



November 12-27, 2014



Activity News Report

ASEAN Plus Three Tourism Students Summit

Ministry of Tourism and Sports cooperated with Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD) organized ASEAN Plus Three Tourism Students Summit.

On October 20, 2014, in the morning, Prof. Dr. Chira Hongladarom, Secretary-General of Foundation for International Human Resource Development (FIHRD) provided Introduction of Orientation and Learning Methodology and made Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT).

ASEAN+3 Tourism | InstaMag



On October 20, 2014, in the morning, there were ASEAN+3 Networking Activities:
Who am I? and Monito.



On October 20, 2014, in the afternoon, Mrs. Urairatana Naothaworn, Director of International Affairs, Ministry of Tourism and Sports presided over the opening ceremony. Assoc. Prof. Dr. Luedech. Kerdwichai, President of Suan Sunandha Rajabhat University delivered the Welcome Address.





The next session was Presentation on “Our View on Tourism Development” by ASEAN Plus Three youths.



Then, Ice-breaking Activity & Game Simulation and Effective Teamwork for ASEAN+3 Youths were conducted by Mr. Sarun Chantapalaboon.



Later, there was a Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity by Mr. Kittijayangkula, Dean of the Faculty of Law, Eastern Asia University.



On October 20, 2014, at night, in the evening, there was Welcome Dinner where ASEAN Plus Three participants presented their beautiful Cultural Performances.





On October 21, 2014, in the morning, there was a Panel Discussion on 360 Degree overview on Tourism: paving way for ASEAN+3 Sustainable Tourism Development. It was divided into three sessions. The first session was 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment by Ms. Jiraporn Prommaha from Ministry of Tourism and Sports. Later, Mr. Pradech Phayakavichien, Chairman of the Thailand Community Based Tourism Institute (CBT-i) presented Case Studies of Tourism and Sustainable Development. Then, Mr. Pongsathorn Ketsamlee, Asia-Pacific Marketing Deputy Director, Tourism Authority of Thailand (TAT) presented Creative ASEAN Tourism and ASEAN+3 Networking. Mr. Prasopsuk Puangsakorn, advisor of Foundation for International Human Resource Development (FIHRD) was the moderator.



On October 21, 2014, in the afternoon, the ASEAN Plus Three Tourism Students Summit participants blessed to His Majesty the King at Siriraj Hospital.



After that, they went on technical visit to the Ananta Samakhom Throne Hall.



On October 22, 2014, in the morning, the participants went on Study Visit to the Sanctuary of Truth.



On October 22, 2014, in the afternoon, the participants went on Study Visit at Nong Nooch Garden & Resort.



On October 22, 2014, in the evening, the participants participated in Dinner Party in the theme “Creation for Sustainable Tourism Super Hero” and joined Costume Contest at Nong Nooch Garden & Resort.



On October 23, 2014, in the morning, the participants learnt Thai Cooking demonstrated by Ms. Nawarat Khakhai, President of Pattaya City Women Development Group at Ruan Thai Restaurant.





On October 23, 2014, in the afternoon, the participants joined Bottle Art Activity at the Bottle Art Museum Pattaya.



After that, the participants learnt Thai boxing at Fairtex Gym.



On October 23, 2014, in the evening, there was Dinner Talk on “Sport Tourism for ASEAN+3 Networking” by Dr. Chai Nimakorn, President of Sport Management Association of Thailand and President of Grand Sport Group. Mr. Prem Busarakamwong welcomed the project participants.



On October 24, 2014, in the morning, the participants went on Study Visit at Sea Turtles Conservation Centre, Royal Thai Navy.



On October 24, 2014, in the afternoon, there was a Workshop on Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth” Coached by Prof. Dr. Chira Hongladarom and Group Coaches.



On October 25, 2014, in the morning, there were Group Innovative Project Presentations by ASEAN Plus Three youths. Prof. Dr. Chira Hongladarom and Group Coaches were commentators.








On October 25, 2014, at night, there were Farewell Party / ASEAN+3 Night “Unity within Diversity” Performance and Certificates Awarding & Closing Ceremony.



Please follow Chira Academy's Medias for knowledge development.

	<p><input type="checkbox"/> Kid Pen Kao Pen with Dr. Chira TV Program Broadcast every Thursday at 21.00-21.25 hrs. on TGN Channel For the VCD of this program, it costs 120 Bahts for each episode including the delivery service charge. Tel. (66 81) 207-2255</p>
	<p><input type="checkbox"/> <u>Towards ASEAN Community TV Program</u> <u>Broadcast on the fourth Friday of every month at 13.05-13.30 hrs. on NBT Channel</u></p>
	<p><input type="checkbox"/> Human Talk Radio Program Broadcast every Sunday at 06.00 – 07.00 hrs. on FM 96.5 MHz. or Internet</p>

Special Thanks to



STOCK *Review*



Human Talk Radio Program

Human Talk Radio Program broadcast on October 26, 2014

Prof. Dr. Chira Hongladarom said that during the broadcast time, 4-color value brochure publishing was in process. This brochure was inspired by General Prayuth Chan-ocha who provided the values that we had to reform. Moreover, Prof. Dr. Chira Hongladarom invited Phra Maha Wudhijaya Vajiramedhi, Prof. Vicha Mahakun, Khunying Tipawadee Meksawan and Mr. Chavarat Charnvirakul to provide their values.

In the broadcasting week, Prof. Dr. Chira Hongladarom had two concurrent activities.

The first activity was belonged to “To Be Goodman Foundation”. Its activity “Good Man Knowledge Camping” was organized as the third year for 14-15 high school students in Rayong. Police General Seripisut Temiyavet was the chairman. Prof. Dr. Chira Hongladarom sent his representative to be the speaker on ASEAN. He used to organize Knowledge Camping for Debsirin School for total 13 years. This year, it bounces to “To Be Goodman Foundation”. In this camp, there were 20 participating schools. Each school sent 7-8 students to join. It was a camp training Thais to have wide vision instead of passing exams. It promoted the shared futuristic thinking.

The other activity was ASEAN Plus Three Tourism Students Summit. ASEAN Plus Three mean that ASEAN has negotiating partner for working together as well as trade. In this project, most participants came from ASEAN countries. When ASEAN Plus Three had meeting, they did not only focus on tourism but also education, trade and investment. Two years ago, Thailand by Ministry of Tourism and Sports had initiative to host tourism project. At first, the focus was not on sport because it might be a hard work. This project later focused on tourism and sport.

Formerly, Prof. Dr. Chira Hongladarom conducted research on tourism and sport sectors' preparation for AEC for two consecutive years. Ministry of Tourism and Sports honored Foundation for International Human Resource Development (FIHRD) to organize this curriculum to link with the Thai Government's demands. Prof. Dr. Chira Hongladarom invited Ministry of Tourism and Sports and Suan Sunandha Rajabhat University to be the co-hosts of this project. Each country sent 3 delegates consisting of 1 teacher and 2 students who were interested in tourism. Altogether 13 countries joined this project. The Thai Government funded this project. 3 Japanese were invited to join. They had to pay on their own for the other 3 participants. They said that the ASEAN Plus Three cooperation was a good experience. Vietnam sent 6 delegates to join this project. The number of the participants was over the quota we could fund so they had to pay on their own.

Prof. Dr. Chira Hongladarom consulted with Ministry of Tourism and Sports and Suan Sunandha Rajabhat University and found three approached.

The first one was to create network for work as well as diversity promotion. Nowadays, tourism has different cultures, natural resources, personalities and approaches. Laos and Myanmar have cultural tourism. Therefore, networking has created tourism and sport cooperation among ASEAN Plus Three countries.

Prof. Dr. Chira Hongladarom used to organized a one-day ASEAN Plus Three project in which Chinese, Burmese and Japanese joined at Burapha University.

In this ASEAN Plus Three Tourism Students Summit, delegates from each country spent total 8 days. When we worked together, some countries were more advanced than Thailand. For example, South Korea has social media, Samsung and K-Pop. China is great as superpower with the world's largest GDP. It has a lot of roles. We did not discuss about Hong Kong because the situation would get worse. China sent delegates. It reflects that this project does not only have ASEAN but also superpowers like China, South Korea and Japan as Thailand's guests. In the future, whatever ASEAN does must regard of negotiating partners. They are advanced than Thailand and are ready to support us. There may be cooperation projects in many areas among Thailand, China and Laos.

Networking can synergize with cultural diversity and concepts. The most important thing in Thailand was that Prof. Dr. Chira Hongladarom stimulated a student to apply for this project and trained 15 Thai students. Without the first orientation for Thai students, they would not be brave to speak and inferior to other countries. On the first day, the workshop was organized. Thais as the host could no longer maintain these concepts "Smile, Silent and Sleep". Thai students had diversity. They came from all over Thailand like Mahidol University, Prince of Songkla University, Walailak University and Nakhon Ratchasima Rajabhat University. They were admirable. They did not learn in class only. They also had study visit. Besides academic workshop, they were required to present cultural performance. When exciting rhythm Indonesian songs were on, all 13 countries danced. When they were youths aged below 25, their participation in entertainment and academic activities together were very useful.

In addition to networking, Prof. Dr. Chira Hongladarom looked at tourism in the long term. Green Tourism was also emphasized. When they went to other provinces, they also visited Nong Nooch Garden & Resort and Sea Turtles Conservation Centre, Royal Thai Navy. We could not only focus on theory when we talk about Green Tourism. The most important thing was to encourage youths to mainly focus on sustainability in the future. Financial and marketing returns are necessary. Sometimes income increases while we must leave tourism resource for the next generation.

When Prof. Dr. Chira Hongladarom talked about Growth and Sustainability on his keynote speech, Japanese and Korean delegates came to talk to him and wanted to host Growth and Sustainability project in the future. When Thailand was host, we could share this information to other countries. However, Thailand has Phuket and Samui problems. Sometimes, Thai Tourism sector value focuses on money and increasing income rather than quality of life. About Growth and Sustainability, Prof. Dr. Chira Hongladarom mentioned that safety was an important issue. Singapore heavily emphasized on safety. Ideas exchange on sustainability did not focus only on environment. For example, on the first day, each country's delegates presented 7-minute case studies. Even though Myanmar was poor, they did not see only positive impacts from tourism but also the negative impacts like changing values increasing product price due to increasing tourists. It sometimes affects labor market. Myanmar does not freely open their tourism sector. This greatly impressed Prof. Dr. Chira Hongladarom. A good point of each country case study presentation is that all of them had VDO presentation. Delegates of each country can present their countries. Although they are youths aged below 25, they could proudly present. The Ship for Southeast Asian Youth Program (SSEAYP) by Japan is an important concept. One day, these youths will play a role. Now, they are younger than 25 years old. In the next 20 years, they will become 45. They are highly capable modern generation youths. They are brave to express themselves and have good English skill. Finally, when Thais were stimulated at one point, they were brave. They might not understand some issues but they did workshop on their own. They did not have to be good at English by learning from the Faculty of Arts. They must be able to interpret the meaning. The participating students did a great job.

On the final day, there was an agreement on 5 areas. Tourism and sport in the next era must use more digital or social media to manage like training and other management. Smartphone will be useful. The modern tourism scattered to communities. IT especially Smartphone is important. They proposed to have up-to-date website for 13 countries. They must work together to update unseen tourist attractions. For example, Brunei saw tourism as a small business with less than 300,000 tourists. Their presentation here was very outstanding. Brunei does not only have oil but also tropical rain forest. Brunei borders to Sarawak and Sabah which have tropical rain forest. They recommended the visit to natural tourist attractions in Brunei.

The second one was that Prof. Dr. Chira Hongladarom suggested looking at marketing value added like sport and tourism value creation. In the future, there must be new project for attracting tourists. Instead of each country's standalone project, they can cooperate to do cooperation project. For marketing, Thailand has TAT. Thailand is more advanced than Laos, Cambodia and Myanmar which have low income. They can cooperate with Thailand in joint marketing as One Trip Four Countries.

The third one was sustainable management. This time, Cambodian delegates proposed to cooperate with the Royal Thai Navy in sea turtles project. In the future, they need technical advices on raising sea turtles from Thailand. Prof. Dr. Chira Hongladarom has consulted with the Royal Thai navy about cooperation project management. They were very impressed with Sea Turtles Conservation Centre in Sattahip.

The fourth one was the gathering information as database from 13 countries. There will be comparison in tourism and sport. If it is combined to be comparable database, it needs people for keeping information update all the time. It will be useful. We must accept that, in digital age, there is large amount of information which needs to be changed to be knowledge and good strategic plans.

The final one was the system which Thailand signed. It was Mutual Recognition Arrangement (MRA). Several jobs of Thai Tourism sector must satisfy ASEAN recognized standard. There was agreement that human resource in tourism sector will become important. During study visit at Nong Nooch Garden & Resort, Dr. Kampol Tansajja, the owner was awarded the world prize called Chelsea Flower Show 2014. He does not focus only on tourism. He emphasizes on human capital by selecting people with passion to work. He needs people who can think outside the box. He came to welcome the project participants at Nong Nooch Garden & Resort. Prof. Dr. Chira Hongladarom advised him to set up an international human resource development center which promotes the world-class tourism standard. He has facilities ready. This should be very useful.



Kid Pen Kao Pen with Dr. Chira TV Program

Kid Pen Kao Pen TV Program Column was written to summarize interesting points of this program. On Thursday 13 November 2014, this program broadcast “China and its Greatness from Past to Present”.



In Thinking for Stepping forward Session, it was a great honor to have Dr. Chiradej Diskaparakai, an advisor of Foundation for International Human Resource Development (FIHRD) as the invited guest who shared the story of Columbus, a great explorer who was the first person discovering America and Zheng He, an experienced Fleet Admiral of the Chinese Treasure Ship during Ming Dynasty Era.

Prof. Dr. Chira Hongladarom explained the background of this conversation. Dr. Chiradej Diskaparakai knew that Prof. Dr. Chira Hongladarom read Columbus book so he brought many books about Columbus and China. The latest one was 1421 book. In addition to Columbus, Prof. Dr. Chira Hongladarom would like to present China’s great works.

Dr. Chiradej Diskaprakai started the conversation by comparing the western and eastern historical study. The westerners recorded the dates of every event. Asian history counted from the Buddhist Era. The West tried to trace back to 1000 AD that the Vikings arrived there. In fact, at top of the Vikings map, Columbus did a lot of marketing jobs with Portugal and Spain. Then, he headed west to go to Jipangu or Japan. He believed that the world was round so it was nearer taking that route. Columbus discovered the American Continent because he got lost. He did not know that the American Continent existed. He met the native Red Indians and understood that it was the East India. He went there 6 times. He went to Bahamas or Cuba. He did not enter the mainland. He finally entered the north of the South American Continent.

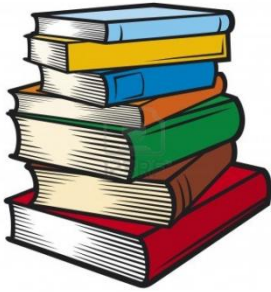
Prof. Dr. Chira Hongladarom added that the westerners have been dominating Asians' paradigm for a long time. We have just started to see Asian potential. In the past, there were a lot of potentials but they were unrecorded. He advised that Thai young audiences should not only learn about Europe, America and India but also Thailand.

Dr. Chiradej Diskaprakai summarized the main points of 1421 book as follows. The author was GAVIN MENZIES, a British who travelled around the world by submarine. Then, he explored the old world map. He measured the distance between the submarine and the coastline and plotted all over. After that, he got the map which was similar in size to the old maps he found. Some people told him that, in 1421 AD, Chinese Emperor, Zhu Di of Ming Dynasty invited 35 tribe and country leaders. He doubted where these 35 leaders came from. He found it in the biography of Zheng He, a Fleet Admiral sailing to explore all over Asia passing Thailand at the beginning of Ayutthaya Period. Thais and Asians called him Sanbao Dong. Sanbao Dong's fleet consisted of more than 200 ships. The ship which Sanbao Dong rode was 126 meters long. He started his journey 70 years before Columbus. Columbus' ship size was 27-28 meters long. Marco Polo firstly visited China 200-300 years before his trip. He saw more than 5,000 ships anchored at the bank of the Nanjing River of China. They reflected that Asian especially Chinese civilization has been prosperous for a long time. No records showed that he went to America. Evidence in America showed that 4-tonned stone anchor was found underground. Chinese exploration differed from the westerners. The westerners explored and seized these lands. The Chinese Emperor appointed Zheng He to be the Fleet Admiral of the Chinese Treasure Ship to present the existence of the Chinese Empire to the world but did not seize the lands.

This book showed that 4,000-year-old stone anchors were found in Santiago. According to the history, the ocean-going vessel's stone anchors weights were about 20 tons. The found stone came from China. It has been proved that, while the West showed that the Vikings were the first group but China went all over the world already. The legacies which China left in America were pigtails and Red Indians' pigtails. In North Carolina, the brass token carved the name "Shunde" given to Ambassador Zheng He to present to the country leader was found. It reflected that the history started in China.

Besides historical perspective, Dr. Chiradej Diskaprakai predicted the future of China as follows. China has been facing Hong Kong problem. After solving Hong Kong problem, he could clearly see the future. If China failed here, it would collapse like Russia. If China did not fail, it would be very strong. When Tiananmen Square was sacked, Dr. Chiradej Diskaprakai was in Hong Kong. 10 years have already passed. The feeling might have changed. The Chinese would be more open-minded. In fact, China had strong dictatorship. Otherwise, it would be out of control apart from the fact that China had to become one China. It may upgrade 20-30 Chinese-speaking countries. If that is acceptable, it will be like Europe. It will become federation or something like that.

Prof. Dr. Chira Hongladarom was confident that if China could solve political problem and conflict with the West, the future would be good. This program ended with Prof. Dr. Chira Hongladarom's human capital development concept that "Travelling is the search for new experience stimulating the perception from reality and focusing on relevance when we share what we learn. It is a perfect learning process."



Prof. Dr. Chira Hongladarom's Concepts

2R's Theory

Prof. Dr. Chira Hongladarom's Concepts Column of this newsletter would like to present 2R's Theory which comprises of these two components.

R1: Reality

R2: Relevance

ASEAN Plus Three Tourism Students Summit has been organized based on 2R's Theory.

From Reality aspect, besides classroom learning, this project offered study visits to the sites related to tourism and sports as follows.

1. Study Visit at Arts and Science Educational Attraction Standard with the Presentation on Concepts and Objectives on the Construction of the Sanctuary of Truth, the largest wooden architecture in Thailand and Learning about the management styles and attractive marketing

2. Study Visit at Recreational Attraction with Sightseeing and recreational activities, Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East and Learning about the management styles, attractive marketing and CSR concepts

3. Learning Thai Cooking

4. Learning Bottle Art Activity

5. Learning Thai Boxing

6. Study Visit at Eco-tourism Destination with Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation

These activities provided the project participants with more experiences from learning from reality.

From Relevance aspect, the project participants answered the questionnaires to rate each project activity by scoring based on these criteria.

5 Points = most useful

4 Points = very useful

3 Points = moderately useful

2 Points = less useful

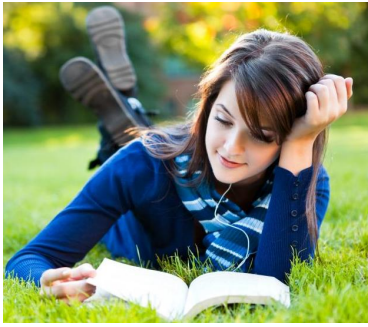
1 Point = least useful

The results were shown on this table.

Activities	Usefulness for Network Creation Average Score	Usefulness for Tourism and Sport Development Average Score
Study Visit at Arts and Science Educational Attraction Standard with the Presentation on Concepts and Objectives on the Construction of the Sanctuary of Truth, the largest wooden architecture in Thailand and Learning about the management styles and attractive marketing	4.72	4.41
Study Visit at Recreational Attraction with Sightseeing and recreational activities, Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East and Learning about the management styles, attractive marketing and CSR concepts	4.67	4.21
Learning Thai Cooking	4.36	3.87
Learning Bottle Art Activity	4.28	3.95
Learning Thai Boxing	4.31	3.82
Study Visit at Eco-tourism Destination with Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation	4.56	4.15

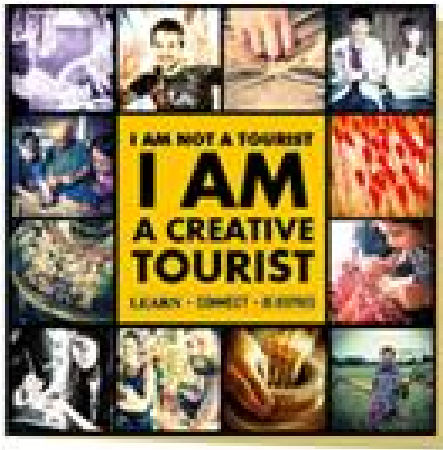
From the above table, the project participants thought that all study visits were very useful for network creation because the scores were higher than 4 points. Moreover, they thought that the study visits were very useful and moderately useful for tourism and sport development because the scores were higher than 3 and 4 points. The study visits aligned with Relevance principle.

Therefore, the study visits of ASEAN Plus Three Tourism Students Summit were good examples concretely reflecting 2R's Theory and should serve as the role models for other future projects.



Recommended Book

I AM NOT A TOURIST. I AM A CREATIVE TOURIST



In ASEAN Plus Three Tourism Students Summit, it was a great honor to have Mr. Pongsathorn Ketsamlee, Asia-Pacific Marketing Deputy Director of Tourism Authority of Thailand (TAT) as a speaker on Creative ASEAN Tourism and ASEAN+3 Networking. He recommended I AM NOT A TOURIST. I AM A CREATIVE TOURIST book which Tourism Authority of Thailand (TAT) has gathered the stories of 20 creative community-based tourism in Thailand to present to tourists to persuade them experience way of life, art, culture, community identity in the form of creative tourism as follows.



Personal Care Products,
Made in Nature
Community Ecotourism Group
of Tambon Huay Raeng, Trat



Healing Herbs of the Mekong
Jiaogulan Tea Group, Chiang Rai



Hats from the Homestead
Ban Nam Chiew Tourism Group, Trat



Secret of the Sea
Hua Thoang boat model production
group at Ban Koh Klang, Krabi



100% Natural Ingredients
Community Enterprise of Rim Khlong
Homestay, Samut Songkhram



Art Land
Benjarong-Making Village
at Don Gai Dee Samutsakorn



Thai Style's Shadow Play
Shadow Play Handicrafts Muang-Lung,
Phatthalung



Multi- colored Cloth out of Mud
Na Ton Chan Weaving Group,
Sukhothai



Adventure to Underworld
Ban Chiang Cultural Conservative
Homestay, Udon Thani



Kingdom of Rice
Kum Hong Nhua Wat Fah Yad
Community, Yasothon



Queen of Silks
Ban Phon Community, Kalasin



Learning from the Elephants
Thai Elephant Home, Chiang Mai



The Fabric of Life among the Hmong
Ban San Kong Community Learning
Center, Chiang Rai



Living the Herbal Life
Ban Hom Samunphrai School, Chiang Mai



Farm School
Thai Wisdom Learning Center of Rai
Khun Mon, Kanchanaburi



Thai Culture through Handmade Dolls
Ban Bang Sadet Court Dolls Center,
Ang Thong



Sons of the Sea
Laem Singh Boathouse Homestay,
Chanthaburi



The Fabric of Tribal History
Ban Mae Sa Mai Akha Traditional
Learning Center, Chiang Mai



Worth of Uselessness
Supanimit Woman Coop Group Cha Oud,
Nakhornsithammaraj



School of Rice
Tigerland Rice Farm,
Homestay, Lamphun

Besides knowledge, this book provides the readers with joy as if they traveled to those communities on their own. It is also Thais' pride in local wisdom.



Special Article

ASEAN Plus Three Tourism from Youths' Perspectives

In ASEAN Plus Three Tourism Students Summit, ASEAN Plus Three youths presented their country tourism case studies as follows.

Brunei

The country located on the northeast coast of Borneo Island, with the size of 5,765 square kilometers, divided into four districts where Banda Seri Begawan is a capital city. In the past 6 years number of tourist arrival rose gradually, half of them come from ASEAN countries. There are two main attractions, natural tourism and culture in Islamic heritage. Famous tourist destinations are Jam's Asr Hassanal Bolkiah Mosque, Sultan Omar Ali Saifuddin Mosque and water village.

Cambodia

Nowadays, tourism is the main source of income to Cambodia. Number of visitor rose substantially in the past 5 years. In 2014 revenue from tourism expected to reach \$2.5 Billion. Well-known tourist destinations are Phnom Penh and its vicinity, beach, ancient temple and historic site in northeast, and Tonle Sap, the largest freshwater lake in South East Asia. With vision on sustainable tourism, government then encourage private sector to develop certain area of tourism such as eco-tourism, community based tourism and sport tourism. In 2020 Cambodia expect to attract 7 million visitors and generate revenue up to \$5.0 Billion. To achieve this target government has imposed several policies, for instance open sky, waterway, and land transportation. In addition the collaboration between government and private sector has been strengthened while encourage more local people involvement particularly in community based tourism.

Indonesia

The weaken IDR in the past year was the advantage to attract foreign visitors to Indonesia particularly visitors from China, Russia, Saudi Arabia and Japan. Cultural diversity along the country and abundant of nature tourism resorts, all has been developed to meet tourism demand while maintaining and protecting ecology and environment for sustainability purpose. With affordable price tourists tend to spend more and stay longer. Increasing demand for local products stimulated more investment in tourism industry particularly under hospitality campaign. It is expected that Indonesia tourism industry will be developed further. With strong collaboration from all parties in tourism area tourism industry in Indonesia will be growing in a faster pace in the near future.

Laos

With a size of 236,800 square kilometers and only 6.7 million inhabitants while rich of tourism site all over the country, revenue from tourism in Laos has risen dramatically in the past few years. There are more than 900 tourist attraction sites ranging from cultural tourism, natural tourism and historical and cultural heritage of world famous such as Luang Phabang, Wat Phu Champasak, Plain of jars etc. Laos has made a success of eco-tourism such as in Luang Namtha where tourists can participate in various activities i.e. trekking, camping, bird watching and village home stay. In the long run, government tends to encourage more on sustainable tourism such as culture, natural and historical tourism.

Malaysia

Number of tourists visited Malaysia has been increasing constantly overtime. In 2013 there were 25.7 million tourists visited Malaysia generated revenue as much as \$21.0 Billion. Malaysia has positioned itself as a premier tourist destination. While promoting tourism government also set policies toward protecting, preserving and conserving nature, culture and heritage which will enhance sustainability. Government has also launched continuous campaigns for all Malaysian to involve in tourism industry such as volunteer tourism campaign, visit Malaysia year and the year of festival. In 2015 Malaysia expect to attract 29.4 million of foreign visitors and bring in \$89.0 Billion tourism revenue.

Myanmar

Tourism industry has played substantial role in Myanmar economy and become main engine for economic growth and job creation. In the past 5 years, number of foreign visitors increased almost three fold and expected to reach 2.4 million in 2014. An optimistic perspective, tourism can provide employment opportunity, encourage people to preserve tradition culture and heritage, and induce environment protection spirit. However, tourism also produce adverse effect to environment and socio-cultural. In addition, tourism, though spur domestic demand for local products, it also accelerate cost of living for local people. In the long run if national economic development is still imbalance, Myanmar economy may be overdependence on tourism income, in worse scenario small portion of tourism income will go to rural folks.

Philippines

Number of foreign visitor arrival to Philippines has been increasing dramatically in the past few years, this due from strong tourism promotion campaign from both public and private sector. In 2013 there were 4.7 million to Philippines rose 9.56% from earlier year, and expect to reach 5.7 million in 2014. The largest group of visitor came from east Asia, i.e. Korea, China and Japan. According to National Tourism Development Plan, Philippines lean toward highly competitive and environmentally and socially responsible tourism policy, this is not only create more job but also widely distribute of income. In pursuit to development plan, strategic directions are to develop competitive tourist products and destinations, improve market access by connectivity and destination infrastructure and improve tourism institutional governance and human resources. Base on this strategic direction, by 2016 Philippines expect to have 10 million international visitors and 56.1 million domestic travelers and will generate tourism revenue over 2.3 trillion Peso and create 7.4 million jobs.

Singapore

Tourism industry in Singapore contributes 4% of GDP and support 160,000 jobs. In 1997 Singapore Tourism Board set policy to proclaim Singapore as a regional tourism hub. Along with this policy, Ministry of Trade and Industry of Singapore has started tourism industry. The marketing campaign Customize and Different tourist destination, government encourage participation from all industry players as well as Singapore residents. Regarding medium and long term strategies Singapore will carry on yield driven marketing approach, enhance destination attractiveness, support industry competitiveness and build up local engagement. So far, Singapore has established training course for travel license and tourist guide while developed tourism infrastructure extensively.

Thailand

Thailand offered variety types of tourism to meet the need of visitors. Famous historical sites over the country can fulfill those tourists who love to appreciate archaeology and ancient Thai culture. Elegance Buddhist temples located in Bangkok and provincial areas are the sites to admire invaluable antiques, ancient arts and Thainess culture. Community based tourism and home stay is another choice of visitors who love to discover tradition way of living in different areas especially in countryside villages. Sport tourism, agro tourism and health care tourism are the latest type of tourism in Thailand hence becomes popular area of tourism. With amenity of Thai culture and close collaboration between government and private sector, tourism in Thailand is expected to grow in rapid pace and sustainable manner.

Vietnam

Vietnam is a country which suffered a lot of pains and loss. The Vietnamese have grief of Vietnam's history. The war ended long time ago. This time has peace. The beauty of the country consists of long coastal line, forest, natural scenery and magnificent landscape. Vietnam has diversified cultures with a variety of ancient architectures. With tourism development, Vietnam has opportunity to show its beauty Vietnam to other people in the world. They can be Halong Bay and Hue. For example, if tourists come to the Old Quarter in Hanoi, they will see a lot of students talking to the foreigners about their interest in Hanoi. They talk about Hanoi and anything about Vietnam so foreigners can see Vietnam through the kid's eyes. The students can share with them their pride of their country and learn something from foreigners. Therefore, tourism development has linked to the enhancing people's living and helped people look in different angles. Tourism development provides more chances to people to improve their lives especially for workers in Vietnam. Tourism also preserves many parts of the culture like Bin Dinh architecture and Bat Trang Pottery Village. Tourism creates more jobs and ensures stable incomes for workers. Tourism development pulls people to be near one another and creates harmonious work.

China

China is a great country. China composes of about 9.6 millions populations per square kilometer. The total population is about 1.6 billion. China has made up of 56 nations living all over China. Beijing is the capital city which has historical construction, the Great Wall trying to defend the invasion from other nations. Another historical site is the Summer Palace. It is an original palace but becomes museum at the present. Terracotta warriors are another very famous historical site in Xian. For Hong Kong, Hong Kong has interesting places like Victoria Bay, Hong Kong's important viewpoints and Ocean Park. International tourism development is an outcome from China's economic reform of open policy to the outside world. Planning and development are really important. If planning and development are not done in the right way, it will cause many problems like overcrowded, pollution and rubbish. The tourism development goal is to help people achieve better quality of life. Therefore, the quality of natural and manmade environment is essential for tourism.

Japan

Japan is a country that rich of natures and cultural heritages. With high collaboration between government and private sector, numbers of tourism campaigns have been launched to boost tourism industry in the past 5 decades, i.e. Tokyo Olympic, visit Japan campaign, meanwhile National Tourism Promotion Act has been amended to wave entry visa for targeted countries. In 2013 number of foreign visitor is expected to reach 10 million and plan to welcome more in 2020. In order to contain sustainability Japan has set up policy to balance between economic aspect, society and cultural, and environment preservation such as encourage green tourism, agri-tourism and community based tourism both in urban and rural area.

South Korea

In perspective tourism offered a lot of economic benefits, tourism will raise standard of living for local residents, will enhance infrastructure development for both local residents and visitors, and will lead to development of various facilities within tourism industry. However, the development plan must consistent with local culture and social. In addition tourism will improve international relationships and prosperity in world peace. In the future tourism will become driving force of economic growth, the middle class will play a leading role in the emerging market of international travel and international travel will grow faster than domestic travel. For Korean tourists the famous destinations are Shanghai, Tokyo, Bangkok, Manila, Hong Kong and Hanoi which all are in ASEAN+3 region. For foreign visitor to Korea, 82.4% are from Asia, 9.7% from America and 3.7% are from Europe, this reflected the close relationship for tourism industry in ASEAN+3 which is preferably intra regional travelling. Korean tourism will emphasize on its uniqueness, culture, recreation and local cuisines. By using famous celebrity presenting trough T.V. program and other modern media, in the future Korean expect more outbound tourism and more collaboration among ASEAN+3.

We can see that each of the ASEAN Plus Three countries has interesting tourism potential. This case study presentation can be useful for tourism development cooperation among ASEAN Plus Three countries in the future.

Prasopsuk Puangsakorn



FIHRD's Activity in Memory

Tourism Projects

ASEAN Plus Three Tourism Students Summit has successfully ended. It is the only one success story from Foundation for International Human Resource Development (FIHRD). FIHRD has a lot of experiences in organizing many tourism projects in the past as follows.

Workshop on ACMECS Human Resource Development in Tourism A Learning Forum: Sustainable Cultural Tourism on August 30- September 4, 2005, Pailyn Hotel, Sukhothai, Thailand



**Research on
Human Resource in GMS Tourism Sector**



**Focus Group Meeting on Human Resources in Yunnan's Tourism
on April 30, 2008, Kunming Jin Jiang Hotel, Kunming, Yunnan**



**Focus Group Meeting on Human Resources in Cambodia's
Tourism Sector on May 21, 2008, Sunway Hotel Phnom Penh,
Cambodia**



**Focus Group Meeting on Human Resources in Laos' Tourism
Sector
on May 28, 2008, Hotel Cosmo & Restaurant, Vientiane, Laos**

Research on Human Resource in GMS Tourism Sector



**Learning Forum on Myanmar's Tourism Sector and Human Resources
on August 28, 2008**

The Follow-up Projects of Research on Human Resource in GMS Tourism Sector



Learning Forum on Human Resource Development for Laos' Tourism Sector on February 4-8, 2009, Lao Plaza Hotel, Vientiane, Laos

**The Follow-up Projects of
Research on Human Resource in GMS Tourism Sector**



**Learning Forum on Tourism Management for Yunnan
on March 30 – April 3, 2009
Kunming Enjoying International Hotel, Kunming, Yunnan, China**



**Learning Forum on Tourism Management for Cambodia
on June 29 –July 3, 2009
Sunway Hotel Phnom Penh, Phnom Penh, Cambodia**

**International Conference on GMS Tourism
on January 22-24, 2010 , Hua-Hin, Thailand**



**Research on Tourism and Sports Management Capacity Building for AEC
from August-November 2012**





Integrated Tourism and Sport Knowledge in Preparation for AEC Promotion Roadmap Development Project from April-September 2013



All of these tourism projects laid strong basis for the future follow-up projects. FIHRD has gained supports from other network organizations in running these projects successfully and would like to thank all of them on this occasion.



Welcome to Thailand ASEAN+3, Student Summit

I would like to thank two organizations: ASEAN Division, Ministry of Tourism and Sports and Suan Sunandha Rajabhat University for honoring me to organize ASEAN Plus Three Tourism Students Summit 2014, Thailand.

I am very proud to have opportunities to contribute to Thailand. Foundation for International Human Resource Development (FIHRD) was established by the resolution of the Royal Thai Cabinet in 1999. It was more than 15 years ago. In Yingluck's Government period, we could not do much. The Government by Thailand International Development Cooperation Agency did not support budget for international projects despite 15-year continuous achievement.

I would like to thank Ministry of Tourism and Sports for understand potential and recognize our past achievements in GMS projects. This is the origin of People-to-People Diplomacy concept. During the initial stage, Thailand's international relation was emphasized. Supporters like academic and civil society sectors are required. Other countries also did it. Japan has Japan Foundation. England has British Council. The U.S. has the Rockefeller Foundation. For Thailand, government's support is not enough. It has not yet created international trust.

Foundation for International Human Resource Development (FIHRD)'s philosophy focuses on His Majesty the King's Philosophy of Understanding, Accessing and Development. We emphasize on these.

- Mutual Respect
- Equality
- Different History

Learning history and culture of each country needs to understand other countries well and better than us. We need to understand every country especially the different cultures and beliefs of each country.

I would like to thank Dr. Suwat Sidthilaw, Permanent Secretary of Ministry of Tourism and Sport, Mr. Khajorn Weerajai, Deputy Permanent Secretary of Ministry of Tourism and Sports and Dr. Seksan Nakwong, former Deputy Permanent Secretary of Ministry of Tourism and Sports for kindly trusting in the Foundation. The two directors: Mrs. Urairatana Naothaworn, Director of International Affairs, Ministry of Tourism and Sports and Director Promchote Traivate are key men. Ms. Saengchan Kaewprathoomrussamee, his team is also a supporter.

A good point of this project is that ASEAN Secretariat approved Thai Government's proposal and ASEAN+3 agreements to organize Student Summit+3 on tourism in Thailand. This should be proud to host this project.

The Ministry assigned me and the Foundation with strong team to work on management and academic aspect. We have a lot of experiences. This is a valuable work and suitable because the government, university and the Foundation synergize to complement one another. Participants from all countries gained knowledge and well created networks with one another.

The project was successful. ASEAN+3 like South Korea, China and Japan altogether 13 countries synergized and 15 Thai youths were trained.

We can see that, in the future, ASEAN should expand cooperation to other negotiation partners. Then, the works in several sectors will be successful. This includes tourism. This project promoted ASEAN+3 potential and stimulated ASEAN to better work in team.

ASEAN Plus Three Tourism Students Summit 2014, Thailand



Tourism and ASEAN+3 exchanged ideas at youth levels and created diversity in ASEAN+3 which is very suitable for promoting good long-term relation.

After 8 days, the project ended on October 26, 2014. We want to prove what kinds of success the next project will lead to. How can it create good relationship among youths? In the next 20, years, they will actually have roles in tourism and sport in each country.

I think that this cooperation of Thai government seem like the Ship for Southeast Asian Youth Program. The alumni of each class sustain their relationship until growing up.

In conclusion, this project is People-to-People Diplomacy by the Government via the Ministry of Tourism and Sport. The University and the Foundation are co-hosts. This is a work truly focus on long-term benefits.

I planned for them to work in multinational team in each group. The workshops were divided into 5 topics for presenting at the end of the project as follows.

Group 1: Network Cooperation Development and social media

Group 2: Marketing Development

Group 3: Green Tourism & Sport Development

Group 4: Database Development

Group 5: Human Resource Development

The key points I want to leave as my concluding remarks are as follows.

The first one is network creation among youths in ASEAN+3 using diversity as main factor. Diversity in academic concepts is used for effective value creation or value diversity in tourism and sports.



The second one is that we must look at the future of tourism together by focusing on sustainable tourism using Sufficiency Economy. Japan and China were very interested in sustainable development. The most important thing is that we must give tourism resource to the next generation to learn Sustainability concept which I emphasized on the first day. We learnt from Mr. Pongsathorn Ketsamlee, Asia-Pacific Marketing Deputy Director of Tourism Authority of Thailand (TAT). He talked about sustainability or Green Tourism focusing on TAT's roles in eight aspects as follows.

- 1.Green Heart
- 2.Green Logistics
- 3.Green Destinations
- 4.Green Communities
- 5.Green Activities
- 6.Green Services
- 7.Green [Plus]+

The final points are these.

-Important capitals needed to be developed are Creativity and Innovation plus Digital Capital to look for new tourism perspectives like Sport Tourism, Medical and Tourism, Agro tourism, Long-term research cooperation with ASEAN+3 and Workshop with ASEAN+3 in the future.

All of these are the reality happening in Thailand.

These are what I want to report to my audiences.

Prof. Dr. Chira Hongladarom

Source: Learning from Reality with Dr. Chira Column.
Naewna. Saturday 25 October 2014, p.5.