



By Prof. Dr. Chira Hongladarom Secretary-General

Foundation for International Human Resource Development (FIHRD)

(1) Say Hello to You

Salamat da tang
sour sa de
salamat chiang
sa by dee
Salamat da tang
ming ka la ba
ku musta
ne how
sawatdee
sin jraw
ne how
ohayoo gozaimasu
anyoung haseyo

Brunai
Cambodia
Indonesia
Loas
Malaysia
Myanmar
Phippipines
Singapore
Thailand
Vietnam
China
Japan
Korea



19 - 26 OCTOBER 2014 WWW.FACEBOOK.COM/APTTSS2014



- (2) Dear Delegates from 13 countries, ladies and gentlemen.
- (3) Welcome to the ASEAN Plus Three Tourism Students Summit 2014 organized by 3 organizations which consist of the Ministry of Tourism and Sports (MOTS) of Thailand, the Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD).

I hope all of you have a good flight and pleasant stay in Thailand.

(4) I would like to thank the Ministry of Tourism and Sports (MOTS) of Thailand and the Suan Sunandha Rajabhat University for joint efforts











(5) The theme is "Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT)"





(6) As all of you know, tourism sector in ASEAN+3 countries, are very important to our economy, employment and income distribution because income from tourism go to the majority of population in our countries.



(7) For example, income for tourism from Thailand goes to rural people and income inequality in Thailand is improving compared to other sectors, like industrial sector, income maybe high, it goes to multi – national companies. So the key word is tourism sector will improve our income distribution in our ASEAN countries. For example our friend from Myanmar.

In Myanmar, after opening the country, tourist arrival goes up fast, about 30%.



- (8) Now, all of you, what will be an objective of getting together in Thailand for 8 days;
- ✓ First, besides 10 ASEAN countries, we will have opportunities to work and be friends with plus 3 countries; China, Japan and Korea.
- ✓ Second, we must develop a certain theme which we work together for a long run, especially after you leave.

(9) Compared to my work last time in NACC ASEAN Anti- Corruption Youth Camp, we develop ethical capital as a

theme.











For us, ethical capital still important, because without ethics, you cannot do well in any sector, but for us we should add 3 more important aspects of human capital;

First, it is social capital and networking – leader will develop networking among one another. The key is that with diversity of culture and way of thinking, we must make networking into value diversity, turn diversity into harmony. Young generation will deal and confront diversity but diversity must lead to harmony

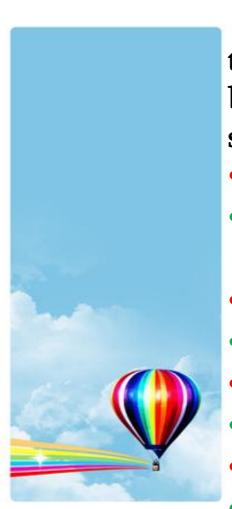


My second, there is sustainability and the mean to get to sustainability is sustainability capital.

Gathering among leaders in ASEAN+3 will discuss tourism in sustainable way – but may I suggest few ideas;

- Think short – term to be able to reach long – term adjectives. For example, what will be the future of Bali in 20 years from now, we can ask some questions for Samui in Thailand

- Keep tourism resources to next generations, when all of you turn 40, I hope natural resources and culture of countries will be the same of good quality and finally, we need to add value to our tourism sector, I think creativity + innovation + digital capital will be the key to our future

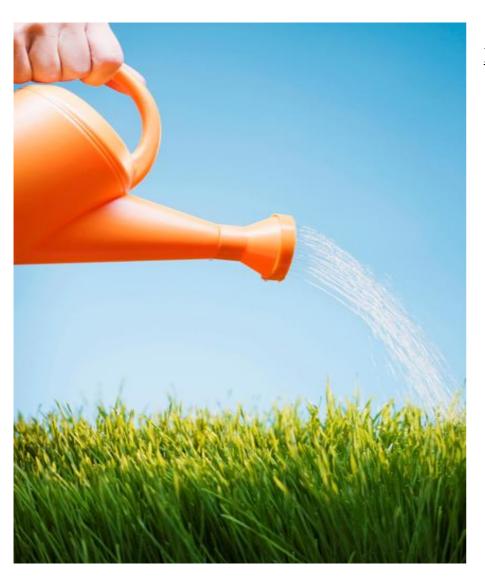


For example, if France has 70 millions tourist arrival, now we in ASEAN can do the same but we have to be have strategies about the future such;

- Cultural tourism
- Working as a team in ASEAN+3 tourism joint projects
- Joining research on the future
- Green tourism / Safety tourism
- Community based tourism
- Sport tourism
- Agro-tourism
- Medial tourism

In conclusion, I only suggest for ideas, but the summit belong to you, you are free and be creative to suggest new ideas, but ideas must have practical results and good luck to all of you

Prof.Dr.Chira Honladarom's Concept for Learning in the changing world



Prof.Dr.Chira Honladarom's Concept for Learning

- \Box 4L's
- \square 2R's
- **1** 21's
- \square 3V's
- \square 3L's
- □ C & E
- $\Box c u v$

4 L's

- Learning Methodology
- Learning Environment
- Learning Opportunities
- Learning Communities



2 R's

Reality

Relevance



2 i's

- Inspiration
- Imagination



3 V's

- **Value Added**
- **■** Value Creation
- **■Value Diversity**





3 L's

- **✓** Learning from pain
- **✓** Learning from experiences
- **✓** Learning from listening

C & E Theory

- Connecting
- Engaging



C - U - V

- Copy
- Understanding
- Value Creation/Value added





8K's+5K's

*ทุน*มนุษย์ของคนไทย *รองรับ*ประชาคมอาเซียน

จีร: หงส์ลดารมภ์

เรียบเรียงโดย..วราพร ชูภักดี และ เบียมศักดิ์ คุณากรประทีป

www.ChiraAcademy.com

May I offer my theory on Human Capital is called "8 K's + 5 K's (New)"

8 K's Theory : basic in Human Resource Development 8 K's Intellectual **Happiness Sustainability Talented** Human **Ethical** Social **Digital** Capital Capital Capital Capital Capital Capital Capital Capital

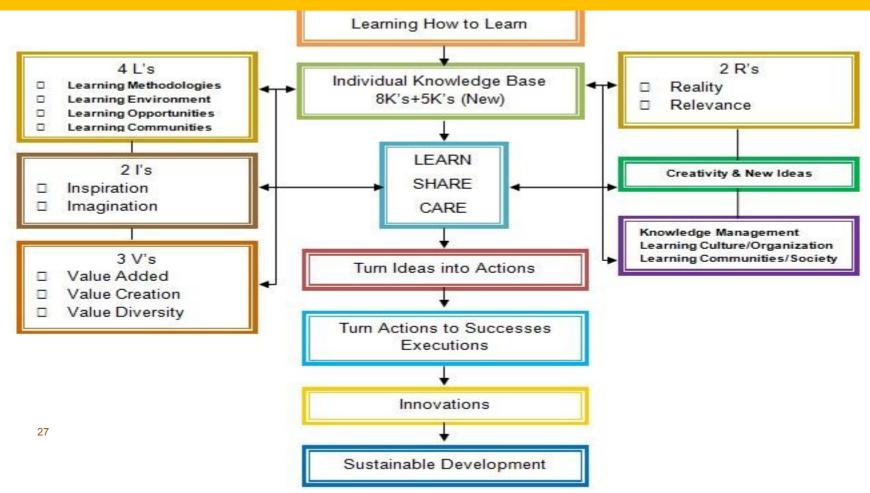
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5 K's (New) Theory

: Human Resource Development in globalization



Learning How to Learn.. By Prof.Dr.Chira Hongladarom



PROGRAM

| DAY 1: 19 OCTOBER 2 | 2014 (SUNDAY) |
|---------------------|---------------|
|---------------------|---------------|

Pre-planning Session

Dress Code: Smart Casual

| | Arrival of Delegates | Suvarnabhumi International |
|-------------|--|----------------------------|
| | | Airport |
| 1700 - 1800 | Briefing for supervisors, coaches, mentors | Royal River Hotel, Bangkok |
| hrs. | and project coordinators | (Room: Bussabonghot A) |
| | by Prof. Dr. Chira Hongladarom | |
| | Project Director | |
| 1830 - 1930 | Dinner | Royal River Hotel, Bangkok |
| hrs. | | |
| 1930 - 2030 | Orientation for Thai youth representatives | Royal River Hotel, Bangkok |
| hrs. | by Prof. Dr. Chira Hongladarom | (Room: Bussabonghot A) |
| | Project Director | |
| | | |

DAY 2: 20 OCTOBER 2014 (MONDAY)

Opening Ceremony

Dress Code: Formal for Opening Ceremony and Learning Activity

National Costume for Welcome Dinner

MC: Mr. Suphavas Varamali and Ms. Saranya Mahakanok

| 0830 - 0900 | Registration | Royal River Hotel, |
|-------------|--|----------------------|
| hrs. | | Bangkok |
| 0900 - 1045 | Introduction of Orientation and Learning | Royal River Hotel, |
| hrs. | Methodology | Bangkok |
| | Presentation on Leadership and Youths' | (Room: Panurangsi A) |
| | Roles in Tourism Development for | |
| | ASEAN Plus Three (APT) | |
| | by Prof. Dr. Chira Hongladarom | |
| | Secretary-General | |
| | Foundation for International Human | |
| | Resource Development (FIHRD) | |

| 1045 – 1100 hrs. | Coffee / Tea Break | Royal River Hotel, Bangkok |
|------------------|---|----------------------------|
| | ASEAN+3 Networking Activities : | (Room: Panurangsi A) |
| | ■ Who am I?, Monito, Team Flag and announcement | |
| | for preparing 7-minute Super Hero group shows | |
| 1100 – 1200 hrs. | Informal Dialogue (Session 1): | Royal River Hotel, Bangkok |
| | Presentation on "Our View on Tourism | (Room: Panurangsi A) |
| | Development"(7 minutes for each country) | |
| | by APT Youths | |
| | (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanm | |
| | ar) | |
| | Moderator by | |
| | Prof. Dr. Chira Hongladarom | |
| | Secretary-General | |
| | Foundation for International Human Resource | |
| | Development (FIHRD) | |
| | And Ms.Saranya Mahakanok | |
| | | |
| 1200 – 1300 hrs. | Luncheon | Royal River Hotel, Bangkok |
| | ASEAN+3 Networking Activities: Monito | Coffeeshop |

| DAY 2: 20 OCTOBER 2014 (MONDAY) (continued) | | |
|---|---|----------------------------|
| 1300 – 1400 hrs. | Opening Ceremony | Royal River Hotel, Bangkok |
| | Opening Ceremony | (Room: Panurangsi A) |
| | VDO Presentation on Introduction to Ministry of | |
| | Tourism and Sports | |
| | Welcome Address | |
| | by Assoc. Prof. Dr. Luedech. Kerdwichai | |
| | President | |
| | Suan Sunandha Rajabhat University | |
| | Project Objectives Report to Chairman | |
| | by Mrs.Urairatana Naothaworn | |
| | Director of Internation Affairs | |
| | Ministry of Tourism and Sports | |
| | Opening Address | |
| | Keynote Speech on ASEAN+3's Tourism and Sport | |
| | Creation by Ethical Development and CSR | |
| | by Dr. Suwat Sidthilaw | |
| | Permanent Secretary | |
| | Ministry of Tourism and Sport | |

| 1430 – 1600 hrs. | Informal Dialogue (Session 2): Presentation on "Our View on Tourism Development" (7 minutes for each country) by APT Youths (Philipines, Singapore, Thailand, Vietnam, China , Japan, South Korea) Moderator by Prof. Dr. Chira Hongladarom Secretary-General of FIHRD And Ms. Saranya Mahakanok | Royal River Hotel, Bangkok (Room: Bussabonghot A) |
|---------------------|---|---|
| 1600 – 1800 hrs. | on Effective Teamwork for ASEAN+3 Youths by Mr. Sarun Chantapalaboon Chief Learning Officer (CLO) 37.5 Degree Celsius Co., Ltd. | |

| 1800 – 1900 hrs. | Presentation and Coaching Session on "Innovative Idea for ASEAN Tourism Development by ASEAN Youth" and Social Media Development Activity by Mr. Kitti Jayangakula Dean of the Faculty of Law Eastern Asia University | |
|------------------|--|--|
| 1930 – 2130 hrs. | Welcome Dinner Opening Show "Thai Drums and Ponglang Show" Cultural Performance by ASEAN+3 Participants Speech on Project and Expectations by A youth representative from each participating country Group Photo | Royal River Hotel, Bangkok (Room: Panurangsi C) |
| | ASEAN+3 Networking Activities: Welcome Handshake, Name and Action, Separate group by any types, It is down or up, Ball on the song, Hello, Monito, Daily VDO | Royal River Hotel, Bangkok (Room: Panurangsi C) |

DAY 3: 21 OCTOBER 2014 (TUESDAY)

Panel Discussion on Tourism and Technical Visit Dress Code: Youth Camp T- shirt and your Jacket*

MC: Ms.Saranya Mahakanok

| 0830 – 0900 hrs. | Registration | Royal River Hotel, Bangkok |
|------------------|---|----------------------------|
| 0900 – 1200 hrs. | Panel Discussion | (Room: Bussabonghot A) |
| | 360 Degree overview on Tourism: paving way for ASEAN+3 | |
| | Sustainable Tourism Development | |
| | 360 Degree overview on Thai Tourism, Mutual Recognition | |
| | Arrangements: MRA Establishment | |
| | for Service Sector towards ASEAN+3 Development | |
| | by Mr. Khajorn Weerajai | |
| | Deputy Permanent Secretary | |
| | Ministry of Tourism and Sports | |
| | Case Studies of Tourism and Sustainable Development | |
| | by Mr.Pradech Phayakavichien | |
| | Chairman The Theiland Community Based Tourism | |
| | The Thailand Community Based Tourism Institute (CBT-i) | |
| | Creative ASEAN Tourism and ASEAN+3 Networking | |
| | by Mr. Pongsathorn Ketsamlee | |
| | Asia-Pacific Marketing Deputy Director | |
| | Tourism Authority of Thailand (TAT) | |
| | Moderator by | |
| | Prof. Dr. Chira Hongladarom | |
| 1200 12001 | Secretary-General of FIHRD | |

| 1330 - 1830 | Technical Visit | Bangkok City |
|-------------|--------------------------------------|--------------------|
| hrs. | Blessing to His Majesty the King | |
| | (Siriraj Hospital) | |
| | Wat Phra Kaew (Temple of the | |
| | Emerald Buddha) | |
| | * | |
| 1830 hrs. | Arrive at the Hotel (Thai youths | Royal River Hotel, |
| | accompany the groups.) | Bangkok |
| | Receive dinner cost and go out for | |
| | dinner on your own | |
| | Theme: What have you learnt from the | |
| | technical visit? | |

DAY 4: 22 OCTOBER 2014 (WEDNESDAY)

Pattaya Study Tour

Dress Code: Smart Casual

MC: Dr. Chiradej Diskaprakai and Ms.Saranya Mahakanok

STUDY TOPIC:

Creative Tourism Development through Arts and Science Preservation and Recreation Tourism

Advised by Prof. Dr. Chira Hongladarom and Group Coaches

| 0700 hrs. | Depart from Bangkok to Pattaya | |
|-------------|---|--------------------|
| 1000 - 1200 | Study Visit at Arts and Science Educational | Sanctuary of Truth |
| hrs. | Attraction Standard | Pattaya, Chonburi |
| | Presentation on Concepts and Objectives | |
| | on the Construction of the Sanctuary of | |
| | Truth, the largest wooden architecture in | |
| | Thailand | |
| | Learning about the management styles | |
| | and attractive marketing | |
| 1200 - 1300 | Luncheon | |

| 1330 – 1530 hrs. 1600 – 1800 hrs. | Study Visit at Recreational Attraction Sightseeing and recreational activities Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East | Nong Nooch Garden & Resort Pattaya, Chonburi |
|--|---|---|
| 1800 – 1830 hrs | Learning about the management styles, attractive marketing and CSR concepts Workshop on Project Proposal Development Coached by Prof. Dr. Chira Hongladarom | Nong Nooch Garden & Resort Pattaya, Chonburi |
| hrs. | Secretary-General of FIHRD and Group Coaches | |
| 1930 hrs. | Dinner Party in the theme "Creation for Sustainable Tourism Super Hero" ASEAN+3 Networking Activities: **Costume Contest and Balloon Smash* | Nong Nooch Garden & Resort Pattaya, Chonburi |
| 2130 hrs. | Check-in and stay overnight | Nong Nooch Garden & Resort Pattaya, Chonburi |

| DAI 3. 23 OCTODER 2014 (THURSDAI | DAY 5: 23 | OCTOBER 2014 | (THURSDAY |) |
|----------------------------------|------------------|--------------|------------------|---|
|----------------------------------|------------------|--------------|------------------|---|

Pattaya Study Tour

Dress Code: Youth Camp polo shirt, sweatpants and sneakers MC: Dr. Chiradej Diskaprakai and Ms.Saranya Mahakanok

STUDY TOPIC:

Learning Thai Cultures for Tourism Value Creation

Advised by Prof. Dr. Chira Hongladarom and Group Coaches

| 0800 hrs. | Depart from Nong Nooch Garden & Resort | |
|---------------|---|---------------------------|
| 0900 - 1200 | Thai Cooking Demonstration | Ruan Thai Restaurant |
| hrs. | by Ms. Nawarat Khakhai | |
| | President of Pattaya City Women Development | |
| | Group | |
| 1200 - 1300 | Luncheon | |
| hrs. | | |
| 1330 - 1500 | Learning Bottle Art Activity | Bottle Art Museum Pattaya |
| hrs. | | |
| 1500 hrs. | Depart to Fairtex Gym | |
| 1600 hrs. | Arrive at Fairtex Gym | |
| 4 600 4 = 4 = | * ' m' ' > ' | D.:./. C |

| 1800 – 1900 hrs. | Dinner | Fairtex Gym |
|------------------|--|--|
| | Dinner Talk on "Sport Tourism for ASEAN+3 | |
| | Networking" | |
| | by Dr. Chai Nimakorn | |
| | President | |
| | Sport Management Association of Thailand | |
| | and | |
| | President Grand Sport Group | |
| 40004 | Grand Sport Group | F |
| 1900 hrs. | Workshop on Project Proposal Development | Fairtex Gym |
| | Coached by Prof. Dr. Chira Hongladarom | |
| | Secretary-General of FIHRD | |
| | and Group Coaches | |
| 1930 hrs. | ASEAN+3 Networking Activities: | Fairtex Gym |
| | Tennis ball casting, Straw for my team, Step up, Eat | |
| | am are, Still in my Heart, Start in my dream, | |
| | Peanuts Counting and Luck Draw | |
| 2030 hrs. | Stay overnight | Nong Nooch Garden & Resort Pattaya, Chonburi |

| | DAY 6: 24 OCTOBER 2014 (FRIDAY) | |
|-------------------------|--|---------------------------------|
| Sattahip Study Tour | | |
| MC: Dr. Chiradej Diskap | orakai and Ms.Saranya Mahakanok | |
| | STUDY TOPIC: | |
| | Tourism Value Creation through Eco-tourism and Recreational Tourism Develo | opment |
| 00001 | Advised by Prof. Dr. Chira Hongladarom and Group Coaches | |
| 0800 hrs. | Depart from Pattaya to Sattahip District | |
| 900 - 1200 hrs. | Study Visit at Eco-tourism Destination | Sea Turtles Conservation Centre |
| | Presentation on Ecology and Environment Management, Participation | Royal Thai Navy |
| | Promotion, Conscience Implant, Concept, Objectives of Sea Turtles | |
| | Conservation Centre and Value Creation | |
| 1200 – 1300 hrs. | Luncheon | |
| 1330 – 1430 hrs.* | Workshop | Sea Turtles Conservation Centre |
| | Preparation for presenting "Innovative Idea for ASEAN Tourism | Royal Thai Navy |
| | Development by ASEAN Plus Three Youth" | |
| | Coached by Prof. Dr. Chira Hongladarom | |
| | Secretary-General of FIHRD and Group Coaches | |
| 1500 hrs. | Depart from Pattaya to Bangkok | |
| 1800 hrs. | Arrive at the Hotel | Royal River Hotel, Bangkok |
| | | |
| 1830 hrs. | Dinner | Royal River Hotel, Bangkok |
| | ASEAN+3 Networking Activities: | Royal River Hotel, Bangkok |
| | ■ Monito, Zombie call by name, Share melody of life, Jigsaw body, | |
| | Number Bingo, Olympus has fallen, One nice stand, Mummy by tissue | |
| | and Mime Game | |
| | with Time Guine | |

DAY 7: 25 OCTOBER 2014 (SATURDAY)

Bangkok

Dress Code: Formal for Group Presentation

National Costume for Farewell Party

MC: Mr. Suphavas Varamali and Ms.Saranya Mahakanok

| 0830 - 0900 | Registration | Royal River Hotel, Bangkok |
|-------------|-------------------------------------|----------------------------|
| hrs. | | |
| 0900 - 1200 | Group Presentation | |
| hrs. | Innovative Idea for ASEAN+3 Tourism | |
| | Development by ASEAN+3 Youths | |
| | Comments by | |
| | Prof. Dr. Chira Hongladarom | |
| | Secretary-General | |
| | Foundation for International Human | |
| | Resource Development (FIHRD) | |
| | and Coaching Team | |
| | | |

| 1200 – 1330 | Luncheon | |
|-------------|--|------------------------------------|
| hrs. | | |
| 1330 - 1700 | Free & Easy | |
| hrs. | (Thai youths accompany groups.) | |
| 1800 - 2000 | Farewell Party / ASEAN+3 Night | |
| hrs. | Certificates Awarding & Closing Ceremony | |
| | by H.E. Mrs. Kobkarn Wattanavrangkul | |
| | Minister of Tourism and Sports | |
| | "Unity within Diversity" Performance | |
| | by 5 Groups of ASEAN+3 Youths | |
| | ASEAN+3 Networking Activities: | |
| | Opening of Monito, Writing on the back, the | |
| | Whole Project Presentation and Photo Session | |
| | with Speech Signs. | |
| | | |
| | DAY 8: 26 OCTOBER 2014 (SUNDAY) | |
| | Departure of Delegates | Suvarnabhumi International Airport |

PROJECT Designing

All of you will be divided into groups to study and design ASEAN+3 Tourism and Sport Development Innovative Projects as follows;

Group 1: International youth cooperation network creation action plan design for sustainable tourism and sport development Case Study on Social Medias Usage

(Coach: Dr.Chai Nimakorn – Ms.Waraporn Choopakdee – Ms. Erawan Kaewnueon)

Group 2: International Tourism and Sport Value Creation Marketing Activity and Action Plan Design for sustainable development

(Coach: Mr.Prasopsuk – Ms. Thanyanop Pongsopon – Ms.Pattaraporn Antarikanond)

Group 3: Green Tourism and Sports Development Approach *Design*

(Coach: Mr.Voravuth Tomon – Mr.Chaiyaporn Hema – Ms. Jitlada Leeyakart)

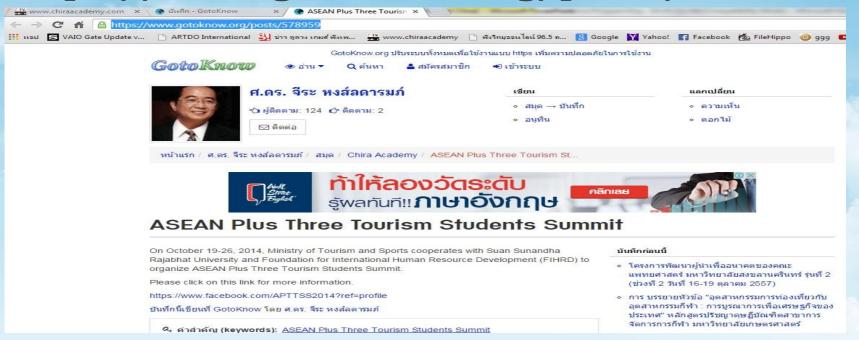
Group 4: ASEAN+3 Tourism and Sport Information Center Design

(Coach: Dr.Chiradej Disakaprakai – Asst.Prof.Chaithanatkorn Phawitpiriyakit – Ms.Chongkolkorn Singto)

Group 5: ASEAN+3 Tourism and Sport Human Resource Development Roadmap and Design Mutual Recognition Arrangements: MRA on service sector (Coach: Mr.Tumnong Dasri – Ms.Pitchapuri Pongsomran – Ms.Khemiga Thungkewthanakul)

Blog

https://www.gotoknow.org/posts/578959



Facebook fanpage https://www.facebook.com/APTTSS2014?ref=hl



Thank You

Terima kasih

Aw khun

Terima kasih

Khawp jai

Terima Kasih

Jeesuutin baadae

Selamat po

Thank you

Khop khun

Gam Uhn

xie xie

domo arigatou

gomawo

Brunai

Cambodia

Indonesia

Loas

Malaysia

Myanmar

Phippipines

Singapore

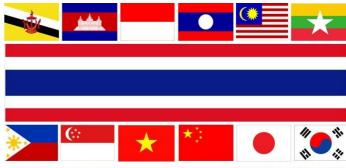
Thailand

Vietnam

China

Japan

Korea



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IN THAILAND

19 - 26 OCTOBER 2014

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Group 2: International Tourism and Sport Value Creation Marketing Activity and Action Plan Design for sustainable development

Group 3: Green Tourism and Sports Development Approach Design

Group 4: ASEAN+3 Tourism and Sport Information Center Design

Group 5: ASEAN+3 Tourism and Sport Human Resource Development Roadmap and Design Mutual Recognition Arrangements: MRA on service sector

Thank You



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