding for university and vocational schools, approves national curriculum including vocational and academic teaching level accredit certification for education related sector.

Education and the training for Laos' tourism is characterized by a fragmentation with public tourism training establishment such as vocational and technical schools, universities and the government institutes.

The number of private sector institute also offer a wide range of full-time and part-time hotel and tourism training programs. For vocational and technical schools and nine networks of vocational and technical schools located throughout Laos and offer the set of standard of Ministry of Education approves cooking and hospitality courses with the students who successfully completed the course and obtained vocational certificates or technical diploma depending on their educational background and course completed.

In the university level, in 2005, National University of Laos began offering tourism course at the Bachelor's Degree level of Tourism and Hotel Management. In 2007, they began offering a Bachelor's Degree in Eco-tourism Management. Based on the

number of the students currently enrolled are 1,000. It is evident that there is much interest in this field of study.

The Lao National Tourism Administration, we have tourism and hospitality training center principally concerned with short course training for tour guides and also for hospitality program.

LNTA's main training activities are annual tour guides and short-term hospitality training in the following subjects.

- Housekeeping
- Front office
- Food and Beverage service
- and
- Laos cooking courses

For the industry associations and private institutions, we have Laos Hotels and Restaurants Association and Laos Association of Travel Agents. Private colleges offer various forms of hospitality training and language courses.

The establishment of expansion of private institutions in tourism education field has been retrained by the inability to obtain the approval by Ministry of Education and lack of investment.

For LATA, it was formed in 2004 and has totally 70 tour operators that can be operating in the Lao PDR. The main objectives are

- to promote Lao PDR's destination in trade market worldwide
- to ensure that highest quality standard of services are offered by the Lao PDR travel industry
- to enhance business ethics of the travel profession and
- to encourage the development of sustainable and responsible tourism industry in Laos

The Lao Hotel and Restaurants Association was also formed in 2003. They have 202 members of restaurants, hotels and guesthouses. LHRA trains over 400 people in period of 2004-2006 so the training was carried out by using the network of trainers to teach basic skills in professional cooking, housekeeping and food and beverage also. The practical training was provided on the job in the various hotels in Vientiane.

Some challenges of tourism education in Lao PDR

The first one is the shortage of the qualified teachers and instructors. Our theory-based program teaching method. The lack of training facilities and resources. So the demand for tourism training is high with the more than 3,400 people participating in some forms of public sector tourism related training. About 50-70% graduates from all programs find employments in the tourism sector immediately.

The quality and the scope of training delivery do not meet the industry's requirement. The capacity of the tourism providers are delivering quality does not yet meet the minimum international norm.

Availability and access to more flexible training options for tourism business and employees is very limited.

The needs for the tourism education and the training in Lao PDR developing the kind of workforce needed to serve the needs of tourism sector cannot achieve through the provision of academic program alone. It is an urgent need for practical skill in traditional areas. Lao PDR is being jeopardized by poor service level. The serious efforts must be made to improve the skill and professional employment in the tourism sector.

Close industry consultation and involvement in relation to manpower planning and training is required. Like LNTA, Ministry of Education, Laos Hotel and Restaurant Association and Laos Travel Agents Association, we should closely cooperate together.

Developing a comprehensive national human resource development strategy integrating the manpower requirement of industry with the training provision.

Developing the training and hospitality center as the model for the Best Practice is considered model. Cost-effective and optimal solution to the tourism HRD challenges.

Now, the Luxemburg is a grant aid from the Luxemburg government. It concentrates on hospitality and tourism industry in Laos. This 5-year grant project is from Luxemburg with the cost of 5.5 million Euros. It tries to achieve results.

1. HRD strategy and action plans 2008-2018 to be approved by Laos government
2. Capacity strengthening and upgrading training provides 20% recruited a core team. Now, they are starting in overseas and they will come back in 2 years.
3. Curricular and teaching materials development hospitality and tourism curriculum with the framework of Ministry of Education, appropriate train the working group
4. Developing the hospitality and tourism training center
5. Outreach program implemented in Vientiane Capital, Vientiane Province, Luang Prabang, **Khammuan** Province and Champasak

The other project is called tourism sustainable development project with support by ADB. ADB has been supporting for HRD tourism in Laos. Some activities are to improve the training manual in tourism and hospitality for public and private institution, produce CD-ROM about HRD in tourism and training curriculum information and train the trainers for the SMEs in tourism and hospitality business and conduct the training course on hotel and restaurant for service staffs and in provincial level, roundtable meeting for public and private sector

- Bilateral meeting between public and private sector, private institution and also travel agents to discuss on how to improve the curriculum of the tourism
- Improve learning and teaching facilities for tourism and hospitality training centers and also the National University of Laos. And ADB also provinces training equipment via mobile training.

So some possible cooperation in this project. We think that the Learning Forum on Human Resource Development for Laos' Tourism Sector should be

carried out more in the future not only in Vientiane that they have done but also Luang Prabang or Champasak.

GMS countries should nominate the contact person to implement the cooperation projects in tourism and HRD and also training course on HRD in tourism each country should be conducted to further in this project.

Assoc. Prof. Thavy Phimminith, Head of Ecotourism Department, Faculty of Forestry, National University of Laos

Thank you, Mr. Chairman, Ladies and Gentlemen.

I would like to give you some overview of the tourism in Laos and also the human resource management and also the benefit from the last training workshop in Vientiane.

First, I want to give you some general information about Laos that some of you might not know something about Laos. We are undeveloped country.

Many people from the whole world may not know exactly where is Laos.

Lao PDR's land area is about 236,000 Square Kilometers. It is divided into 16 province plus 1 capital city.

The population at this year is about 6.5 millions and is less than Bangkok. We are consisted of 49 ethnic groups and have multiple ethnic cultures in Laos.

GDP this year is 920 USD per capita. The growth rate of this year is 7.6%. Based on the result of UNDP's study, poverty has been declined upto 2.26% of total in recent year, compared with 33.5% in 2002 and 46% in 1992.

Tourism Status in Laos

Laos has disadvantage compared to other countries. Laos' tourism opened less than 20 years. Compared to Thailand, Thailand has long experience.

As Darany said, we lack human resource with quality for tourism sector. The government lacks funding to support tourism like facility development, road construction and other facilities. We also face the low quality of service and infrastructure even though we have rich natural heritage within the country.

Another opportunity for Laos

First, our natural resources are undestroyed. We have diverse ethnic lifestyles and tradition and richest network of eco-system of Indochina. More than 800 species of birds, more than 100 species of large mammals have been found in Laos. Almost every year, we found new species including birds, mammals and other species of plants.

Second, cultural heritage and historical resources. As you know, Luang Prabang is UNESCO world heritage and also Wat Phu Champasak. Plain of Jars in Xieng Khouang, the government is submitting the request to UNESCO and we are waiting for the approval. Another heritage site is Hin Namnor. It adjoined to Vietnam and the government is submitting the request to UNESCO also.

Here is our national heritage area. This is located starting from the North to the South that we can say it is one of the best destinations in the world. It does not mean we have good management system in that. It is just designated located from the North to the South.

We are starting Eco-tourism project from the North in Luang Namtha Province but now the government policy tries to promote Eco-tourism not in national heritage area. However, the government does not have enough money to spend for this.

Income from tourism is certain a large source of national income after mining. Mining is the non-renewable resources. In the short future, we might run out of that. The government tries to concern and preserve the National protected area for offering Eco-tourism in Laos that we can sustain on the majority resources management and use.

There are some reviews about Laos Tourism from outside.

New York Times 2008 presented the survey from 53 countries from the whole world. They mentioned that Laos was one of the best tourism destinations.

One of the leading tour magazines from England published in these three years that Luang Prabang received award for one of the best cities for tourists' destination.

Nam Ha, national protected area received out-performance award for poverty reduction from UNDP. British Airways also recommended Nam Ha eco-tourism project is the best program for tomorrow.

One plus, the tourism leading magazine noticed that Laos belong to top ten countries as tourism destination in the world.

In this year, the Laos Planet has website with planeta.com.

Now, I would like to talk about human resource development. Darany also mentioned about this.

We started human resource development for tourism quite late. We did not realize that Laos would have good market from this.

Now, we have five universities. They started to offer tourism-related course. We started quite late in 2005. It means we have not finished producing the first batch.

Faculty of Forestry offered eco-tourism courses since 2007. Now, they are on the third year of study. They have to study for two more years. We lack of infrastructure. This year, we have to elaborate more courses and teaching for the next semester.

While we cannot offer this, public and private institutions try to offer this. With other countries, for example, private institution with Thai businessmen, they offer course on tourism management but at diploma level.

Weaknesses we have are curriculum standard. Each institution just made up themselves even though they need to get approval from Ministry of Education but we do not have any standards for this.

Lack of skill of professional. For example, in my Department, most lecturers are quite young with very limited experience and practical skills.

The government do not have enough budget to support this aspect. More or less rely on foreign support.

Now, I would like to talk about the knowledge gained from the last training in Vientiane by Dr. Chira. We received the whole knowledge that is very useful for us. I shared this information with my colleagues. We try to select some good examples to put into our teaching especially the real example and experience from Thailand. What they had done is a good job with mistakes or something like that. We can learn a lot from this. They give us hard copy we can use.

In cooperation with Thailand, we have advantage because Laos people most of them can read Thai. They cannot speak English so they cannot use English textbooks but they can use Thai.

Besides, we know each other. We are in the same family (tourism-related) but we do not know each other and experience among us we try to cooperate in the future. For example, I might send my students to collect data or get practical exercise through this workshop.

Here is application again. It is good because it is hard to get learning materials from the outside. We try to use the real examples from Thailand because they get more experience than us with tourism management and also hospitality in Thailand. Hotels in Thailand compare to hotels in Laos, the service is quite different.

The economic corridor presented by Dr. La-iard and the team, it shows how can we link tourism between GMS region so now we are prepared to join and work together in this region.

As I am an academic people, things are valuable for us. I can spread this knowledge quickly. I can teach the students and they can use knowledge from me to apply to their career in the future.

Some suggestions from my side are similar to her. We need more help especially from FIHRD Thailand continue to help us to develop human resource for us. If possible, they should make some tours to see some the best tourism service in Thailand. For example, the tour guides in Laos just guide you to prevent that you get lost. Normally, the tour guides must have knowledge to bring some take-home message. We are not attractive to tourists, they won't come back again. This is our weakness.

We would like to also get this opportunity if possible. And also if possible, we would like to have also some textbooks whether in Thai or English in our library. We lack of these textbooks. Even though I asked a friend of mine who studied in Bangkok and give him money to buy textbooks for me in Thai because we will ask TICA to provide scholarships for our students or staffs.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

Thank you very much. I think most of you learnt many issues.

Ms. Gao Ju, Dean, Department of English for Tourism, School of Foreign Languages, Yunnan Normal University

Thank you very much, Mr. Chairman.

I would like to clarify my university. Formerly, Yunnan Normal University was Yunnan's teacher university and we trained teachers.

Distinguished guests and delegates

Good afternoon

It is a great honor, privilege and pleasure for me to participate in this International Conference on GMS Tourism organized by FIHRD and TICA.

It is very clear to me that Thailand has been playing very positive, active and constructive role in promoting GMS Tourism by organizing various seminars and workshops in GMS countries consistently, generously and efficiently.

I am deeply impressed by the closed cooperation among the public, the private and academic sectors in tourism in Thailand and the commitment of the Thai Government in tourism development in your country and in GMS at large and chaired by H.E. Mr. Abhisit and other honorable officials.

As GMS countries, we have both similarities and differences. It is very important for us to put aside all differences and share many ideas, respecting and understand each other so that we can make our due contribution to our common and sustainable development through such a big event like this conference based on multilateral cooperation, mutual benefits, our one goal and People-to-People Diplomacy as told by Dr. Chira.

As an old Chinese saying that "nothing is more important than human in the universe". Another thing which has been quoted by Dr. Chira, it takes only 10 years for growing a tree but as long as 100 years for developing human. Hence, human resource development is very crucial for every development in every GMS country as told by H.E. Mr. Abhisit this morning.

I would like to brief you some aspects of Yunnan's tourism as well as our learning forum experience.

Under the first title, I have statistics in 2008 and some projection made by YPTA in 2010, 2015 and 2020.

First, here are some statistics in 2008. I saw common practice. We divide the statistics in two areas: international and domestic. These categories were sub-divided into areas: tourist arrivals and tourism revenue.

In 2008, we had tourist arrivals from international community and including foreign countries and Macao, Hong Kong and Taiwan. The total numbers are 2.502 million and increase by 12.8%.

Next, we look at tourism exchange revenue. That means how much the international visitors brought to the province. The revenue was USD1.1 billion and again up 15.6%.

Next, let's look at domestic tourist arrivals. As you know, China is a big country so the number is 103 million and an increase of 14.1%. They brought CNY 59.48 billion domestic tourism revenue. The growth is 20.2%. In total, we have tourism growth 18.6%.

Next, we will look at market at the front. It was divided into Asia, Europe and America. In the whole year, we have 1.142 million arrivals from Asia and increase by 21.6%. Among which we have 4 countries: Republic of Korea, Indonesia, Singapore and Thailand.

Dr. Chira proposed 2R's Theory: Relevance and Reality so we have some connection with Thailand. We have some tourist arrival and go straight from Europe including Britain, Germany and Switzerland as major tourist generating countries.

Next market is from America as exemplified by Committee of the State. Next is on the category of statistics of 2008. We have some international tourist arrivals from ASEAN countries. Thailand is Number One with 95,248 tourist arrivals and 20% growth to 185,390 tourist arrivals. The second is Singapore, Indonesia and Philippines. A lot of Thai people come to our province.

These are updated tourism statistics provided by YPTA in the previous year.

First, we have international tourist arrival including cross-border one-day-trip. The number was 5.778 million up 13.1%. The tourism exchange revenue was USD1.17 billion and increase 16.9%. We have international tourist arrivals which include overnight only. The number was 2.845 million up 13.76%. The tourism exchange revenue was USD1 billion and increase 16.6%.

Let's look at the domestic side. The number of domestic tourist arrivals including one-day-trip was 120 million. The domestic tourism revenue was CNY73.066 billion.

The number of domestic tourist arrivals (overnight only) was 67.284 million. The domestic tourism revenue was CNY57.40 billion. The provincial tourism gross earnings were CNY81.073 billion. The total increase was 22.2%

By 2010, Yunnan expects 3 million international arrival and USD 1.2 billion revenue. Yunnan expects 75 million domestic arrival and income will be CNY52 billion.

By 2015, we expect international arrival of 5.5 million.

By 2020, we expect CNY 150 billion revenue.

These are eight measures proposed by YPTA

1. To build a series of tourist destinations with international competitiveness and regional influence
2. To monitor service quality of major tourist products in real-time by involving the general public
3. To establish standard tourism system
4. To improve tourism supervision system at the levels of the province, prefectures/cities, and districts/counties
5. To strengthen the guidance of training tourist personnel
6. To establish service assessment system
7. To publicize information on tourism management via the Internet
8. To improve the service quality of tour guides by strengthening the pre-service and on-the-job training and providing training to tour guides of the whole province within three years.

Next, I will move to the role of HRD in tourism in Yunnan.

Within the province up to now, we have 434 travel agencies and about 11,410 tour guides.

Let's look at the big picture within the country.

In China, we have altogether 18,943 travel agencies. In 2008, we have 20,110 travel agencies.

In terms of hotel in Yunnan province including the major attractions such as Kunming, Lijiang, Dali and Xishuangbanna, the number was shown on table.

Area	Hotels	Rooms
Kunming	107	16133
Lijiang	179	10380

Dali	104	6788
Xishuangbanna	35	4047

Let's look at tourism schools.

These schools are classified into university, college, vocational school and training center.

In central part of Yunnan, we have 5 universities. Altogether, we have 26 schools in tourism.

The universities that offer Bachelor's Degree and Master's Degree in Tourism Management are Yunnan University and Yunnan Normal University

For the schools which offer Bachelor's Degree only, we have Yunnan Normal University, Yunnan University of Finance and Trade, Yunnan University of Ethnic Minorities and Southwest University of Forestry. They offer degree ranging from tour guiding in English, tour-guiding, tourism accounting and forest tourism.

In term of Three-Year College, we have Kunming University, Yunnan TV and Broadcasting University, Yuxi Teacher's College, Dali College and Lijiang Teachers' School. They provide disciplines tour guiding, service and management of hotels, service and management of travel agencies, operation and management of recreational tourism, cuisine secretarial studies etc.

I am from the Department of English for Tourism, School of Foreign Languages, Yunnan Normal University. This university is widely received in the province because we train students who speak English and they are tour guides and actively involve in the tourism-related activities and exhibitions such as CITM China International Travel Mart.

Our department was established in 1993. We have 11 staffs. Our mission is to educate and train students in the fields of tourism as well as translation and other foreign-related affairs.

Most of our teachers have conducted research programs in many countries. They have published a lot. Some of the books are designated as the book for the national tour guiding certificate examination.

We have close relationship with public and private sector.

Some of our students work in Thailand as teachers of Chinese.

Lastly, I will talk about the present and future cooperation

According to my observation and understanding, FIHRD has been playing a good role in GMS Tourism cooperation and all public private and academic sectors are willing to join such seminar conducted by FIHRD including focus group meeting, learning forum and this session in promoting understanding and bilateral cooperation.

According to my standing, the future cooperation can be the establishment to enhance Thai, Cambodian, Laos, Burmese and Vietnamese languages. In our school, we have only English, Japanese and Vietnamese. It is more beneficial to add more majors in such languages spoken in GMS.

The development of Faculty is also important.

In terms of majors in different languages, I think to send teachers speaking native languages to design course and exchange program open our vision are very key issues.

In term of the development of the Faculty, we can organize academic symposium, exchange ideas and publicize such findings.

In term of employment of students, students can teach Chinese as foreign language in GMS countries and other GMS languages in China. They can work as managers travel agents and tour guides.

Last, I will talk about my experience in Learning Forum. Our experience can be explained at global and local level. This learning forum plays specific role in strengthening tourism cooperation in GMS countries, in updating tourism information, in promoting Sino-Thai friendship, in developing strong interest in Thai language and Thai culture and also establish new contacts and friendship. At local level, these activities have to crystallize overall development by way of 8K's Theory in guiding the development of this discipline, 3 Circles Theory as proposed by Dr. Chira's and facilitating learning culture in the way of 4L's Theory.

Thank you for your attention.

Ms. Touch Angousspheap, Sales Manager, Sunway Hotel Phnom Penh

I would like to take this opportunity to thank FIHRD again especially Dr. Chira who invited me to participate in this meeting.

After joining 5-day training in Cambodia, the trainees have found that individual better knew each other. For that, we are submitting today the project to improve our understanding.

This is just a draft not really completed. Actually, the draft was prepared by the trainees who participated from June 29 to July 3, 2008.

This is the map of Great Mekong State. We are in the side near each other. When we bring this, why don't we work together to improve and take advantage from our barrier?

The Khmer-Thai border incident has caused the decrease in tourism from our two countries. Deputy Governor of TAT has anticipated the slide of 20-30% or about 2.5 million less tourists during peak season of 2008 and 2009. This leads to financial loss about 100 billion Bahts.

Here, in Cambodia, according to the ministry of Tourism, the total number of visitors during the first three months of 2008 has decreased up to 2.23%.

The entire airlines are severely affected 23% in Siem Reap and 12.3% in Phnom Penh.

One particular day, the visitors were up to 54.4% by the day alone here. That day alone skewed the real fall in the total number tourists.

In the present context, Cambodia is closely linked to the Thai tourism because it is one key gateway to Cambodia.

To the end, FIHRD proposed GMS framework: a joint tourism promotion project.

Thailand-Cambodia launching over market to closely by national and international sector.

We think this. We will take examples of joining program between Thailand and Cambodia. It is very useful. We can also do it among these GMS countries.

For the objectives of two sub-sequent, under FIHRD Thailand's framework

The dual trade show in Thai tourism industry. Cambodia waits for human resource development for tourism and understanding.

Under GMS framework, we wish that Thai tourists will delightedly share with Cambodia because of their limited promotion.

Under the structure of common tourism program, we just take a draft for example. Cambodia and Thailand should closely work on tourism. In 2008, we got a lot of Thai tourists to Cambodia.

The below is the concept so we can do package out from Bangkok and we can add in Phnom Penh or we can go to Phnom Penh first and we can add Thailand. We can do this among GMS countries.

Integration of service and product

Suppose, we have the package tour, we also need hotel, food and guide. All destinations we need these.

For the structure, we can do like it is found in Cambodia. You can quote the quotations of the hotels from one star to the deluxe hotel. The food and drink fee all we have standard rates. We have to do the same thing.

For product linkage, we also have to put the valid and to end date.

We have to print materials, magazines, do VDO DVD to promote formalization trip, introduction of our product.

The advantage of joining this program

Everybody gets benefits. We support each other and strengthen the image. You can see we can also get support of the hotel. The hotel also has desk of restaurants both local restaurants and tour operators. All these actions boost up the economic.

After Dr. Chira mentioned to us, we also really work our won on this FIHRD Cambodia because it is useful for Cambodian people. We had learnt a lot with it. That is why they ask us to come here to present and ask for more training on human resource side.

The Last one is the organization chart is the promotional package.

Suppose we work together, if we have formed trip and we can exchange each other. We have to bring to promote our countries. When we have exhibition anywhere, if we have GMS book, it will be interesting. They will come to see. GMS is 6 countries together and they can find one package and go to 6 countries.

We have joint promotion but who will be responsible. For example, I will find one package tour from Thailand to Yunnan, who should I contact? I also need your advice.

Thank you and looking forward to seeing you in Cambodia.

Open discussion

Prof. Dr. Kriengsak Chareonwongsak

Let me open up the discussion. I seated as the Chairman of Airline Operating Company and also invested with a group of friends in hotel in Samui Island and partner in restaurants. I know the industry very well.

We would like to ask the organizers to post all presentations on the website so that we can down load easily.

We hear “the Best Practices” is one issue that emerged. Are there any “Best Practices” from these GMS countries that we could pick out so that we can learn from one another? What can we learn from Laos, Yunnan and Cambodia?

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Actually, in Yunnan, I am very impressed with the specialization not only in English but we went there because they want to learn Thai. For the case like Thailand, some of us probably know English. The GMS has several languages yet we cannot invest so much in Thailand. That is one area.

For Laos, definitely, the preservation of their culture, the people are in love in their traditional culture. The globalization comes to Thailand but Laos learns how to play successfully with Globalization.

For Cambodia, I must admire the private sector tourism who tries to overcome some difficulty with political tension but I was very happy to see the figure honestly explained by the Cambodian delegate. The drop from Thai tourists in Siem Reap is 23% and in Phnom Penh is about 12-15%.

I wish that this particular seminar, we have the delegate from Cambodia here push for private sector involvement in despite some difficulty with the government.

Prof. Dr. Kriengsak Chareonwongsak

It is very good from Dr. Chira. We try to learn from Best Practices. It is obvious that the Chinese have a tremendous capacity of language for tourism. I visited Beijing a year ago, they had training program for the Chinese to learn foreign languages. They are still so clear and no one can match. You should produce a way of variety and start doing all the convergence of cooperation. Probably, the Chinese should offer to the six countries some kind of English for tourism training. That could be a tremendous example.

Another one is the same thing with Laos. Dr. Chira talked about culture and eco-tourism. They allow tourism to look after ecology so they have very natural tourism. That could be a focus. They preserve culture and ecology mix with tourism growth of rapid number. That is a model. Today, I challenge the Foundation for the future meeting together to come with specific not general report and suggest a model of Best Practice. For example, Laos will come with cultural and eco-tourism Best Practices. Different operators and government agencies institution and private sector together, how do you preserve that?

The bigger university with the Dean of English for Tourism, you can come with some kinds of clear cut documentation that let other countries to follow so that it will be interesting.

Then, the tourism in Cambodia must show how can you overcome the difficulty or suggest anything else. These are Best Practices that I raised.

Ms. Chamaiporn Pornpruethianan, Deputy Director, Software Park Thailand

I think that services may be one of the points that the Thais can offer as a Best Practice. What do you think apart from the culture of course?

Prof. Dr. Kriengsak Chareonwongsak

Thailand can offer how to serve and improve service quality. What can be a model for Best practices?

Mr. Aung Din, Chairman & CEO, Nature Lovers Travels & Tours Co. Ltd.

One of my ideas I gained from Thai side and from Laos.

Of course Myanmar, not only Myanmar but also other GMS countries, we are rich in culture as well as nature so if we intend to encourage capacity building and to consider eco-tourism on nature side and also cultural side. Among several types of

tourism, nature-based and culture-based are the most popular. We in the GMS, we are rich in that kind of theme. We should encourage both sides training our knowledge, experience and should encourage our people in that kind we offer the knowledge.

According to my experience and my country, several tour agencies they are promoting nature-based tourism. They have not promoted the knowledge of that kind of thing.

Another point is that we are doing business in tourism industry. Doing business means we are looking for the income, profit. If we emphasize only on the profit some day in that case, what kind of market we should aim? For example, you may have some knowledge and information about Buddhism tourism. You may specialize in high class tourism especially those kinds of eco-tourism places. That is why we should focus of thongs, training on our experience. That matters re about important. I would like to emphasize on that kind of thing.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

For the Vietnamese delegate, what kind of Best Practices do you have?

Mr. Tran Hung Viet, Deputy Director General, Saigon Tourist

In Vietnam now, we come from Saigon Tourist Holding. It is a company with hotel, resort, transportation and travel agencies.

Saigon Tourist holding in Vietnam is a company with about 60 hotels, schools with 2,000 students for front office, reservation and all tourism activities.

We already cooperate with it in many programs about eco-tourism. We are full of tourism activities in Vietnam.

About 10 years ago, we already cooperated with AIT in Thailand. At that time, Dr. Mohandy hosted all activities about the environment. We should cooperate within 6 countries like that 1 Destination 6 Countries. If we cannot cooperate, we cannot promote our country. We can exchange knowledge together about eco-tourism, promote our destination, training course and all the things.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

Thank you for sharing Best Practices. We do a lot of mapping out eco-tourism. We can take concrete actions. FIHRD should adapt something concrete to happen in the future. For example, we should allow each country to commit their Best Practices that they made. Certain aspect of eco-tourism in Burma, Laos, Vietnam and come forward. And then the Chinese focus on the language for tourism. We could have in-depth meeting dialogue. We should have obvious form of how do we cooperate and how do we cut threat in the middle way. The Vietnamese is talking about the destination. If

you really want that, could you offer just a key point how do we cooperate so that we have one destination six countries in a real way. We take only transportation, visa and anything whatever.

Mr. Mason Florence, Executive Director of Mekong Tourism

In terms of how we cooperate to promote the region as one destination. Most of people in this room are from GMS. We all know ever well what GMS is. You know what ASEAN is. Unfortunately, outside this region, we are surprised how little people know about ASEAN, South East Asia and GMS. I ask may audiences in different countries and regions “when you hear the word Mekong, what does it mean to you?” Different answers we got are fascinating. Mekong are river, Thai whisky. We ask people “where is Mekong and could you please tell us which countries are along Mekong River?” Sometimes, they say Thailand, Indonesia, Nepal, Sri Lanka. It will be surprising. My point is that the first thing fundamentally is to educate the worldwide community as to where Mekong is? What countries are involved in this cooperation as a first step? We had a campaign that to be talked more on tomorrow on Mekong and we have a sub-line which recently will be a part upon six countries. It could be six countries one destination actually is the same. Six countries one river to educate people we are talking about which countries are all along and touching one river is really a base.

The second thing I could follow up is with multi-country activities “Fam Trip”. The media more and more to make general public know about GMS. I also published a magazine in Thailand and I sent to one of my editors in Vietnam a few months ago. A magazine invited me to join Fam Trip which I believe VNAT has organized with a company from Singapore. They took the group to Ho Chi Minh City, Hoi An, Hanoi and Halong Bay. Due to respect to Mr. Hung from VNAT, I heard from my editor. They gather people for the meeting after the Fam Trip to get the feed back. Although a bit of criticism from the regional media, these people are from Hong Kong, Singapore, Malaysia and Thailand etc. The journalists told the organizers that all of us have been to Vietnam before. We a little know the region. Vietnam was open since the early 90’s. What it want in the Fam Trip? They are happy to put a Halong Bay with Hanoi, Ho Chi Minh City. What they really want is something new: that kind of unseen of Vietnam. The simple thing is to organize a Fam Trip to make more than one country or on the normal track we take from the UNESCO heritage site. Part of cooperation is to put collective minds together. We can create the valve factor whether Media Fam or Travel Agencies Fam Trip. I am going to show the thing that can blow their mind. This is something I can write or publish about that I can sell to my client. It is about cooperation and collective thinking outside the box a little bit more especially as the world is getting more and more competitive.

Prof. Dr. Kriengsak Chareonwongsak

You must be a little bit creative to open up their destination for tourism: eco-tourism to Latin America and other countries. You must be clear. That is a good point.

Ms. Plernpit Suksukont

One destination six countries, I want to change to one country six destinations. I want GMS to have a feeling like a one country. How can we do that? Some information is out-of-date. How can we find update data and open heart for the next generation? How can we create value for the present generation and the next generation? Some theories cannot use for the present like how can we create new value? Love is important. How can we love together? Not love from mouth. This is my idea.

Thank you.

Prof. Dr. Kriengsak Chareonwongsak

The point you raised is that there must be cordial relationship among the six countries. To see outside ourselves and create much harmony, it could be one GMS destination not one country. How do we promote People-to-People relationship? That is a key point.

After this, some kinds of allowance for people's contact is not only coming for business interaction. It could be partner soon in studying of six countries.

How about granting scholarship so that our students could spend a year in these countries? For example, Myanmar's students study in Thailand. Laos get to Cambodian's home. We should exchange student scholarship in high school level or university level so that we have specialists from those countries study in the relevant countries for at least one year. This is a concrete way for dealing with relationship.

Assoc. Prof. Dr. Asanee Kawtrakul, Deputy Director of NECTEC

I got some keywords from Dr. Chira about the objectives of this workshop is to explore strategies in tourism and human resource GMS. If we have strategies, we could plan for some activities. If we could have some pilot project together so we can keep continuously cooperation. Let's work together on some projects even without the money. We should align our project together in kind first and then in cash later.

Prof. Dr. Kriengsak Chareonwongsak

That is very good suggestion.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Actually, because of this second discussion on how to cooperate and driven by Chairman is quite interesting that several suggestions put forward. I hope my staffs and TICA can take note. Whatever particular activities that we pick up to cooperate to one another, we have to make it a reality. In my case, that is why I am limit to tourism and human resources but you can see that when you invite many people from many activities, some are in non-human resource area. Then, there are so many debates on potential ideas on that.

I want to put forward that whatever we agree based on this conference. At the end of tomorrow, I will pick up to follow through. At the beginning, it will end by having a

proceeding and nothing happen. It would be unjust to this conference. We now have more interesting ideas. In the beginning, it was like my project on tourism and human resource. Now, it expands to several areas. Even in human resource itself, Dr. Kriengsak talked about language system and eco-tourism. They are very good. At least, people in this room should know that we are not the one who has to do everything. In tourism aspect, there are so many other agencies, ministries, ASEAN and other place. I want people to know whatever we discuss here must be realistic. We should not take so many ideas without concrete actions.

The first thing we should do is that whatever we agree in the step forward when the foundation is responsible finding resources and to do more. I will send what Myanmar and Vietnam decide to go on its training this year. I will submit to my government and to Prime Minister. In other area like the Chairman said, here we can have workshop or conference like this but we go deeper into it. If all of you agree then we discuss with ADB. I have been in this field for 30 years. If good ideas have been agreed upon this conference, I will be responsible for finding resources. Once idea is good and everybody agrees then we move forward. I ask Prof. Kriengsak and other colleagues in this room to work together. For example, you see four representatives from the government from the Thai side. They are all prominent in their fields. Only two of them directly involve. Another two involved are from other ministries. One is from Software Park and one is from NECTEC. Those ministries, they have money too but to me, money is not the most important thing but creative ideas and consensus. All of you as Ajarn Kriengsak said if you follow these through website, you probably know that all of this information will be in my website and blog. If you follow through what we have done consistently step-by-step, then, it would be good. It was very good that Dr. Kriengsak started with some innovative ideas so we can work together. As far as cooperation is concerned, if we want to promote GMS brand in the eyes of the world, it will cost a lot of money. Look at TAT's each budget year. I sit in the board that employed McCann Erickson from here, they charged 500-600 million Bahts. We have to be realistic. We have to send it to other responsible player.

Whatever I am responsible. For example, Laos said the training was good. I will take that seriously. Myanmar said "Let's do it for me". Vietnam agrees to do that. Other big things like advertising budget creating brand of GMS. In fact, we have ASEAN TV. I was on the ASEAN TV talking on this ASEAN project. Many governments in the ASEAN countries including China, we love to promote brand of GMS in the eyes of high income tourists' player: those who come to 6-star hotels. Advertising business is very expensive. Dr. Kriengsak must let everybody say something but at the end, we can divide into what is possible. Some of things we discussed can be practical.

Prof. Dr. Kriengsak Chareonwongsak

I like what Dr. Chira said very much. What we discussed here to make it fruitful and realistic, we totally agree. If it was picked up by the Foundation, it can be done by itself. You can use this as a springboard of idea so you can send it to other related organizations suggesting to them this is the outcome of this seminar and these are suggestions to various kinds of bodies. Some of ideas are picked up. Some of them are picked up by Mason. He is enthusiastic to embrace this idea. It is good flow for discussion, bring out creativity and allow them to emerge and sub-divide in the category that the Foundation can realistically move forward and pass onto others

possibly the idea of one GMS six destinations. Mason is very interested and contributing. I get the discussion and move it on and legitimate from the floor. Then, we will summarize again and leave the whole decision making to the Foundation body on what can they do or what they cannot do so we can move onto other things. Some other things do not cost anything. For example, scholarship exchange, there is plenty slot in your school allow GMS students to come to Hua-Hin. It is a matter of crossing border. Think about that.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

One project does not cost that much. During the APEC years I have involved, they have many youth camps. In fact, the one of the Best Practices of APEC countries is youth camp.

We can have youth camps among GMS and we can take turns or rotate. For example, Thailand's turn, FIHRD can do that. It does not cost that much to do youth camp. Youth camp is very good. You are right that if you pick up youth among GMS and understand cooperative nature of tourism, then in the long run, they will become more support of this. This is one thing that will be quite good for tourism also. This forms another trend that I have already put in my paper and look at it again that his kind of connectivity to tourism. Mr. Chairman is right. If we do the youth exchange among countries and the countries can take turns to look after them. In fact, APEC things, they bring more than 100 youths because they have 21 economies. GMS has six countries. Maybe 15 come from each country. This is a kind of thing that we should try to promote, GMS unity and sharing the culture.

Dr. Chomyong Tohtong, Phetchaburi Rajabhat University

May I share my idea? As I listen to Dr. Chira that we should focus on what we are going to do. We are going to focus on HR, right? We move onto what we decide what to do. Why do not we position ourselves first what we are going to do for the GMS? Like to do brand positioning for GMS. If we are going to communicate our brand, we can do training according to the brand that we have already realized what we should do together in this region or basin. We have listened to Laos' delegates. They said that "Laos can be one of the ten best destinations of nature and culture." The Myanmar's delegates also agree. So do the Vietnam's delegates. If we are going to position ourselves at an eco-tourism destination, then we can do the training according to the brand that we have already agreed. This is a good way. I just suggest my idea.

Thank you.

Prof. Dr. Kriengsak Chareonwongsak

Thank you very much. Identify the common brand so that it can be logistically possible to cooperate together. This is a very good point. This region has diversity of ecological assets. Few regions can match ecological asset we have. We could emerge this conceptual possibility to sharply focus and able to creatively pinpoint.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

I must thank you for being very inspiring for afternoon session. I think the morning one was also interesting.

First, if you remember my presentation, we conduct five Leadership Forum five years in the row. They are much bigger than this. You know, when I did the first one, I never expect the second one. When I did the second one, I never expect the third one. Because there is a need for it. Now, I must say this is with the support of Ministry of Foreign Affairs, I got some ideas to make conclusion. Once we do it, it elevates. In fact, only the beginning of it because let me tell you if the same participants that came here, may be added few more but with the core of GMS Mason and the co-organizers have the kind of success, then the second one is automatic. Whatever is good, it comes. I think there is already seen that there is a possibility that we can do this once a year. Maybe we rotate to different GMS countries. The theme should be tourism and human resource aspect that come in should be based on our core competencies. Do not expand too much into marketing, finance and infrastructure yet except it enhances capacity building of tourism and human capital. That is why Ajarn said if next year we decided to have eco-tourism, then what kind of human resource investment either at the university or training level. You want to invest on that, then it will go on. If you expand everything so much, I warn you it will never work. There are so many tourism projects already in GMS. Now, that is something I want to say. I am happy to work for the second time or third time. Despite we cannot nominate another country; in managing the Foundation should be responsible. There is another interesting possibility.

Last night, I did not tell you that about five years ago, the Ministry of Foreign Affairs has given me a research agenda we called it “Impact Study”. That “Impact Study”asked this question.

- During Thailand’s efforts to promote cooperation in GMS, not really in tourism but in trade, investment, health care, what have you learnt from it? Is there any effective ways we measure the real policy to be the same in GMS?

You know, GMS has done so many things among one another. It does not have to be the Government of Thailand. It could be Government of Japan, ADB. If I investigate ADB whether they have done well realistically, it will show that despite their money, the impact on GMS may not be as big. So I think there is another possibility for doing research to collect information to visit those countries. Look at all GMS’ activities together only in tourism but what are the real benefits if you take a lot of efforts. There have to be collecting of secondary data, have a lot of focus groups, individual in-depth interview in those countries. I will submit to my government. I want to show you one thing that is one of the recommendations. For example, in Thailand, we have scholarships to GMS countries, Laos, Cambodia and all that. If we repeat giving only the Bachelor’s Degree, it would be a big mistake. Laos and Cambodia may not want only the Bachelor’s Degree. They want to have Ph.D. If the government insists to give a number of scholarships without advancing them to Ph.D level, then Thai Government also make mistake.

My second recommendation is to work together to do impact study on cooperation only in GMS whether we have done properly. We need to investigate ADB with a lot of money whether they have done correctly or the consultants know the real situation in GMS. The problem like this, GMS need to be self-reliant and do not need outside consultant. The problem is that we never work together.

My third point is that whatever we do in GMS, we must have three-cornered solutions: government, private sector and academic. Do not forget that. If you have only the government, they come and go. Ministers talk a lot. Sometimes, they have a lot of money but they never follow up. There is a possibility to go on next year and year after that. If the conference is good, it never stops.

Mr. Chairman, I thank you for allowing me to sit here because I want to think a little bit whether I can push forward this conference into a more fruitful. As organizers, you have so many responsibilities. Looking after the Prime Minister is a serious business. Thank you.

Mr. Mason Florence, Executive Director of Mekong Tourism

I think it is good that people look at the impact. I am sure that many of you are familiar with Mekong Tourism Forum which was held with PATA. You will be invited here and now.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Those PATA things are big but they never follow through. Make it consistent because my commitment is, at the moment, in this group. If you agree to organize, I will invite the same people first. You people must come back. Other people you feel good, bring them. The core must come back. This is repeat customers. Second time around, we will be more focused. PATA is big business with 500 people. You and me, we deliver many speeches. I do not mind if you want me to do that but my time is for this kind of group. They are not big. They are deep thinking. I want to carry on what is important for people in GMS so whatever you say useful. Mason, as you are member of this meeting next year you will come again.

Thank you, Mr. Chairman.

Prof. Dr. Kriengsak Chareonwongsak

Let me carry on a little bit of further more so that we can make this meeting more fruitful.

We may focus on the things that are practical, workable and actionable and that is a right thing to do. The Foundation should organize a course on human resource development, kind of organization. That aspect has to be clearly enunciated. Everything is said is fine. Let's go on that way on a sharper wording. For example, Best Practices model have been talking about things that flow on discussion Allowing six countries to share Best Practices and model. We can agree that the first one in

China is language for tourism. It is human resource development in that angle. How do you create a language for tourism development model?

Again eco-tourism is not eco-tourism in Myanmar but it should be human resource development aspect for eco-tourism. What aspects of human resource development for eco-tourism Vietnam has to be model of Best Practices? It could be tour guide. It could be government official development for eco-tourism. It could be private sector human resource development. We can learn Best Practices from one another. It should be participant-oriented pattern. Dr. Chira and the Foundation should go deep into the Best Practices that would be useful to all.

The second conclusion I would like to go for discussion the main thing is GMS cooperation “One GMS Six Destinations cooperation”. Some of them took place around the organization. The scholarship is a way for human resource development clearly. It is organizing the relationship by exchanging the scholarships not only tuition provision but relation contribution. Scholarship for university, one-year exchange program, youth camps for human resource development for tourism.

The third thing I would like to see is human resource development in tourism award. This Foundation should grant an annual or semi-annual award for the six GMS countries. By way of developing some kinds of indicating to measure the development of human resource and adequately assess this measurement. Grant the award by the Prime Minister or President. Set clear criteria for measurement, committee who are qualified to judge those indicators that connect statistically. This is a good way to stimulate the human resource development in a broader scenario. This Foundation could play role in human resource development across border. It could move to ASEAN award, international award in a clear articulated way.

Mr. Visoot Thessomboon, Managing Director, V Development Co., Ltd.

I fully support your idea about award because in Thailand, every hotel has its own quality of the month. Then, we can change to different categories like hotel, public agencies. You can make different types of award. We should implement within GMS countries first.

Another thing is that before this conference is over tomorrow, we should at least get something like a format in term of business model or what we can do next. For example, Cambodia offers some program and then, expands to every country to bring us closer. The next meeting can follow up on this to make it solid.

Ms. Veraya Jaru-ampornpun, Director of Human Resources Development Bureau, Thailand International Development Cooperation Agency (TICA)

Concerning Dr. Chira and scholarship, in the past, we had scholarship for the Bachelor’s Degree but right now, the Royal Thai Government also knows that we have to support graduates more than Bachelor’s Degree. Now, we have the Master’s Degree. Our friends from developing countries I think including tourism also has the scholarship to the Master’s Degree. We also have the training in tourism. Last night, I talked to the participant from Myanmar. She said that you have one that already graduated with Master’s Degree just coming back. It is very beneficial for your

government. I have already sent invitation letters to every country. If you want to nominate your college from your country to apply for this training at Master's Degree, I welcome.

Prof. Dr. Kriengsak Chareonwongsak

We very much appreciate generosity of TICA. You have done a very good job in allowing cement the relationship of GMS tourism efforts.

There should be more research in human resource development in tourism among GMS countries. You can find funding from ADB. There should be research cooperation among six countries in frameworks with comparable statistics, research methodology and result.

Dr. La-iard Silanoi, Advisor 9, Tourism Authority of Thailand

Thank you, Mr. Chairman. We need training for the researchers for GMS. Even marketing training, think about One Destination Six Countries. It should be Six Destination One GMS. Now, there are six destinations already. We want to be one destination not six destinations from marketing side. We have to set another core of marketing training program. Five years ago, we talked to Bhutan. We try to keep up two kingdoms, one destination. If we want to cooperate on marketing side, we should see GMS as one destination from Siem Reap to Hue, Luang Prabang and Chiang Mai, it should be one destination.

The most important thing but no one speaks about is social media, Internet which is very powerful now. TAT focus a lot on this and it will be good channel.

Ms. Plernpit Suksukont

How can I get the slogan of the GMS? Like a brand, how can I do that?

Prof. Dr. Kriengsak Chareonwongsak

GMS one destination

Dr. Asanee Kawtrakul, Deputy Director of NECTEC

I would like to share the information that is a part of our last workshop in smart service. That is six special interest groups in education service. We can form people for human resource development. We care for content, tools, technology and process so one of the six is E-school of tourism. The motivation for E-school for tourism is existing cost is too high, no long-life learning model, tourism personnel made a big part of GDP.

For E-school of tourism, the opportunity is Cyber University will provide short funding. Now, the content that related to E-school is already in the Department of tourism Development of Sripatum University. The leader is Sripatum University. The co-leader is the Ministry of Education and Ministry of Tourism and Sports. For the six

members, the Department of Tourism Development, research development and engineering.

We have Thailand Cyber University established for technology and tools. We have already implementation process called Uni-net. Uni-net is Internet for university. We define strategies what and how to do for education service. What here means content development include language. GMS include six languages. Language is very important and becomes barrier of communication. Language is the most important for the content development. We think about machine translation. We think about tourist sites. Since there are many attractive places around GMS so how to gather and collect these attractive places in digital. This could think about courseware development. We define the roadmap with how to measure by setting up the taskforce or working group for education service. The partners and alliance is very important. How to take courseware, how to measure the course and accessible for the learners.

More important thing is that we need to register the professional. So we define six communication process and tools. Those are in websites, data and we are going to set the website which is important for knowledge management portal and also collaborative portal. These are for Thai people that is good to share experience to GMS.

Prof. Dr. Kriengsak Chareonwongsak

Many things we put through this afternoon session.

One is Best Practices model for GMS tourism. Each country may develop this aspect: eco-tourism or cultural tourism aspect. It can be used for setting the vision for the future

Another is GMS one destination as an agreement. You want to promote interconnectivity among the GMS region as one brand and if we do that, we have many vehicles that we have suggested. For example, short and non-financial involvement but it has so many scholarship exchange programs at 4-year degree at university level, 1-year exchange program, high school exchange program, youth camp and some source of sports tourism among young people. These enhance GMS as a region and so that it would allow the branding of GMS to be understood.

Number three is human resource development tourism award. Human resource development tourism award can be individual or organizational award. Let Dr. Chira think about that. It must be indicator-oriented. We should have tools for enhancing effectiveness of various people in organization so that they can measure them. They can use it as a tool to motivate their people, their organization to enhance tourism.

The fourth is the research funding for ADB or GMS tourism that will be possible in term of research focus.

The fifth one is the training of researchers in human resource development in tourism aspect. That could be run easily by mapping out the researchers in each GMS country to be able to do some kinds of academic exchange in research or Doctoral training in tourism.

We could think about more researchers that Dr. La-iard was talking about for it is real R&D. Doctoral students are studying doing the research in GMS countries or researchers exchange.

Another thing is E-school for tourism proposed by NECTEC. Possibly E-school for tourism could be very useful and could be adopted to the GMS focus.

GMS tourist sited website does not cost anything. All we need is to create website that collect the links for all tourism such as information, tourist sites and other websites like Mekong GMS tourism so that anyone can access. That will enhance human resource development for tourism.

Finally, my suggestion will be tomorrow, we will have short Hua Hin human resource development tourism declaration which all of us will be signing and elaborate the discussion of the three days. We want to send this message to whoever related to human resource development and tourism this is what this conference has achieved. Possibly, this message can be sent to the Ministry of Foreign Affairs, TICA and they will send this to the Prime Minister. This show that the debates came to conclusion and actual points that bring the concrete result. This will bring strong financing and more networking.

January 23, 2010

Panel Discussion on Learning Forum experience and updated tourism information

by Laos' representatives
Yunnan's representative
and
Cambodia's representative

Chaired

by Prof. Dr. Kriengsak Chareonwongsak

Prof. Dr. Kriengsak Chareonwongsak

Good Afternoon, we will have three presentations from Laos, China and Cambodia. Why don't we start with the presentation of the country report on Laos Tourism by two delegates from Laos: Ms. Darany Phommavongsa and Assoc. Prof. Thavy Phimminith.

Ms. Darany Phommavongsa, Deputy Director, Tourism and Hospitality Training Center, LNTA

Thank you very much Mr. Chairman, Distinguished guests, Ladies and Gentlemen. It is a great pleasure to be here on behalf of Lao National Tourism Administration. Today, I am going to present on tourism situation in Laos also the role of human resource development in Laos. We also talk about the experience that we get from the project. I will quickly finish my presentation.

In 2008, tourism accounted for 1.7 million visitors. It is about 7% change over 2007.

It generated income of 275.5 million USD. About 85% of total visitors are from Asia and the Pacific. The number is 1.4 million visitors.

In September 2009, there were 1.3 million visitors arriving in Laos about 2% over the period of 2008.

Tourism jobs are made up 5% of total workforce. We have direct employment 20,000 people. About 300-400 people are indirect employment. 50% of total employment is in the core areas such as tour operators, hotels and restaurants.

LNTA forecast that for 2015, we will get a hundred jobs in tourism sector.

The role of human resource development in Lao PDR

The design and provision of education service to tourism sector is supported primarily Ministry of Education. It provides funding for university and vocational schools, approves national curriculum including vocational and academic teaching level accreditation for education related sector.

Education and the training for Laos' tourism is characterized by a fragmentation with public tourism training establishment such as vocational and technical schools, universities and the government institutes.

The number of private sector institute also offer a wide range of full-time and part-time hotel and tourism training programs. For vocational and technical schools and nine networks of vocational and technical schools located throughout Laos and offer the set of standard of Ministry of Education approves cooking and hospitality courses with the students who successfully completed the course and obtained vocational certificates or technical diploma depending on their educational background and course completed.

In the university level, in 2005, National University of Laos began offering tourism course at the Bachelor's Degree level of Tourism and Hotel Management. In 2007, they began offering a Bachelor's Degree in Eco-tourism Management. Based on the number of the students currently enrolled are 1,000. It is evident that there is much interest in this field of study.

The Lao National Tourism Administration, we have tourism and hospitality training center principally concerned with short course training for tour guides and also for hospitality program.

LNTA's main training activities are annual tour guides and short-term hospitality training in the following subjects.

- Housekeeping
- Front office
- Food and Beverage service
- and
- Laos cooking courses

For the industry associations and private institutions, we have Laos Hotels and Restaurants Association and Laos Association of Travel Agents. Private colleges offer various forms of hospitality training and language courses.

The establishment of expansion of private institutions in tourism education field has been retrained by the inability to obtain the approval by Ministry of Education and lack of investment.

For LATA, it was formed in 2004 and has totally 70 tour operators that can be operating in the Lao PDR. The main objectives are

- to promote Lao PDR's destination in trade market worldwide
- to ensure that highest quality standard of services are offered by the Lao PDR travel industry
- to enhance business ethics of the travel profession and
- to encourage the development of sustainable and responsible tourism industry in Laos

The Lao Hotel and Restaurants Association was also formed in 2003. They have 202 members of restaurants, hotels and guesthouses. LHRA trains over 400 people in period of 2004-2006 so the training was carried out by using the network of trainers to teach basic skills in professional cooking, housekeeping and food and beverage also. The practical training was provided on the job in the various hotels in Vientiane.

Some challenges of tourism education in Lao PDR

The first one is the shortage of the qualified teachers and instructors. Our theory-based program teaching method. The lack of training facilities and resources. So the demand for tourism training is high with the more than 3,400 people participating in some forms of public sector tourism related training. About 50-70% graduates from all programs find employments in the tourism sector immediately.

The quality and the scope of training delivery do not meet the industry's requirement. The capacity of the tourism providers are delivering quality does not yet meet the minimum international norm.

Availability and access to more flexible training options for tourism business and employees is very limited.

The needs for the tourism education and the training in Lao PDR developing the kind of workforce needed to serve the needs of tourism sector cannot achieve through the provision of academic program alone. It is an urgent need for practical skill in traditional areas. Lao PDR is being jeopardized by poor service level. The serious efforts must be made to improve the skill and professional employment in the tourism sector.

Close industry consultation and involvement in relation to manpower planning and training is required. Like LNTA, Ministry of Education, Laos Hotel and Restaurant Association and Laos Travel Agents Association, we should closely cooperate together.

Developing a comprehensive national human resource development strategy integrating the manpower requirement of industry with the training provision.

Developing the training and hospitality center as the model for the Best Practice is considered model. Cost-effective and optimal solution to the tourism HRD challenges.

Now, the Luxemburg is a grant aid from the Luxemburg government. It concentrates on hospitality and tourism industry in Laos. This 5-year grant project is from Luxemburg with the cost of 5.5 million Euros. It tries to achieve results.

6. HRD strategy and action plans 2008-2018 to be approved by Laos government
7. Capacity strengthening and upgrading training provides 20% recruited a core team. Now, they are starting in overseas and they will come back in 2 years.
8. Curricular and teaching materials development hospitality and tourism curriculum with the framework of Ministry of Education, appropriate train the working group
9. Developing the hospitality and tourism training center
10. Outreach program implemented in Vientiane Capital, Vientiane Province, Luang Prabang, **Khammuan** Province and Champasak

The other project is called tourism sustainable development project with support by ADB. ADB has been supporting for HRD tourism in Laos. Some activities are to improve the training manual in tourism and hospitality for public and private institution, produce CD-ROM about HRD in tourism and training curriculum information and train the trainers for the SMEs in tourism and hospitality business and conduct the training course on hotel and restaurant for service staffs and in provincial level, roundtable meeting for public and private sector

- Bilateral meeting between public and private sector, private institution and also travel agents to discuss on how to improve the curriculum of the tourism

- Improve learning and teaching facilities for tourism and hospitality training centers and also the National University of Laos. And ADB also provides training equipment via mobile training. So some possible cooperation in this project. We think that the Learning Forum on Human Resource Development for Laos' Tourism Sector should be carried out more in the future not only in Vientiane that they have done but also Luang Prabang or Champasak.

GMS countries should nominate the contact person to implement the cooperation projects in tourism and HRD and also training course on HRD in tourism each country should be conducted to further in this project.

Assoc. Prof. Thavy Phimminith, Head of Ecotourism Department, Faculty of Forestry, National University of Laos

Thank you, Mr. Chairman, Ladies and Gentlemen.

I would like to give you some overview of the tourism in Laos and also the human resource management and also the benefit from the last training workshop in Vientiane.

First, I want to give you some general information about Laos that some of you might not know something about Laos. We are undeveloped country.

Many people from the whole world may not know exactly where is Laos.

Lao PDR's land area is about 236,000 Square Kilometers. It is divided into 16 province plus 1 capital city.

The population at this year is about 6.5 millions and is less than Bangkok. We are consisted of 49 ethnic groups and have multiple ethnic cultures in Laos.

GDP this year is 920 USD per capita. The growth rate of this year is 7.6%. Based on the result of UNDP's study, poverty has been declined upto 2.26% of total in recent year, compared with 33.5% in 2002 and 46% in 1992.

Tourism Status in Laos

Laos has disadvantage compared to other countries. Laos' tourism opened less than 20 years. Compared to Thailand, Thailand has long experience.

As Darany said, we lack human resource with quality for tourism sector. The government lacks funding to support tourism like facility development, road construction and other facilities. We also face the low quality of service and infrastructure even though we have rich natural heritage within the country.

Another opportunity for Laos

First, our natural resources are undestroyed. We have diverse ethnic lifestyles and tradition and richest network of eco-system of Indochina. More than 800 species of birds, more than 100 species of large mammals have been found in Laos. Almost every year, we found new species including birds, mammals and other species of plants.

Second, cultural heritage and historical resources. As you know, Luang Prabang is UNESCO world heritage and also Wat Phu Champasak. Plain of Jars in Xieng Khouang, the government is submitting the request to UNESCO and we are waiting for the approval. Another heritage site is Hin Namnor. It adjoined to Vietnam and the government is submitting the request to UNESCO also.

Here is our national heritage area. This is located starting from the North to the South that we can say it is one of the best destinations in the world. It does not mean we have good management system in that. It is just designated located from the North to the South.

We are starting Eco-tourism project from the North in Luang Namtha Province but now the government policy tries to promote Eco-tourism not in national heritage area. However, the government does not have enough money to spend for this.

Income from tourism is certain a large source of national income after mining. Mining is the non-renewable resources. In the short future, we might run out of that. The government tries to concern and preserve the National protected area for offering Eco-tourism in Laos that we can sustain on the majority resources management and use.

There are some reviews about Laos Tourism from outside.

New York Times 2008 presented the survey from 53 countries from the whole world. They mentioned that Laos was one of the best tourism destinations.

One of the leading tour magazines from England published in these three years that Luang Prabang received award for one of the best cities for tourists' destination.

Nam Ha, national protected area received out-performance award for poverty reduction from UNDP. British Airways also recommended Nam Ha eco-tourism project is the best program for tomorrow.

One plus, the tourism leading magazine noticed that Laos belong to top ten countries as tourism destination in the world.

In this year, the Laos Planet has website with planeta.com.

Now, I would like to talk about human resource development. Darany also mentioned about this.

We started human resource development for tourism quite late. We did not realize that Laos would have good market from this.

Now, we have five universities. They started to offer tourism-related course. We started quite late in 2005. It means we have not finished producing the first batch.

Faculty of Forestry offered eco-tourism courses since 2007. Now, they are on the third year of study. They have to study for two more years. We lack of infrastructure. This year, we have to elaborate more courses and teaching for the next semester.

While we cannot offer this, public and private institutions try to offer this. With other countries, for example, private institution with Thai businessmen, they offer course on tourism management but at diploma level.

Weaknesses we have are curriculum standard. Each institution just made up themselves even though they need to get approval from Ministry of Education but we do not have any standards for this.

Lack of skill of professional. For example, in my Department, most lecturers are quite young with very limited experience and practical skills.

The government do not have enough budget to support this aspect. More or less rely on foreign support.

Now, I would like to talk about the knowledge gained from the last training in Vientiane by Dr. Chira. We received the whole knowledge that is very useful for us. I shared this information with my colleagues. We try to select some good examples to put into our teaching especially the real example and experience from Thailand. What they had done is a good job with mistakes or something like that. We can learn a lot from this. They give us hard copy we can use.

In cooperation with Thailand, we have advantage because Laos people most of them can read Thai. They cannot speak English so they cannot use English textbooks but they can use Thai.

Besides, we know each other. We are in the same family (tourism-related) but we do not know each other and experience among us we try to cooperate in the future. For example, I might send my students to collect data or get practical exercise through this workshop.

Here is application again. It is good because it is hard to get learning materials from the outside. We try to use the real examples from Thailand because they get more experience than us with tourism management and also hospitality in Thailand. Hotels in Thailand compare to hotels in Laos, the service is quite different.

The economic corridor presented by Dr. La-iard and the team, it shows how can we link tourism between GMS region so now we are prepared to join and work together in this region.

As I am an academic people, things are valuable for us. I can spread this knowledge quickly. I can teach the students and they can use knowledge from me to apply to their career in the future.

Some suggestions from my side are similar to her. We need more help especially from FIHRD Thailand continue to help us to develop human resource for us. If possible, they should make some tours to see some the best tourism service in Thailand. For example, the tour guides in Laos just guide you to prevent that you get lost. Normally, the tour guides must have knowledge to bring some take-home message. We are not attractive to tourists, they won't come back again. This is our weakness.

We would like to also get this opportunity if possible. And also if possible, we would like to have also some textbooks whether in Thai or English in our library. We lack of these textbooks. Even though I asked a friend of mine who studied in Bangkok and give him money to buy textbooks for me in Thai because we will ask TICA to provide scholarships for our students or staffs.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

Thank you very much. I think most of you learnt many issues.

Ms. Gao Ju, Dean, Department of English for Tourism, School of Foreign Languages, Yunnan Normal University

Thank you very much, Mr. Chairman.

I would like to clarify my university. Formerly, Yunnan Normal University was Yunnan's teacher university and we trained teachers.

Distinguished guests and delegates

Good afternoon

It is a great honor, privilege and pleasure for me to participate in this International Conference on GMS Tourism organized by FIHRD and TICA.

It is very clear to me that Thailand has been playing very positive, active and constructive role in promoting GMS Tourism by organizing various seminars and workshops in GMS countries consistently, generously and efficiently.

I am deeply impressed by the closed cooperation among the public, the private and academic sectors in tourism in Thailand and the commitment of the Thai Government in tourism development in your country and in GMS at large and chaired by H.E. Mr. Abhisit and other honorable officials.

As GMS countries, we have both similarities and differences. It is very important for us to put aside all differences and share many ideas, respecting and understand each other so that we can make our due contribution to our common and sustainable development through such a big event like this conference based on multilateral

cooperation, mutual benefits, our one goal and People-to-People Diplomacy as told by Dr. Chira.

As an old Chinese saying that “nothing is more important than human in the universe”. Another thing which has been quoted by Dr. Chira, it takes only 10 years for growing a tree but as long as 100 years for developing human. Hence, human resource development is very crucial for every development in every GMS country as told by H.E. Mr. Abhisit this morning.

I would like to brief you some aspects of Yunnan’s tourism as well as our learning forum experience.

Under the first title, I have statistics in 2008 and some projection made by YPTA in 2010, 2015 and 2020.

First, here are some statistics in 2008. I saw common practice. We divide the statistics in two areas: international and domestic. These categories were sub-divided into areas: tourist arrivals and tourism revenue.

In 2008, we had tourist arrivals from international community and including foreign countries and Macao, Hong Kong and Taiwan. The total numbers are 2.502 million and increase by 12.8%.

Next, we look at tourism exchange revenue. That means how much the international visitors brought to the province. The revenue was USD1.1 billion and again up 15.6%.

Next, let’s look at domestic tourist arrivals. As you know, China is a big country so the number is 103 million and an increase of 14.1%. They brought CNY 59.48 billion domestic tourism revenue. The growth is 20.2%. In total, we have tourism growth 18.6%.

Next, we will look at market at the front. It was divided into Asia, Europe and America. In the whole year, we have 1.142 million arrivals from Asia and increase by 21.6%. Among which we have 4 countries: Republic of Korea, Indonesia, Singapore and Thailand.

Dr. Chira proposed 2R’s Theory: Relevance and Reality so we have some connection with Thailand. We have some tourist arrival and go straight from Europe including Britain, Germany and Switzerland as major tourist generating countries.

Next market is from America as exemplified by Committee of the State. Next is on the category of statistics of 2008. We have some international tourist arrivals from ASEAN countries. Thailand is Number One with 95,248 tourist arrivals and 20% growth to 185,390 tourist arrivals. The second is Singapore, Indonesia and Philippines. A lot of Thai people come to our province.

These are updated tourism statistics provided by YPTA in the previous year.

First, we have international tourist arrival including cross-border one-day-trip. The number was 5.778 million up 13.1%. The tourism exchange revenue was USD1.17 billion and increase 16.9%. We have international tourist arrivals which include overnight only. The number was 2.845 million up 13.76%. The tourism exchange revenue was USD1 billion and increase 16.6%.

Let's look at the domestic side. The number of domestic tourist arrivals including one-day-trip was 120 million. The domestic tourism revenue was CNY73.066 billion. The number of domestic tourist arrivals (overnight only) was 67.284 million. The domestic tourism revenue was CNY57.40 billion. The provincial tourism gross earnings were CNY81.073 billion. The total increase was 22.2%

By 2010, Yunnan expects 3 million international arrival and USD 1.2 billion revenue. Yunnan expects 75 million domestic arrival and income will be CNY52 billion.

By 2015, we expect international arrival of 5.5 million.

By 2020, we expect CNY 150 billion revenue.

These are eight measures proposed by YPTA

9. To build a series of tourist destinations with international competitiveness and regional influence
10. To monitor service quality of major tourist products in real-time by involving the general public
11. To establish standard tourism system
12. To improve tourism supervision system at the levels of the province, prefectures/cities, and districts/counties
13. To strengthen the guidance of training tourist personnel
14. To establish service assessment system
15. To publicize information on tourism management via the Internet
16. To improve the service quality of tour guides by strengthening the pre-service and on-the-job training and providing training to tour guides of the whole province within three years.

Next, I will move to the role of HRD in tourism in Yunnan.

Within the province up to now, we have 434 travel agencies and about 11,410 tour guides.

Let's look at the big picture within the country.

In China, we have altogether 18,943 travel agencies. In 2008, we have 20,110 travel agencies.

In terms of hotel in Yunnan province including the major attractions such as Kunming, Lijiang, Dali and Xishuangbanna, the number was shown on table.

Area	Hotels	Rooms
Kunming	107	16133
Lijiang	179	10380
Dali	104	6788
Xishuangbanna	35	4047

Let's look at tourism schools.

These schools are classified into university, college, vocational school and training center.

In central part of Yunnan, we have 5 universities. Altogether, we have 26 schools in tourism.

The universities that offer Bachelor's Degree and Master's Degree in Tourism Management are Yunnan University and Yunnan Normal University

For the schools which offer Bachelor's Degree only, we have Yunnan Normal University, Yunnan University of Finance and Trade, Yunnan University of Ethnic Minorities and Southwest University of Forestry. They offer degree ranging from tour guiding in English, tour-guiding, tourism accounting and forest tourism.

In term of Three-Year College, we have Kunming University, Yunnan TV and Broadcasting University, Yuxi Teacher's College, Dali College and Lijiang Teachers' School. They provide disciplines tour guiding, service and management of hotels, service and management of travel agencies, operation and management of recreational tourism, cuisine secretarial studies etc.

I am from the Department of English for Tourism, School of Foreign Languages, Yunnan Normal University. This university is widely received in the province because we train students who speak English and they are tour guides and actively involve in the tourism-related activities and exhibitions such as CITM China International Travel Mart.

Our department was established in 1993. We have 11 staffs. Our mission is to educate and train students in the fields of tourism as well as translation and other foreign-related affairs.

Most of our teachers have conducted research programs in many countries. They have published a lot. Some of the books are designated as the book for the national tour guiding certificate examination.

We have close relationship with public and private sector.

Some of our students work in Thailand as teachers of Chinese.

Lastly, I will talk about the present and future cooperation

According to my observation and understanding, FIHRD has been playing a good role in GMS Tourism cooperation and all public private and academic sectors are willing to join such seminar conducted by FIHRD including focus group meeting, learning forum and this session in promoting understanding and bilateral cooperation.

According to my standing, the future cooperation can be the establishment to enhance Thai, Cambodian, Laos, Burmese and Vietnamese languages. In our school, we have only English, Japanese and Vietnamese. It is more beneficial to add more majors in such languages spoken in GMS.

The development of Faculty is also important.

In terms of majors in different languages, I think to send teachers speaking native languages to design course and exchange program open our vision are very key issues.

In term of the development of the Faculty, we can organize academic symposium, exchange ideas and publicize such findings.

In term of employment of students, students can teach Chinese as foreign language in GMS countries and other GMS languages in China. They can work as managers travel agents and tour guides.

Last, I will talk about my experience in Learning Forum. Our experience can be explained at global and local level. This learning forum plays specific role in strengthening tourism cooperation in GMS countries, in updating tourism information, in promoting Sino-Thai friendship, in developing strong interest in Thai language and Thai culture and also establish new contacts and friendship. At local level, these activities have to crystallize overall development by way of 8K's Theory in guiding the development of this discipline, 3 Circles Theory as proposed by Dr. Chira's and facilitating learning culture in the way of 4L's Theory.

Thank you for your attention.

Ms. Touch Angousspheap, Sales Manager, Sunway Hotel Phnom Penh

I would like to take this opportunity to thank FIHRD again especially Dr. Chira who invited me to participate in this meeting.

After joining 5-day training in Cambodia, the trainees have found that individual better knew each other. For that, we are submitting today the project to improve our understanding.

This is just a draft not really completed. Actually, the draft was prepared by the trainees who participated from June 29 to July 3, 2008.

This is the map of Great Mekong State. We are in the side near each other. When we bring this, why don't we work together to improve and take advantage from our barrier?

The Khmer-Thai border incident has caused the decrease in tourism from our two countries. Deputy Governor of TAT has anticipated the slide of 20-30% or about 2.5 million less tourists during peak season of 2008 and 2009. This leads to financial loss about 100 billion Bahts.

Here, in Cambodia, according to the ministry of Tourism, the total number of visitors during the first three months of 2008 has decreased up to 2.23%.

The entire airlines are severely affected 23% in Siem Reap and 12.3% in Phnom Penh.

One particular day, the visitors were up to 54.4% by the day alone here. That day alone skewed the real fall in the total number tourists.

In the present contact, the Cambodia is closely linked to the Thai tourism because it is one key gateway to Cambodia.

To the end, FIHRD proposed GMS framework: a joint tourism promotion project.

Thailand-Cambodia launching over market to closely by national and international sector.

We think this. We will take examples of joining program between Thailand and Cambodia. It is very useful. We can also do it among these GMS countries.

For the objectives of two sub-sequent, under FIHRD Thailand's framework

The dual trade show in Thai tourism industry. Cambodia waits for human resource development for tourism and understanding.

Under GMS framework, we wish that Thai tourists will delightedly share with Cambodia because of their limited promotion.

Under the structure of common tourism program, we just take a draft for example. Cambodia and Thailand should closely work on tourism. In 2008, we got a lot of Thai tourists to Cambodia.

The below is the concept so we can do package out from Bangkok and we can add in Phnom Penh or we can go to Phnom Penh first and we can add Thailand. We can do this among GMS countries.

Integration of service and product

Suppose, we have the package tour, we also need hotel, food and guide. All destinations we need these.

For the structure, we can do like it is found in Cambodia. You can quote the quotations of the hotels from one star to the deluxe hotel. The food and drink fee all we have standard rates. We have to do the same thing.

For product linkage, we also have to put the valid and to end date.

We have to print materials, magazines, do VDO DVD to promote formalization trip, introduction of our product.

The advantage of joining this program

Everybody gets benefits. We support each other and strengthen the image. You can see we can also get support of the hotel. The hotel also has desk of restaurants both local restaurants and tour operators. All these actions boost up the economic.

After Dr. Chira mentioned to us, we also really work our won on this FIHRD Cambodia because it is useful for Cambodian people. We had learnt a lot with it. That is why they ask us to come here to present and ask for more training on human resource side.

The Last one is the organization chart is the promotional package.

Suppose we work together, if we have formed trip and we can exchange each other. We have to bring to promote our countries. When we have exhibition anywhere, if we have GMS book, it will be interesting. They will come to see. GMS is 6 countries together and they can find one package and go to 6 countries.

We have joint promotion but who will be responsible. For example, I will find one package tour from Thailand to Yunnan, who should I contact? I also need your advice.

Thank you and looking forward to seeing you in Cambodia.

Open discussion

Prof. Dr. Kriengsak Chareonwongsak

Let me open up the discussion. I seated as the Chairman of Airline Operating Company and also invested with a group of friends in hotel in Samui Island and partner in restaurants. I know the industry very well.

We would like to ask the organizers to post all presentations on the website so that we can down load easily.

We hear “the Best Practices” is one issue that emerged. Are there any “Best Practices” from these GMS countries that we could pick out so that we can learn from one another? What can we learn from Laos, Yunnan and Cambodia?

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Actually, in Yunnan, I am very impressed with the specialization not only in English but we went there because they want to learn Thai. For the case like Thailand, some of us probably know English. The GMS has several languages yet we cannot invest so much in Thailand. That is one area.

For Laos, definitely, the preservation of their culture, the people are in love in their traditional culture. The globalization comes to Thailand but Laos learns how to play successfully with Globalization.

For Cambodia, I must admire the private sector tourism who tries to overcome some difficulty with political tension but I was very happy to see the figure honestly explained by the Cambodian delegate. The drop from Thai tourists in Siem Reap is 23% and in Phnom Penh is about 12-15%.

I wish that this particular seminar, we have the delegate from Cambodia here push for private sector involvement in despite some difficulty with the government.

Prof. Dr. Kriengsak Chareonwongsak

It is very good from Dr. Chira. We try to learn from Best Practices. It is obvious that the Chinese have a tremendous capacity of language for tourism. I visited Beijing a year ago, they had training program for the Chinese to learn foreign languages. They are still so clear and no one can match. You should produce a way of variety and start doing all the convergence of cooperation. Probably, the Chinese should offer to the six countries some kind of English for tourism training. That could be a tremendous example.

Another one is the same thing with Laos. Dr.Chira talked about culture and eco-tourism. They allow tourism to look after ecology so they have very natural tourism. That could be a focus. They preserve culture and ecology mix with tourism growth of rapid number. That is a model. Today, I challenge the Foundation for the future meeting together to come with specific not general report and suggest a model of Best Practice. For example, Laos will come with cultural and eco-tourism Best Practices. Different operators and government agencies institution and private sector together, how do you preserve that?

The bigger university with the Dean of English for Tourism, you can come with some kinds of clear cut documentation that let other countries to follow so that it will be interesting.

Then, the tourism in Cambodia must show how can you overcome the difficulty or suggest anything else. These are Best Practices that I raised.

Ms. Chamaiporn Pornpruethianan, Deputy Director, Software Park Thailand

I think that services may be one of the points that the Thais can offer as a Best Practice. What do you think apart from the culture of course?

Prof. Dr. Kriengsak Chareonwongsak

Thailand can offer how to serve and improve service quality. What can be a model for Best practices?

Mr. Aung Din, Chairman & CEO, Nature Lovers Travels & Tours Co. Ltd.

One of my ideas I gained from Thai side and from Laos.

Of course Myanmar, not only Myanmar but also other GMS countries, we are rich in culture as well as nature so if we intend to encourage capacity building and to consider eco-tourism on nature side and also cultural side. Among several types of tourism, nature-based and culture-based are the most popular. We in the GMS, we are rich in that kind of theme. We should encourage both sides training our knowledge, experience and should encourage our people in that kind we offer the knowledge.

According to my experience and my country, several tour agencies they are promoting nature-based tourism. They have not promoted the knowledge of that kind of thing.

Another point is that we are doing business in tourism industry. Doing business means we are looking for the income, profit. If we emphasize only on the profit some day in that case, what kind of market we should aim? For example, you may have some knowledge and information about Buddhism tourism. You may specialize in high class tourism especially those kinds of eco-tourism places. That is why we should focus of thongs, training on our experience. That matters re about important. I would like to emphasize on that kind of thing.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

For the Vietnamese delegate, what kind of Best Practices do you have?

Mr. Tran Hung Viet, Deputy Director General, Saigon Tourist

In Vietnam now, we come from Saigon Tourist Holding. It is a company with hotel, resort, transportation and travel agencies.

Saigon Tourist holding in Vietnam is a company with about 60 hotels, schools with 2,000 students for front office, reservation and all tourism activities.

We already cooperate with it in many programs about eco-tourism. We are full of tourism activities in Vietnam.

About 10 years ago, we already cooperated with AIT in Thailand. At that time, Dr. Mohandy hosted all activities about the environment. We should cooperate within 6 countries like that 1 Destination 6 Countries. If we cannot cooperate, we cannot

promote our country. We can exchange knowledge together about eco-tourism, promote our destination, training course and all the things.

Thank you very much.

Prof. Dr. Kriengsak Chareonwongsak

Thank you for sharing Best Practices. We do a lot of mapping out eco-tourism. We can take concrete actions. FIHRD should adapt something concrete to happen in the future. For example, we should allow each country to commit their Best Practices that they made. Certain aspect of eco-tourism in Burma, Laos, Vietnam and come forward. And then the Chinese focus on the language for tourism. We could have in-depth meeting dialogue. We should have obvious form of how do we cooperate and how do we cut threat in the middle way. The Vietnamese is talking about the destination. If you really want that, could you offer just a key point how do we cooperate so that we have one destination six countries in a real way. We take only transportation, visa and anything whatever.

Mr. Mason Florence, Executive Director of Mekong Tourism

In terms of how we cooperate to promote the region as one destination. Most of people in this room are from GMS. We all know ever well what GMS is. You know what ASEAN is. Unfortunately, outside this region, we are surprised how little people know about ASEAN, South East Asia and GMS. I ask may audiences in different countries and regions “when you hear the word Mekong, what does it mean to you?” Different answers we got are fascinating. Mekong are river, Thai whisky. We ask people “where is Mekong and could you please tell us which countries are along Mekong River?” Sometimes, they say Thailand, Indonesia, Nepal, Sri Lanka. It will be surprising. My point is that the first thing fundamentally is to educate the worldwide community as to where Mekong is? What countries are involved in this cooperation as a first step? We had a campaign that to be talked more on tomorrow on Mekong and we have a sub-line which recently will be a part upon six countries. It could be six countries one destination actually is the same. Six countries one river to educate people we are talking about which countries are all along and touching one river is really a base.

The second thing I could follow up is with multi-country activities “Fam Trip”. The media more and more to make general public know about GMS. I also published a magazine in Thailand and I sent to one of my editors in Vietnam a few months ago. A magazine invited me to join Fam Trip which I believe VNAT has organized with a company from Singapore. They took the group to Ho Chi Minh City, Hoi An, Hanoi and Halong Bay. Due to respect to Mr. Hung from VNAT, I heard from my editor. They gather people for the meeting after the Fam Trip to get the feed back. Although a bit of criticism from the regional media, these people are from Hong Kong, Singapore, Malaysia and Thailand etc. The journalists told the organizers that all of us have been to Vietnam before. We a little know the region. Vietnam was open since the early 90’s. What it want in the Fam Trip? They are happy to put a Halong Bay with Hanoi, Ho Chi Minh City. What they really want is something new: that kind of unseen of Vietnam. The simple thing is to organize a Fam Trip to make more than one country or on the normal track we take from the UNESCO heritage site. Part of

cooperation is to put collective minds together. We can create the value factor whether Media Fam or Travel Agencies Fam Trip. I am going to show the thing that can blow their mind. This is something I can write or publish about that I can sell to my client. It is about cooperation and collective thinking outside the box a little bit more especially as the world is getting more and more competitive.

Prof. Dr. Kriengsak Chareonwongsak

You must be a little bit creative to open up their destination for tourism: eco-tourism to Latin America and other countries. You must be clear. That is a good point.

Ms. Plernpit Suksukont

One destination six countries, I want to change to one country six destinations. I want GMS to have a feeling like a one country. How can we do that? Some information is out-of-date. How can we find update data and open heart for the next generation? How can we create value for the present generation and the next generation? Some theories cannot use for the present like how can we create new value? Love is important. How can we love together? Not love from mouth. This is my idea.

Thank you.

Prof. Dr. Kriengsak Chareonwongsak

The point you raised is that there must be cordial relationship among the six countries. To see outside ourselves and create much harmony, it could be one GMS destination not one country. How do we promote People-to-People relationship? That is a key point.

After this, some kinds of allowance for people's contact is not only coming for business interaction. It could be partner soon in studying of six countries.

How about granting scholarship so that our students could spend a year in these countries? For example, Myanmar's students study in Thailand. Laos get to Cambodian's home. We should exchange student scholarship in high school level or university level so that we have specialists from those countries study in the relevant countries for at least one year. This is a concrete way for dealing with relationship.

Assoc. Prof. Dr. Asanee Kawtrakul, Deputy Director of NECTEC

I got some keywords from Dr. Chira about the objectives of this workshop is to explore strategies in tourism and human resource GMS. If we have strategies, we could plan for some activities. If we could have some pilot project together so we can keep continuously cooperation. Let's work together on some projects even without the money. We should align our project together in kind first and then in cash later.

Prof. Dr. Kriengsak Chareonwongsak

That is very good suggestion.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Actually, because of this second discussion on how to cooperate and driven by Chairman is quite interesting that several suggestions put forward. I hope my staffs and TICA can take note. Whatever particular activities that we pick up to cooperate to one another, we have to make it a reality. In my case, that is why I am limit to tourism and human resources but you can see that when you invite many people from many activities, some are in non-human resource area. Then, there are so many debates on potential ideas on that.

I want to put forward that whatever we agree based on this conference. At the end of tomorrow, I will pick up to follow through. At the beginning, it will end by having a proceeding and nothing happen. It would be unjust to this conference. We now have more interesting ideas. In the beginning, it was like my project on tourism and human resource. Now, it expands to several areas. Even in human resource itself, Dr. Kriengsak talked about language system and eco-tourism. They are very good. At least, people in this room should know that we are not the one who has to do everything. In tourism aspect, there are so many other agencies, ministries, ASEAN and other place. I want people to know whatever we discuss here must be realistic. We should not take so many ideas without concrete actions.

The first thing we should do is that whatever we agree in the step forward when the foundation is responsible finding resources and to do more. I will send what Myanmar and Vietnam decide to go on its training this year. I will submit to my government and to Prime Minister. In other area like the Chairman said, here we can have workshop or conference like this but we go deeper into it. If all of you agree then we discuss with ADB. I have been in this field for 30 years. If good ideas have been agreed upon this conference, I will be responsible for finding resources. Once idea is good and everybody agrees then we move forward. I ask Prof. Kriengsak and other colleagues in this room to work together. For example, you see four representatives from the government from the Thai side. They are all prominent in their fields. Only two of them directly involve. Another two involved are from other ministries. One is from Software Park and one is from NECTEC. Those ministries, they have money too but to me, money is not the most important thing but creative ideas and consensus. All of you as Ajarn Kriengsak said if you follow these through website, you probably know that all of this information will be in my website and blog. If you follow through what we have done consistently step-by-step, then, it would be good. It was very good that Dr. Kriengsak started with some innovative ideas so we can work together. As far as cooperation is concerned, if we want to promote GMS brand in the eyes of the world, it will cost a lot of money. Look at TAT's each budget year. I sit in the board that employed McCann Erickson from here, they charged 500-600 million Bahts. We have to be realistic. We have to send it to other responsible player.

Whatever I am responsible. For example, Laos said the training was good. I will take that seriously. Myanmar said "Let's do it for me". Vietnam agrees to do that. Other big things like advertising budget creating brand of GMS. In fact, we have ASEAN TV. I was on the ASEAN TV talking on this ASEAN project. Many governments in the ASEAN countries including China, we love to promote brand of GMS in the eyes of high income tourists' player: those who come to 6-star hotels. Advertising business

is very expensive. Dr. Kriengsak must let everybody say something but at the end, we can divide into what is possible. Some of things we discussed can be practical.

Prof. Dr. Kriengsak Chareonwongsak

I like what Dr. Chira said very much. What we discussed here to make it fruitful and realistic, we totally agree. If it was picked up by the Foundation, it can be done by itself. You can use this as a springboard of idea so you can send it to other related organizations suggesting to them this is the outcome of this seminar and these are suggestions to various kinds of bodies. Some of ideas are picked up. Some of them are picked up by Mason. He is enthusiastic to embrace this idea. It is good flow for discussion, bring out creativity and allow them to emerge and sub-divide in the category that the Foundation can realistically move forward and pass onto others possibly the idea of one GMS six destinations. Mason is very interested and contributing. I get the discussion and move it on and legitimate from the floor. Then, we will summarize again and leave the whole decision making to the Foundation body on what can they do or what they cannot do so we can move onto other things. Some other things do not cost anything. For example, scholarship exchange, there is plenty slot in your school allow GMS students to come to Hua-Hin. It is a matter of crossing border. Think about that.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

One project does not cost that much. During the APEC years I have involved, they have many youth camps. In fact, the one of the Best Practices of APEC countries is youth camp.

We can have youth camps among GMS and we can take turns or rotate. For example, Thailand's turn, FIHRD can do that. It does not cost that much to do youth camp. Youth camp is very good. You are right that if you pick up youth among GMS and understand cooperative nature of tourism, then in the long run, they will become more support of this. This is one thing that will be quite good for tourism also. This forms another trend that I have already put in my paper and look at it again that his kind of connectivity to tourism. Mr. Chairman is right. If we do the youth exchange among countries and the countries can take turns to look after them. In fact, APEC things, they bring more than 100 youths because they have 21 economies. GMS has six countries. Maybe 15 come from each country. This is a kind of thing that we should try to promote, GMS unity and sharing the culture.

Dr. Chomyong Tohtong, Phetchaburi Rajabhat University

May I share my idea? As I listen to Dr. Chira that we should focus on what we are going to do. We are going to focus on HR, right? We move onto what we decide what to do. Why do not we position ourselves first what we are going to do for the GMS? Like to do brand positioning for GMS. If we are going to communicate our brand, we can do training according to the brand that we have already realized what we should do together in this region or basin. We have listened to Laos' delegates. They said that "Laos can be one of the ten best destinations of nature and culture." The Myanmar's delegates also agree. So do the Vietnam's delegates. If we are going to position

ourselves at an eco-tourism destination, then we can do the training according to the brand that we have already agreed. This is a good way. I just suggest my idea.

Thank you.

Prof. Dr. Kriengsak Chareonwongsak

Thank you very much. Identify the common brand so that it can be logistically possible to cooperate together. This is a very good point. This region has diversity of ecological assets. Few regions can match ecological asset we have. We could emerge this conceptual possibility to sharply focus and able to creatively pinpoint.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

I must thank you for being very inspiring for afternoon session. I think the morning one was also interesting.

First, if you remember my presentation, we conduct five Leadership Forum five years in the row. They are much bigger than this. You know, when I did the first one, I never expect the second one. When I did the second one, I never expect the third one. Because there is a need for it. Now, I must say this is with the support of Ministry of Foreign Affairs, I got some ideas to make conclusion. Once we do it, it elevates. In fact, only the beginning of it because let me tell you if the same participants that came here, may be added few more but with the core of GMS Mason and the co-organizers have the kind of success, then the second one is automatic. Whatever is good, it comes. I think there is already seen that there is a possibility that we can do this once a year. Maybe we rotate to different GMS countries. The theme should be tourism and human resource aspect that come in should be based on our core competencies. Do not expand too much into marketing, finance and infrastructure yet except it enhances capacity building of tourism and human capital. That is why Ajarn said if next year we decided to have eco-tourism, then what kind of human resource investment either at the university or training level. You want to invest on that, then it will go on. If you expand everything so much, I warn you it will never work. There are so many tourism projects already in GMS. Now, that is something I want to say. I am happy to work for the second time or third time. Despite we cannot nominate another country; in managing the Foundation should be responsible. There is another interesting possibility.

Last night, I did not tell you that about five years ago, the Ministry of Foreign Affairs has given me a research agenda we called it “Impact Study”. That “Impact Study”asked this question.

- During Thailand’s efforts to promote cooperation in GMS, not really in tourism but in trade, investment, health care, what have you learnt from it? Is there any effective ways we measure the real policy to be the same in GMS?

You know, GMS has done so many things among one another. It does not have to be the Government of Thailand. It could be Government of Japan, ADB. If I investigate ADB whether they have done well realistically, it will show that despite their money, the impact on GMS may not be as big. So I think there is another possibility for doing

research to collect information to visit those countries. Look at all GMS' activities together only in tourism but what are the real benefits if you take a lot of efforts. There have to be collecting of secondary data, have a lot of focus groups, individual in-depth interview in those countries. I will submit to my government. I want to show you one thing that is one of the recommendations. For example, in Thailand, we have scholarships to GMS countries, Laos, Cambodia and all that. If we repeat giving only the Bachelor's Degree, it would be a big mistake. Laos and Cambodia may not want only the Bachelor's Degree. They want to have Ph.D. If the government insists to give a number of scholarships without advancing them to Ph.D level, then Thai Government also make mistake.

My second recommendation is to work together to do impact study on cooperation only in GMS whether we have done properly. We need to investigate ADB with a lot of money whether they have done correctly or the consultants know the real situation in GMS. The problem like this, GMS need to be self-reliant and do not need outside consultant. The problem is that we never work together.

My third point is that whatever we do in GMS, we must have three-cornered solutions: government, private sector and academic. Do not forget that. If you have only the government, they come and go. Ministers talk a lot. Sometimes, they have a lot of money but they never follow up. There is a possibility to go on next year and year after that. If the conference is good, it never stops.

Mr. Chairman, I thank you for allowing me to sit here because I want to think a little bit whether I can push forward this conference into a more fruitful. As organizers, you have so many responsibilities. Looking after the Prime Minister is a serious business. Thank you.

Mr. Mason Florence, Executive Director of Mekong Tourism

I think it is good that people look at the impact. I am sure that many of you are familiar with Mekong Tourism Forum which was held with PATA. You will be invited here and now.

Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development

Those PATA things are big but they never follow through. Make it consistent because my commitment is, at the moment, in this group. If you agree to organize, I will invite the same people first. You people must come back. Other people you feel good, bring them. The core must come back. This is repeat customers. Second time around, we will be more focused. PATA is big business with 500 people. You and me, we deliver many speeches. I do not mind if you want me to do that but my time is for this kind of group. They are not big. They are deep thinking. I want to carry on what is important for people in GMS so whatever you say useful. Mason, as you are member of this meeting next year you will come again.

Thank you, Mr. Chairman.

Prof. Dr. Kriengsak Chareonwongsak

Let me carry on a little bit of further more so that we can make this meeting more fruitful.

We may focus on the things that are practical, workable and actionable and that is a right thing to do. The Foundation should organize a course on human resource development, kind of organization. That aspect has to be clearly enunciated. Everything is said is fine. Let's go on that way on a sharper wording. For example, Best Practices model have been talking about things that flow on discussion Allowing six countries to share Best Practices and model. We can agree that the first one in China is language for tourism. It is human resource development in that angle. How do you create a language for tourism development model?

Again eco-tourism is not eco-tourism in Myanmar but it should be human resource development aspect for eco-tourism. What aspects of human resource development for eco-tourism Vietnam has to be model of Best Practices? It could be tour guide. It could be government official development for eco-tourism. It could be private sector human resource development. We can learn Best Practices from one another. It should be participant-oriented pattern. Dr. Chira and the Foundation should go deep into the Best Practices that would be useful to all.

The second conclusion I would like to go for discussion the main thing is GMS cooperation "One GMS Six Destinations cooperation". Some of them took place around the organization. The scholarship is a way for human resource development clearly. It is organizing the relationship by exchanging the scholarships not only tuition provision but relation contribution. Scholarship for university, one-year exchange program, youth camps for human resource development for tourism.

The third thing I would like to see is human resource development in tourism award. This Foundation should grant an annual or semi-annual award for the six GMS countries. By way of developing some kinds of indicating to measure the development of human resource and adequately assess this measurement. Grant the award by the Prime Minister or President. Set clear criteria for measurement, committee who are qualified to judge those indicators that connect statistically. This is a good way to stimulate the human resource development in a broader scenario. This Foundation could play role in human resource development across border. It could move to ASEAN award, international award in a clear articulated way.

Mr. Visoot Thessomboon, Managing Director, V Development Co., Ltd.

I fully support your idea about award because in Thailand, every hotel has its own quality of the month. Then, we can change to different categories like hotel, public agencies. You can make different types of award. We should implement within GMS countries first.

Another thing is that before this conference is over tomorrow, we should at least get something like a format in term of business model or what we can do next. For example, Cambodia offers some program and then, expands to every country to bring us closer. The next meeting can follow up on this to make it solid.

Ms. Veraya Jaru-ampornpun, Director of Human Resources Development Bureau, Thailand International Development Cooperation Agency (TICA)

Concerning Dr. Chira and scholarship, in the past, we had scholarship for the Bachelor's Degree but right now, the Royal Thai Government also knows that we have to support graduates more than Bachelor's Degree. Now, we have the Master's Degree. Our friends from developing countries I think including tourism also has the scholarship to the Master's Degree. We also have the training in tourism. Last night, I talked to the participant from Myanmar. She said that you have one that already graduated with Master's Degree just coming back. It is very beneficial for your government. I have already sent invitation letters to every country. If you want to nominate your college from your country to apply for this training at Master's Degree, I welcome.

Prof. Dr. Kriengsak Chareonwongsak

We very much appreciate generosity of TICA. You have done a very good job in allowing cement the relationship of GMS tourism efforts.

There should be more research in human resource development in tourism among GMS countries. You can find funding from ADB. There should be research cooperation among six countries in frameworks with comparable statistics, research methodology and result.

Dr. La-iard Silanoi, Advisor 9, Tourism Authority of Thailand

Thank you, Mr. Chairman. We need training for the researchers for GMS. Even marketing training, think about One Destination Six Countries. It should be Six Destination One GMS. Now, there are six destinations already. We want to be one destination not six destinations from marketing side. We have to set another core of marketing training program. Five years ago, we talked to Bhutan. We try to keep up two kingdoms, one destination. If we want to cooperate on marketing side, we should see GMS as one destination from Siem Reap to Hue, Luang Prabang and Chiang Mai, it should be one destination.

The most important thing but no one speaks about is social media, Internet which is very powerful now. TAT focus a lot on this and it will be good channel.

Ms. Plernpit Suksukont

How can I get the slogan of the GMS? Like a brand, how can I do that?

Prof. Dr. Kriengsak Chareonwongsak

GMS one destination

Dr. Asanee Kawtrakul, Deputy Director of NECTEC

I would like to share the information that is a part of our last workshop in smart service. That is six special interest groups in education service. We can form people

for human resource development. We care for content, tools, technology and process so one of the six is E-school of tourism. The motivation for E-school for tourism is existing cost is too high, no long-life learning model, tourism personnel made a big part of GDP.

For E-school of tourism, the opportunity is Cyber University will provide short funding. Now, the content that related to E-school is already in the Department of tourism Development of Sripatum University. The leader is Sripatum University. The co-leader is the Ministry of Education and Ministry of Tourism and Sports. For the six members, the Department of Tourism Development, research development and engineering.

We have Thailand Cyber University established for technology and tools. We have already implementation process called Uni-net. Uni-net is Internet for university. We define strategies what and how to do for education service. What here means content development include language. GMS include six languages. Language is very important and becomes barrier of communication. Language is the most important for the content development. We think about machine translation. We think about tourist sites. Since there are many attractive places around GMS so how to gather and collect these attractive places in digital. This could think about courseware development. We define the roadmap with how to measure by setting up the taskforce or working group for education service. The partners and alliance is very important. How to take courseware, how to measure the course and accessible for the learners.

More important thing is that we need to register the professional. So we define six communication process and tools. Those are in websites, data and we are going to set the website which is important for knowledge management portal and also collaborative portal. These are for Thai people that is good to share experience to GMS.

Prof. Dr. Kriengsak Chareonwongsak

Many things we put through this afternoon session.

One is Best Practices model for GMS tourism. Each country may develop this aspect: eco-tourism or cultural tourism aspect. It can be used for setting the vision for the future

Another is GMS one destination as an agreement. You want to promote interconnectivity among the GMS region as one brand and if we do that, we have many vehicles that we have suggested. For example, short and non-financial involvement but it has so many scholarship exchange programs at 4-year degree at university level, 1-year exchange program, high school exchange program, youth camp and some source of sports tourism among young people. These enhance GMS as a region and so that it would allow the branding of GMS to be understood.

Number three is human resource development tourism award. Human resource development tourism award can be individual or organizational award. Let Dr. Chira think about that. It must be indicator-oriented. We should have tools for enhancing

effectiveness of various people in organization so that they can measure them. They can use it as a tool to motivate their people, their organization to enhance tourism.

The fourth is the research funding for ADB or GMS tourism that will be possible in term of research focus.

The fifth one is the training of researchers in human resource development in tourism aspect. That could be run easily by mapping out the researchers in each GMS country to be able to do some kinds of academic exchange in research or Doctoral training in tourism.

We could think about more researchers that Dr. La-iard was talking about for it is real R&D. Doctoral students are studying doing the research in GMS countries or researchers exchange.

Another thing is E-school for tourism proposed by NECTEC. Possibly E-school for tourism could be very useful and could be adopted to the GMS focus.

GMS tourist sited website does not cost anything. All we need is to create website that collect the links for all tourism such as information, tourist sites and other websites like Mekong GMS tourism so that anyone can access. That will enhance human resource development for tourism.

Finally, my suggestion will be tomorrow, we will have short Hua Hin human resource development tourism declaration which all of us will be signing and elaborate the discussion of the three days. We want to send this message to whoever related to human resource development and tourism this is what this conference has achieved. Possibly, this message can be sent to the Ministry of Foreign Affairs, TICA and they will send this to the Prime Minister. This show that the debates came to conclusion and actual points that bring the concrete result. This will bring strong financing and more networking.



