

Final Report



by

Ministry of Tourism and Sports





Program
“ASEAN Plus Three Tourism Students Summit”
19 – 26 October 2014



DAY 1: 19 OCTOBER 2014 (SUNDAY)		
Pre-planning Session Dress Code: Smart Casual		
	Arrival of Delegates	Suvarnabhumi International Airport
1700–1800 hrs.	Briefing for supervisors, coaches, mentors and project coordinators by Prof. Dr. Chira Hongladarom Project Director	Royal River Hotel, Bangkok (Room: Bussabonghot A)
1830–1930 hrs.	Dinner	Royal River Hotel, Bangkok
1930–2030 hrs.	Orientation for Thai youth representatives by Prof. Dr. Chira Hongladarom Project Director	Royal River Hotel, Bangkok (Room: Bussabonghot A)
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 hrs.	Registration	Royal River Hotel, Bangkok
0900–1045 hrs.	🇹🇹 Introduction of Orientation and Learning Methodology	Bangkok (Room: Panurangsi A)
DAY 2: 20 OCTOBER 2014 (MONDAY) (continued)		
0900–1045 hrs.	🇹🇹 Presentation on Leadership and Youths’ Roles in Tourism Development for ASEAN Plus Three (APT) by Prof. Dr. Chira Hongladarom Secretary-General Foundation for International Human Resource Development (FIHRD)	Royal River Hotel, Bangkok (Room: Panurangsi A)
1045–1100 hrs.	Coffee / Tea Break ASEAN+3 Networking Activities : ▪ <i>Who am I? , Monito ,Team Flag and announcement for preparing 7-minute Super Hero group shows</i>	
1100–1200 hrs.	<i>Informal Dialogue (Session 1):</i> 🇹🇹 Presentation on “Our View on Tourism Development”(7 minutes for each country) by APT Youths	

	<p><i>(Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar)</i> Moderator by Prof. Dr. Chira Hongladarom Secretary-General Foundation for International Human Resource Development (FIHRD) And Ms.Saranya Mahakanok</p>	
1200–1300 hrs.	Luncheon ASEAN+3 Networking Activities: Monito	
DAY 2: 20 OCTOBER 2014 (MONDAY) (continued)		
1300–1400 hrs.	<p>Opening Ceremony</p> <ul style="list-style-type: none"> ✿ Opening Ceremony ✿ 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 Mrs.Urairatana Naothaworn Director of Internation Affairs Ministry of Tourism and Sports ✿ <u>Group Photo</u> 	Royal River Hotel, Bangkok (Room: Panurangsi A)
1415–1430 hrs.	Coffee / Tea Break	
1430–1600 hrs.	<p><i>Informal Dialogue (Session 2):</i> Presentation on “Our View on Tourism Development”(7 minutes for each country) by APT Youths <i>(Philippines, Singapore, Thailand, Vietnam, China, Japan, South Korea)</i> Moderator by Prof. Dr. Chira Hongladarom Secretary-General Foundation for International Human Resource Development (FIHRD) And Ms.Saranya Mahakanok</p>	

DAY 2: 20 OCTOBER 2014 (MONDAY) (continued)		
1600–1800 hrs.	<ul style="list-style-type: none"> 🏆 Ice-breaking Activity & Game Simulation on Effective Teamwork for ASEAN+3 Youths by Mr. Sarun Chantapalaboon Chief Learning Officer (CLO) 37.5 Degree Celsius Co., Ltd. 	Royal River Hotel, Bangkok (Room: Panurangsi A)
1800–1900 hrs.	<ul style="list-style-type: none"> 🏆 Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity by Mr. Kitti Jayanakula Dean of the Faculty of Law Eastern Asia University 	
1930–2130 hrs.	<p><i>Welcome Dinner</i></p> <ul style="list-style-type: none"> 🏆 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 <p>ASEAN+3 Networking Activities:</p> <ul style="list-style-type: none"> ▪ <i>Welcome Handshake, Name and Action, Separate group by any types, It is down or up, Ball on the song, Hello, Monito, Daily VDO</i> 	Royal River Hotel, Bangkok (Room: Panurangsi C)
DAY 3: 21 OCTOBER 2014 (TUESDAY) (continued)		
<p><i>Panel Discussion on Tourism and Technical Visit</i> <i>Dress Code: Youth Camp T- shirt and your Jacket*</i> <i>MC: Ms.Saranya Mahakanok</i></p>		
0830–0900 hrs.	Registration	Royal River Hotel, Bangkok
0900–1200 hrs.	<p><i>Panel Discussion</i></p> <ul style="list-style-type: none"> 🏆 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 Ms.Jiraporn Prommaha Acting Director ,Institution for Tourism Office of the Permanent Secretary Ministry of Tourism and Sports 🏆 Case Studies of Tourism and Sustainable Development by Mr.Pradech Phayakavichien Chairman The Thailand Community Based Tourism Institute (CBT-i) 	(Room: Panurangsi A)

	<p> 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 Secretary-General of FIHRD</p>	
1200–1300 hrs.	Luncheon	
DAY 3: 21 OCTOBER 2014 (TUESDAY) (continued)		
1330–1830 hrs.	<i>Technical Visit</i>	Bangkok City
	<p> Blessing to His Majesty the King (Siriraj Hospital)  Ananda Samakhom Throne Hall</p>	
1830 hrs.	<p>Arrive at the Hotel Dinner (Thai youths accompany the groups.) Theme: What have you learnt from the technical visit?</p>	Royal River Hotel, Bangkok
DAY 4: 22 OCTOBER 2014 (WEDNESDAY)		
<p><i>Pattaya Study Tour</i> <i>Dress Code: Smart Casual</i> <i>MC: Dr. Chiradej Diskaparakai and Ms.Saranya Mahakanok</i></p>		
<p>STUDY TOPIC: Creative Tourism Development through Arts and Science Preservation and Recreation Tourism Advised by Prof. Dr. Chira Hongladarom and Group Coaches</p>		
0700 hrs.	Depart from Bangkok to Pattaya	
1000 – 1200 hrs.	<p><i>Study Visit at Arts and Science Educational Attraction Standard</i>  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</p>	Sanctuary of Truth Pattaya, Chonburi
1200 – 1300 hrs.	Luncheon	Sanctuary of Truth Pattaya, Chonburi
1330 – 1530 hrs.	<p><i>Study Visit at Recreational Attraction</i>  Sightseeing and recreational activities</p>	Nong Nooch Garden & Resort Pattaya, Chonburi

DAY 4: 22 OCTOBER 2014 (WEDNESDAY) (continued)		
16.00-18.00 hrs.	<ul style="list-style-type: none">  Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East  Learning about the management styles, attractive marketing and CSR concepts 	Nong Nooch Garden & Resort Pattaya, Chonburi
1800 – 1830 hrs.	Workshop on Project Proposal Development Coached by Prof. Dr. Chira Hongladarom Secretary-General of FIHRD and Group Coaches	
1930 hrs.	Dinner Party in the theme “Creation for Sustainable Tourism Super Hero” ASEAN+3 Networking Activities:  <i>Costume Contest and Balloon Smash</i>	
2130 hrs.	Check-in and stay overnight	
DAY 5: 23 OCTOBER 2014 (THURSDAY)		
<i>Pattaya Study Tour</i> <i>Dress Code: Youth Camp polo shirt, sweatpants and sneakers</i> <i>MC: Dr. Chiradej Diskaprakai and Ms.Saranya Mahakanok</i>		
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 hrs.	Thai Cooking Demonstration by Chef from Ruan Thai Restaurant	Ruan Thai Restaurant
1200 – 1300 hrs.	Luncheon	
1330 – 1500 hrs.	Learning Bottle Art Activity	Bottle Art Museum Pattaya
1500 hrs.	Depart to Fairtex Gym	
1600 hrs.	Arrive at Fairtex Gym	
1600 – 1745 hrs.	Learning Thai Boxing By Mr.Prem Busarabavonwongs Managing Director, Fairtex Gym	Fairtex Gym
DAY 5: 23 OCTOBER 2014 (THURSDAY) (continued)		
1800 – 1900 hrs.	Dinner  Dinner Talk on “Sport Tourism for ASEAN+3 Networking” by Dr. Chai Nimakorn President Sport Management Association of Thailand and President Grand Sport Group	Fairtex Gym
1930 hrs.	Sight Seeing Pattaya	Pattaya
2030 hrs.	Stay overnight	Nong Nooch Garden & Resort Pattaya, Chonburi

DAY 6: 24 OCTOBER 2014 (FRIDAY)		
<i>Sattahip Study Tour</i>		
<i>MC: Dr. Chiradej Diskaparakai and Ms.Saranya Mahakanok</i>		
STUDY TOPIC: Tourism Value Creation through Eco-tourism and Recreational Tourism Development Advised by Prof. Dr. Chira Hongladarom and Group Coaches		
0800 hrs.	Depart from Pattaya to Sattahip District	
0900 - 1200 hrs.	<i>Study Visit at Eco-tourism Destination</i>  Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation	Sea Turtles Conservation Centre Royal Thai Navy
1200 – 1300 hrs.	Luncheon	
1330 – 1430hrs.*	<i>Workshop</i>  Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth” Coached by Prof. Dr. Chira Hongladarom Secretary-General of FIHRD and Group Coaches	
DAY 6: 24 OCTOBER 2014 (FRIDAY) (continued)		
1500 hrs.	Depart from Pattaya to Bangkok	
1800 hrs.	Arrive at the Hotel	Royal River Hotel, Bangkok
1830 hrs.	Dinner	

DAY 7: 25 OCTOBER 2014 (SATURDAY)		
<p><i>Bangkok</i> <i>Dress Code: Formal for Group Presentation</i> <i>National Costume for Farewell Party</i> <i>MC: Mr. Suphavas Varamali and Ms. Saranya Mahakanok</i></p>		
0830 – 0900 hrs.	Registration	Royal River Hotel, Bangkok (Room: Panurangsi A)
0900 – 1200 hrs.	<i>Group Presentation</i> 🇹🇹 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 hrs.	Luncheon	
1330 – 1700 hrs.	Free & Easy <i>(Thai youths accompany groups.)</i>	
1800 – 2000 hrs.	<i>Farewell Party / ASEAN+3 Night</i> 🇹🇹 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

Remarks: The program and activities are subject to change as appropriate and maximum benefit for the Ministry of Tourism and Sports.

The Essence of Learning

Sunday 19 October 2014 at Royal River Hotel, Bangkok

Briefing for supervisors, coaches, mentors and project coordinators
by Prof. Dr. Chira Hongladarom
Project Director



Briefing for supervisors, coaches, mentors and project coordinators
by Prof. Dr. Chira Hongladarom, Project Director

Prof. Dr. Chira Hongladarom explained the objectives of workshop and activities of ASEAN Plus Three Tourism Students Summit. It emphasized on ASEAN Plus Three youth network development. It was organized based on the ASEAN Plus Three Tourism Cooperation Work Plan 2013-2017.

The project participants were divided into 5 groups with group coaches who provided recommendations and guidance for project presentation on the final day of the project.

In Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth session, Prof. Dr. Chira Hongladarom was the head coach and each group had group coach as follows.

Group 1: Social Media (Network Cooperation Development and Social Media)

Coach: Dr. Chai Nimikorn

Coach Assistants: Mrs. Phitchabhuree Chandrakamol and Mrs. Waraporn Choopakdee

Group 2: Marketing Development

Coach: Mr. Prasopsuk Puangsakorn

Coach Assistant: Mrs. Thanyanop Pongsopon

Group 3: Green Tourism & Sport Development

Coach: Mr. Voravud Tomon

Coach Assistant: Mr. Chaiyaporn Heama

Group 4: Data Bank Development

Coach: Dr. Chiradej Diskaprakai

Coach Assistants: Asst. Prof. Chaithanaskorn Phawitpiriyakliti and Ms. Chongkolkorn Singto

Group 5: Human Resource Development under Mutual Recognition Arrangements:

MRA

Coach: Mr. Tumnong Dasri

Coach Assistant: Ms. Khemigka Thungkewthanakul

Coordination and Information: Ms. Jitlada Leeyakas, Ms. Erawan Kaewnueaon and Ms. Pattaraporn Antarikanonda

Orientation for Thai youth representatives
by Prof. Dr. Chira Hongladarom
Project Director



Prof. Dr. Chira Hongladarom explained the objectives of the project and Thai youth's important role in promoting ASEAN Plus Three cooperation network and relationship especially ASEAN Plus Three Tourism Students Summit firstly held by Thailand. Therefore, what Thai youths should do as good host was to be Thai representatives to promote tourist attractions, activities and other Thai personalities like hospitality, kindness and beautiful culture. Moreover, Thai youth delegates must learn and study ASEAN countries, China, Japan and South Korea as knowing us and knowing them. This Summit promoted international cooperation network. Youths and national tourism organizations delegates of all countries participated in this Summit so all countries had roles in ASEAN Plus Three Tourism Driving Process Development in the future. This matched the project objectives which were apply the result to develop ASEAN Plus Three youth guidelines.

ASEAN Plus Three Tourism Students Summit was organized based on the ASEAN Plus Three Tourism Cooperation Work Plan 2013-2017. The discussion results would be presented in Meeting of the ASEAN, China, Japan and South Korea Senior Officials and Meeting of ASEAN, China, Japan and ROK Tourism Ministers.

Thai youths would be scattered to all 5 groups. Each group has group activities as follows.

1. Innovative Project for ASEAN Plus Three Tourism Development
2. Networking Activities
3. Group leader and representative election
4. Project Presentation

Monday 20 October 2014 at Royal River Hotel, Bangkok

- ❖ **Introduction of Orientation and Learning Methodology**
- ❖ **Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT)**
by Prof. Dr. Chira Hongladarom
Secretary-General
Foundation for International Human Resource Development (FIHRD)



Introduction of Orientation and Learning Methodology

Prof. Dr. Chira Hongladarom formally greeted to all participants and warmly welcomed to Thailand by saying greeting words in all native languages in ASEAN+3 countries, and wish all of them have a pleasant stay in Thailand. In addition he express his thankful to all co-host parties those are MOTS and Suan Sunandha Rajabhat University,

Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT) by Prof. Dr. Chira Hongladarom

Tourism is one of the source of income for countries, however income distribution from tourism industry can move across country especially to rural areas. This means tourism help improve income distribution since all the people will benefit from tourism. Unlike manufacturing sectors, a large chunk of income will go to the entrepreneurs. Since this program has arranged youths from 13 countries to get together, further development to improve tourism industry for the sake of ASEAN+3 nations should not be overlooked. Along with this development, he also addressed 3 more issues namely, social capital and net working, sustainability and added more value to tourism industry by using creativity + innovation + digital capital will become the key to our future success. He suggest areas of tourism that should take in to account those are

- 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
- Medical tourism

However, future of the nation is in the hand of young generation, he wish all participants will take his idea into consideration and turn it to prosperity of our region.

Informal Dialogue (Session 1):

📌 Presentation on “Our View on Tourism Development”(7 minutes for each country)
by APT Youths
(Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar)

Moderator by

Prof. Dr. Chira Hongladarom
Secretary-General

Foundation for International Human Resource Development (FIHRD)

And Ms.Saranya Mahakanok



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 Hassanil Bolkiah Mosque, Sultan Omar Ali Safaddin 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 Ton Le 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.

Opening Ceremony

- 🌸 Opening Ceremony
- 🌸 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 International Affairs
Ministry of Tourism and Sports
- 🌸 Opening Address
by Mrs.Urairatana Naothaworn
Director of International Affairs
Ministry of Tourism and Sports



Opening Address

by

Mrs.Urairatana Naothaworn
Director of International Affairs
Ministry of Tourism and Sports

at ASEAN Plus Three Tourism Students Summit

On October 20, 2014

At Royal River Hotel

Distinguished Delegates from the ASEAN+3 countries,
Ladies and Gentlemen,

It is a great honor for me to deliver opening speech on behalf of the Ministry of Tourism and Sports at ASEAN Plus Three Tourism Students Summit today.

First of all, I would like to extend my heartfelt greetings and a very warm welcome to all participants, especially those who have kindly taken the time to travel from ASEAN+3 countries, namely China, Japan, and South Korea.

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.

As we know, we are approaching to ASEAN Community or AC. The establishment of the AC in 2015 between the 10 member states of ASEAN has the goal to unity among members that goes along with the tag line “One Vision, One identity, and One Community”. The ASEAN Community will be under the three pillars of

1. ASEAN Socio-Cultural Community (ASCC) which will look after the well being of the people of ASEAN, the development of the region and a stable environment.

2. ASEAN Economic Community (AEC) will be promoting trade within the region, better connectivity between countries and to develop the potential to compete with the rest of the world.

3. ASEAN Political-Security Community (APSC) will be the key to building confidence, the notion of the unity and harmony and the safety and security of the lives and possessions of the people of ASEAN.

This is a new challenge and opportunity for ASEAN countries to develop economic, social and security cooperation. Especially in terms of the economic cooperation which will see the enhancement of the regional value chain, promotion of healthy competition in the market, increase the power of negotiation, expansion the ASEAN market which has the population of more than 600 million people and the growth of tourism, trade and investment.

Tourism is a key strategy for the development for the economy and society and is in line with the missions of the AEC. This reflects in many initiatives such as ASEAN connectivity via transportation infrastructure to develop the logistics of ASEAN, the development and preservation of tourist attractions, tourism related activities and the quality of services and to develop and maintain the same standards for the labor force. This will create more mobility in the free movement of products and services, investment and funds, skilled labor, all of which will bring new challenges, opportunities and will stimulate the competition of the market. The tourism industry is vital to the plans of AEC and we are looking to add another one to our list to make the 10 member states become One Destination.

The role of sports in the AC is a major one as sports is considered as a significant factor for stability in ASEAN. Sports will act as the center for the coming peace and sustainable relations in ASEAN. Ministry of Tourism and Sports as a representative of Thailand have prepared for the establishment of the AC by building connections with other member states in order to increase the potential of athletes. Enhancing the sports industry will increase the value and growth of the sport industry.

In addition to internal cooperation, ASEAN countries partner with countries like China, Japan and South Korea called ASEAN Plus Three Cooperation. ASEAN Plus Three Cooperation Work Plan (2007 - 2017) was formulated to serve as the master plan to enhance ASEAN Plus Three relations and cooperation in a comprehensive and mutually beneficial manner for the next ten years (2007-2017). This Work Plan shall also support the establishment of the ASEAN Community by 2015.

The ASEAN Plus Three Tourism Students Summit is organized to promote the study of cultural tourism, sport tourism, eco-tourism, and sustainable tourism through ASEAN Plus Three youth network. After this project, they can bring their knowledge and experiences to expand network of tourism development in their countries as well as maintain international relation.

Besides learning skill and knowledge, I hope all delegates to experience great tourist attractions and beautiful cultures including enjoying the stay in Thailand and going home with impressive memory.

Finally, I would like to thank Suan Sunandha Rajabhat University, Foundation for International Human Resource Development (FIHRD), the co-organizers of this summit and other concerned organizations for their dedication and efforts in driving this summit and producing fruitful impacts.

Now, it is the right time. I would like to declare this summit open. I wish this summit a success.

Thank you very much.

Informal Dialogue (Session 2):

Presentation on “Our View on Tourism Development”(7 minutes for each country)
by APT Youths (*Philippines, Singapore, Thailand, Vietnam, China, Japan, South Korea*)

Moderator by

Prof. Dr. Chira Hongladarom

Secretary-General

Foundation for International Human Resource Development (FIHRD)

And Ms. Saranya Mahakanok



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.

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.

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 waive 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.

Ice-breaking Activity & Game Simulation
on Effective Teamwork for ASEAN+3 Youths
by Mr. Sarun Chantapalaboon
Chief Learning Officer (CLO)
37.5 Degree Celsius Co., Ltd.



We should break the ice which prevents us to know each other.

Activity 1 Introduce yourself but differ from other people's way.

Lesson

- We need more creative ideas to develop tourism.
- The last ideas are more creative.

To develop new ideas, focus on these.

1. What is?
2. What wow?
3. What works?

We need to produce more ideas. The ideas in the last order will be more creative.

Activity 2 Use imagination to introduce yourself unrealistically focus on these aspects

1. Sight-what do you want other people to see you as?
2. Taste
3. Smell
4. Sound

Lesson

- Sometimes, we have ideas but do not let them come out of head

Things that block creative idea

- Rules and regulations
- Fear
- Culture
- Language
- Politics
- Religion
- Feeling of no support
- Natural condition
- Competence

How can we have new ideas?

- We should not think only inside our head.
- We need self-confidence.
- Creativity is the result of right side of the brain.

There are 8 kinds of creativity.

To know what types we are, we need to know MBTI code

1. E or I

I= Introverted, think with yourself

E=Extrovert, brainstorm

2. S or N

S= Sensation

N=Intuition

3. T or F

T=Thinking, make decision based on reason

F=Feeling, make decision based on feeling

4. J or P

J=Judging

P=Perceiving. Do not make decision but let decision open.

From 4 codes, we know the type of creative people

1. ESTP, ESNP = The adventurer; GOOD AT FINIDNG NEW IDEAS WITHOUT KNOWING. It is a good quality.

2. ISTJ, ISFJ= The navigator; Good at keeping ideas on track.

3. ENTP ENFT = The explorer; Like new things, explore possibility.

4. INTJ, INFJ= The visionary; has good new ideas about the future

5. ISTP, INTP = The inventor; ability of tenacity. Keep thinking without solution

6. ESTJ, ENTJ = The pilot; get good ideas about execution

7. EFSJ, ENFJ = The harmonizer; good at thinking of new relation

8. ISFP, INFP= The poet; good at risk taking, put new ideas to try.

Activity 3 Find people born the same day of the week and put in the same group.

Lesson

Ideas never end.

Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity by Mr. Kitti Jayangkula Dean of the Faculty of Law Eastern Asia University



Guideline for Innovative Idea for ASEAN+3 Tourism Development by ASEAN+3 Youth” and social media activity must consider 5 keywords as follows.

- ASEAN+3
- Youth
- Tourism
- Sports
- Sustainability

To create sustainable tourism and sport, ASEAN+3 youths must think of these.

1. Networking Cooperation Development and Social Media
2. Marketing Development
3. Green Tourism and Sports Development
4. Databank Development
5. Human Resource Development

Then, develop them to be project proposal on the final day.

- ❖ 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



Tuesday 21 October 2014

Panel Discussion

- ✿ 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 Ms.Jiraporn Prommaha
Acting Director ,Institution for Tourism Office of the Permanent Secretary Ministry of Tourism and Sports
- ✿ Case Studies of Tourism and Sustainable Development
by Mr.Pradech Phayakavichien
Chairman
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
Secretary-General of FIHRD

360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development

by Ms.Jiraporn Prommaha

Acting Director, Institution for Tourism Office of the Permanent Secretary Ministry of Tourism and Sports



ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals is one of the key ASEAN tourism initiatives to support the establishment of ASEAN Economic Community 2015. As Travel and Tourism sector plays significant role in the overall ASEAN economy, to ensure growth sustainability the ASEAN tourism attractiveness needs excellent quality of services provided by the tourism industry within the region. Having high-skilled tourism workers to deliver services should become a norm to guarantee satisfaction of tourists visiting the region. One of the means to achieve this goal is the establishment of mutual recognition of qualified tourism professionals for all member countries. The purposes of MRA are to facilitate mobility of tourism professionals within ASEAN based on tourism competency, and at the same time, improve the quality of services delivered by tourism professionals. There are 32 job titles covered under this MRA, of which 23 titles are jobs in hotel services such as housekeeping, front office, food and beverages services, and food production and 9 titles for travel agencies and tour operator. MRA has marked an important milestone for ASEAN in fully operation and in successfully pursuing the important initiatives for the integration of ASEAN. In supporting the implementation of MRA on Tourism Professional, Common Competency Standards for Tourism Professionals, Common Tourism Curriculum, Regional Qualification Framework and Recognition System must be developed. Taking into account the high interest of the region's tourism training and education institutions and tourism industries, ASEAN would soon have high-qualified tourism professionals working in the industry delivering similar high quality of services across the region.

Case Studies of Tourism and Sustainable Development

by Mr.Pradech Phayakavichien

Chairman

The Thailand Community Based Tourism Institute (CBT-i)

An integration of ASEAN will formulate synergy and economic power for all member states. Tourist arrival in ASEAN countries forecasted to reach 1.6 billion in 2020. In 2013 foreign tourist arrival to ASEAN rose 10.6% from earlier year, the largest group of visitor went to Thailand, Malaysia and Singapore respectively and generate revenue as much as \$107,775 Billion across the region. Combined population in ASEAN+3 accounted for one third of world population and if consider ASEAN+6 will engage half of the world population. An archeology evident has shown that ASEAN community has very close linkage by race, ethic, culture, language and trade. Thus reconnection is a new opportunity for this large community. In tourism industry, ASEAN has potential to develop in both conventional market and niche market like adventure tourism, eco-tourism, health tourism and even youth tourism. The smart way to develop tourism is try to move from small to big, from near to far and from conventional market to niche market. Collaboration among close bordered countries which have land linked advantage can enhance more revenue for all participated states, for example join tourism among Thailand, Laos and Cambodia. However, to contain sustainability government and private sector have to balance between economic benefit and social and cultural, natural resource and environment. The way that lead to sustain tourism industry are; target right group of tourist that appropriate to limited and fragile supply, build up sustainable supply base that meet the demand from tourists, and strong collaboration among private sector, local community under support by government. Sustain tourism should not inhibit rights, or create problems to the community. Overall strategy that should be employed in tourism are

1.Collaborate among tri-parties; government + private + society will entail sustainability.

2.Develop network to create negotiating power.

3. Develop business alliance to enhance business opportunity
4. Develop knowledge and management system will induce stability and strength.

Creative ASEAN Tourism and ASEAN+3 Networking

by Mr. Pongsathorn Ketsamlee

**Asia-Pacific Marketing Deputy Director
Tourism Authority of Thailand (TAT)**

ASEAN is a very high potential region for tourism industry. Average GDP growth in this region is 6% with market share of 8% world tourist arrival, if plus three market share in tourist arrival will be 13%. Strategic marketing for tourism focus on tourism products and services development, encourage sustainability, and participation of local community. Example of products and service development such as Spa services, banquet for authentic cuisines, and develop products for tourist souvenirs. In addition successful tourism also required integration among organizations that related to tourism. In view of ASEAN collaboration, we need joint marketing and promotion since effective marketing tool communication channel will boost number of visitor into the region. Besides, ASEAN members need to exchange data and information on tourism and investment opportunities for member countries. Regarding marketing plan for the coming years, Thailand will promote slow tourism i.e. floating market, elephant riding, trekking and creative and green tourism that challenge new experiences for tourists.

Technical Visit

❖ Blessing to His Majesty the King (Siriraj Hospital)



The Thai kingship has a history for over 800 years. The present King is King Bhumibol Adulyadej the Great, the ninth monarch of the Chakri Dynasty which has been established since 1782. He has reigned since 9 June 1946 and being the world's longest-reigning monarch. With the age of 86-year-old, and that has been dedicated the whole life working for his people since early reign, his health suffered a number of ailments and has been under medical supervision at Siriraj Hospital since 2009. As he is the most respected and revered by Thais his health becomes subject of keen public concern, people from across the country have visited the hospital to sign well-wishers' books and give their blessings for His Majesty's speedy recovery and good health. It is the best opportunity for our group to visit H.M. the King paid homage and bless him a good health.

❖ The Ananta Samakhom Throne Hall



The Ananta Samakhom Throne Hall is a two-storey white marble building constructed during the reign of King Rama V. The Ananta Samakhom Throne Hall is a former reception hall within Dusit Palace in Bangkok, Thailand. It now serves as a museum and is from time to time employed for certain state occasions.

The building architecture is in Italian Renaissance and Neo Classic style was commissioned to the architects Mario Tamagno and Annibale Rigotti. Marble from Carrara, Italy, and other foreign materials were used. The Throne Hall is a two storey construction with a large dome (49.5 m high) in the centre, surrounded by six smaller domes. The domes and walls are covered with paintings by Professor Galileo Chini and Carlo Riguli depicting the history of the Chakri Dynasty, from the first to the sixth reign. The building was completed in 1915. The building was used as the Parliament House until 1974. At present some important royal ceremonies and state meetings are held in this hall. The Arts of the Kingdom displayed the Thai crafts masterpiece handiwork created by members of agricultural families, who learned Thai artistic skills from the Chitralada Arts and Crafts Centre under H.M. the Queen's Royal Patronage. Examples of the delicate works shown here are the replicas of royal thrones and barges. In addition, there are beautiful embroidered screens and the replica of the royal dinner table once used for receiving the royal guests on King Bhumibol's 60th coronation anniversary on June 9, 2006.

Wednesday 22 October 2014, Study Visit in Pattaya Chonburi

Study Visit at Arts and Science Educational Attraction Standard

- 🏰 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**



Sanctuary of Truth is a temple construction in Pattaya, Thailand. The sanctuary is an all-wood building filled with sculptures based on traditional Buddhist and Hindu motifs. The building is close to 205 meters (345 feet) high and covers an area of more than two rai. It features contemporary Visionary art based on traditional religious themes. The style of the Sanctuary evokes Khmer architecture, displaying hand-carved wooden sculptures indicative of the imperial setting at Angkor. It has four gopura, respectively representing images from the Buddhist and Hindu religions and mythologies of Cambodia, China, India and Thailand. Its purpose is to use art and culture as "a reflection of the Ancient Vision of Earth, Ancient Knowledge, and Eastern Philosophy. Within this complex, visitors will understand Ancient Life, Human Responsibility, Basic Thought, Cycle of living, Life Relationship with Universe and Common Goal of Life toward Utopia. As the architecture of the sanctuary is the combination of Hindu and Buddhism which are the main influence of culture and creed for most of inhabitants in ASEAN since the early age, it is obviously that we ASEAN people shared common root and have been adapted to fit in each community.

Study Visit at Arts and Science Educational Attraction Standard

🏰 Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East

🏰 Learning about the management styles, attractive marketing and CSR concepts



Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East

Nong Nooch Garden is one of tourist attraction in Pattaya. The garden is very large and is well decorated for every part. Visitors can explore abundant kinds of trees, and flowers. This tropical garden could be a great place to enjoy natural attraction, especially for those who are interested in gardening and different kinds of trees. Apart from the beautiful garden, visitors can enjoy Thai cultural and traditional shows such as Thai traditional dance, fighting, Thai boxing, elephant shows, take photo with tigers, birds, butterflies, and so on.

Nong Nooch Tropical Garden is beautiful due to a plenty of flowers, and palm trees. Group of flowers and trees are categorized and distributed in the area of the large garden. The same category will be placed together, bonsai trees, color pineapples, orchids, ferns, cactuses, palms, and so on. The palm garden is very interesting as it is presented with almost every kind of palm trees all over the world. In addition, visitors can find a number of animals in the garden, such as deers, goats, monkeys, butterflies and so on.

Learning about the management styles, attractive marketing and CSR concepts

Management Styles: Nong Nooch Tropical Garden takes western management style which is proactive and exposed to international market. It encourage staff for creative works and innovations while explore new foreign market. Despite core business is selling tropical trees and landscape services, a huge area to stock trees is used as recreationpark and accommodation for visitors and considered related business. Regarding human capital management, oriental style of human resource management is used recruitment usually obtain from walk in applicants, screening process will be done by management team moreover Nong Nooch Tropical Garden welcome disables to work that suitable to individual skill. To retain its employee, Nong Nooch Tropical Garden offer training for workers at all level to improve their skill and output. Remuneration to each employee is commensurate to individual ability, and offer sufficient fringe benefit to fit for good living.

Marketing: By all channel of communication, but the most effective is from word of mouth.

Thursday 23 October 2014 in Pattaya Chonburi

**Thai Cooking Demonstration
by Chef from Ruan Thai Restaurant**



Thai food reflects its culture, environment, ingenuity and values. Thai cuisine is intricacy; attention to detail; texture; color; taste; and the use of ingredients with medicinal benefits, as well as good flavor. Thai cooking emphasis on lightly prepared dishes with strong aromatic components and a spicy edge. It is known for its complex interplay of at least three and up to four or five fundamental taste senses in each dish or the overall meal: sour, sweet, salty, bitter and spicy. Our group had an opportunity to learn cooking 2 Thai dishes.

Papaya Salad

A typical Thai dish and internationally renowned, all needed ingredients have been prepared, those are shred young papaya flesh, garlic cloves, chilies, lime, tamarind juice, peanuts, tomato and cow-pea, and dried shrimp. We just start by crushing garlic cloves, coconut sugar, chilies and cow-pea with pestle and mortar, then add the papaya and the remaining ingredients in the mortar gently combine all with the pestle and a spoon. Some of us added fermented fish or preserved crab up to individual choice.

Tom Kha Kai

A mild to spicy soup (Tom Yam liked) with coconut milk, galangal (*kha*) and chicken. Mushrooms and parsley were added after well done boiled.

Most of us have tries to cook both menus and enjoyed their dishes.

Learning Bottle Art Activity at Bottle Art Museum Pattaya



Bottle Art Museum is the museum that presents architecture building shown in different shape and size of bottles. These artworks show traditions, cultures, living circumstances, exquisite landscapes, and many different places. Apart from more than 300 art works in the bottles, there are also different types of hand-made ships presented in the museum. At the museum we watched a short presentation provided by the museum staff. After presentation we are provided 1 simple pack of do it yourself for trying to create one art by our own way. All of us have done their own good job, we returned with our own creative artwork in a small bottle.

Learning Thai Boxing
By Mr.Prem Busarabavonwongs
Managing Director, Fairtex Gym



Thai Boxing is one of the combat sport in Thailand. This unique combat sport can use various techniques for striking. The technique can use fists for punching, kicking, elbows and knees. Thai boxing are regarded as combat sport and self defense martial art. Thai boxing has become widespread internationally recognition since the twentieth century, All of us have an opportunity to learn and practice the way to use all parts of our body for self defense with Thai boxing style and technique.

**🌿 Dinner Talk on “Sport Tourism for ASEAN+3 Networking”
by Dr. Chai Nimakorn
President
Sport Management Association of Thailand
and President Grand Sport Group**

According to Gammon and Robinson, Sport Tourism refers to travel which involves either observing or participating in a sporting event staying apart from their usual environment.

Sport tourism is a fast-growing sector of the global travel industry and equates to \$600 billion a year.

Sport tourism can be classified based on these criteria.

1. Scale of events & alliances
 - 1.1 Local
 - 1.2 National event or Inter city level
 - 1.3 International or some among nations
 - 1.4 Global Events or Majority of nations
2. The sources of participants in sport events
 - 2.1 Local
 - 2.2 National
 - 2.3 Regional
 - 2.4 Global
3. Hospitality Service Level
4. Facilities and expenses classified based on the sponsorship
 - 4.1 Host pay
 - 4.2 Partial payment
 - 4.3 Visitor pay

Components of tourism and management

1. Catalyst, Planning, Development and Promotion Organizations. Public and private sectors have these organizations in several levels like local, provincial, national and world levels.
2. Operating sectors of tourism industry. The examples are travel trade sector, accommodation sector, tourism services, transportation sector, entertainment sector, food services sector, adventure and outdoor recreation, attractions sector, and events sector. They work together based on the spirit of hospitality.
3. Built environment. The examples are information, technology, governance, superstructure, infrastructure and culture.
4. Natural resources and environment. The examples are people in the industry, residents, tourists, geography and climate.
5. Careers and Activities in tourism. The examples are organization, philosophy, research, policy, vision, strategy, planning, development, marketing, visitation, behaviors, experience, impacts, monitoring, evaluation and stewardship.

Tourism and Sport Synergy comprises of these steps.

1. Combine all tourism information like ASEAN Tourism Cooperation, the main tourist attractions and sport tourism attractions.
2. Design the available local services
3. Service satisfaction mix and match
4. Achieve objectives like Economics Sustainability, Social Sustainability and Environment Sustainability

Sports diversify: for different people

1. Sport is Recreation
2. Sport is Socialization
3. Sport is for family
4. Sport is culture
5. Sport is lifestyle
6. Sport is Science
7. Sport is competition
8. Sport is pride of the nation
9. Sport is art
10. Sport is knowledge
11. Sport is education
12. Sport is business
13. Sport is career
14. Sport is entertainment
15. Sport is training

Sport attractions and ASEAN cultural attractions can put on top of ASEAN's 60-100 million visitors.

What sport tourists expect from hosts are safety, facilities, fun, fair price and to become fans of those countries.

When ASEAN countries are compared, all countries emphasize on international sports and local sports and have experience as international sport event hosts.

ASEAN Plus countries also have experience as hosts for many world-class sport events. Some countries already have cooperation with Thailand. For example, SSEAY (The Ship for Southeast Asian Youth Program) was initiated in 1974 by Prime Minister Tanaka to promote relationship between ASES youths and Japanese youths. At that time, there were five member countries like Thailand, Malaysia, Singapore, Indonesia and the Philippines.

For Thailand, the National Youth Bureau which later becomes Office of Promotion and Protection of Children, Youth and the Elderly and Vulnerable Groups is the focal point for operating the project and select youths age between 18-30 years old from government agencies, educational institutes and general youths joining written exam and interview. The selection committees come from several organizations. This project entered its 37th year in 2010. The current members are 10 ASEAN countries and Japan. Brunei's first entry was in 1984. Vietnam's first entry was in 1985. The first entry of Cambodia, Laos and Myanmar was in 1997. Total 300 selected youths a year join the training, and are prepared in term of Thailand and knowledge information. The total duration of the project is 52 days.

South Korea is a successful case study as Asian Sport Tourism Hub. It promotes sport tour and home-stay and home-visit programs for international visitors in South Korea especially during 2014 Incheon Asian Games. Incheon has been announced to be Free Economic Zone for world-class business together environmental and cultural preservation. Incheon has been promoted to be one of the best global education hubs. Business and education are used for attracting international tourist arrivals.

Friday 24 October 2014 in *Sattahip Chonburi*

Study Visit at Eco-tourism Destination

Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation



Sea Turtles Conservation Centre, Royal Thai Navy is an eco-tourist attraction and sea turtle knowledge center. It is under the responsibility of Air and Coastal Defense Command Sattahip District, Chonburi. The Royal Thai Navy has been protecting sea turtles since 1950.

The operation of Sea Turtles Conservation Centre, Royal Thai Navy focuses on sea turtle nursery from birth to growth. Then, these turtles are released back to the natural sea. It serves as an educational destination, research facility and information storehouse for turtle preservation. It has Sea Turtle Hospital for curing injured and sick sea turtles including sharing knowledge to visitors.

Sea Turtles Conservation Centre is divided into 4 areas.

1. Aquarium

It has swimming pool size turtle pond. Big sea turtles are in the pond. The visitors can closely see them. There is safety barrier. The glass wall provides the clear view of swimming turtles.

2. Turtle Nursery

Turtle Nursery is next to the big pond. It has first born to 1-year old sea turtles. Each pond has turtles of different ages and species. Nursery job is done until the turtle's fully grown stage. The visitors are not allowed to touch turtles in the nursery because the turtles may be sick and die. In this area, there is Sea Turtle Hospital. It is the only hospital in Thailand and the first hospital in Asia for curing sea turtles. The Sea Turtle Hospital is staffed by sea turtle specialist veterinarians from Chulalongkorn University and Marine and Coastal Resources Research and Development Center in the Eastern Gulf of Thailand. It also stores all necessary medical appliances for curing sea turtles.

3. Beachside relaxation area

It is tourists' resting area with Navy Wives Association Shop, beach and pier.

4. Exhibition Hall

It is a round-shape building with sea turtles roof. The history of the Sea Turtles Conservation Centre, Royal Thai Navy history and sea turtle exhibition are inside.

Saturday 25 October 2014

Group Presentation

🇹🇹 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



Group 1: Social Network

The purposes to establish social network are as follow;

1. Achieve aims of tourism summit those are to promote tourism skills and knowledge and promote APT as a world class destination.
2. Sustain current ties among APT participants.
3. Platform for future delegate for all APT youths and delegates in future summit.
4. Gain regional clout
5. Gain international clout

A regional integration will gain negotiation power and if combine ASEAN+6 will obtain more economic power to counterbalance the rest of the world, EC and USA in particular. The starting point is to create social network among all delegates in this summit and actively communicate within group. The effective social networks available are

Facebook, Instagram and Line. In order to strengthen relationship we should have a forum to reunion regularly or informal gathering from time to time to keep the network ongoing. To expand networks to international awareness we need support from government of all member country. By this strategy we believe we can increase number of group member for each network, then ASEAN tourism in formation will be carried out all over the world.

Group 2 Marketing Plan for Tourism in ASEAN+3

Besides a word of mouth, marketing is another crucial tool to raise tourism revenue. This group created another area of tourism called pop-culture tourism. The pop-culture tourism is any activities that become popular in one country, when it become popular then take the opportunity to promote popularity into world market. Target at younger generation which is considered sizable segment, pricing for this group will be affordable, all other tourism facilities complement to the package will somewhat moderate. For marketing strategy is to convey information through social media which is familiar among youths worldwide, together with assistant from oversea government offices to promote the event, this will make awareness to target group. Since pop-culture event is the first magnet to attract visitors, when tourist arrive in the country we can add value by offering more events in different tourist sites which will not only extend period of stay but also distribute income to other parts of the country or connect to other neighbor countries in ASEAN.

Group 3 Green and Sustainable and Sports Development Approach

It is widely acceptable that green tourism is the way to sustain tourism industry, ultimate goal is to turn all ASEAN +3 countries to be the best region for green tourism and sport development for tourism. In order to achieve this goal all member states should establish an agreement and a commitment to participate in conservation and preservation of tourism resources and jointly set up standardization of knowledges and skills (ASEAN standard). The strategies that encourage all member countries to conduct are

1. Preservation of local flora and fauna
2. Culture and identity of each village (language, costume, religion...)
3. Sport activities and cultural performances for tourists
4. Green accommodation emphasize on amenities
5. Environment-friendly transportation
6. Job and income generation for local population

By these strategies we expect to create large scale of local employment and income for local people while achieve goal for local resources conservation and will induce a lot of tourism innovation from local people.

Group 4 Database Development for Tourism and Sport

The purpose is to establish information centre for tourism stakeholders and travelers across the globe with accurate, concise, timely and updated; and wide-range travel and tourism information of ASEAN Plus 3. Strategies to impose for this plan are

1. Set up tourism centers that will handle the collection of data, gathering factual information, share news and updates on tourism particulars.
2. Standardize data collection forms for easier and uniform understanding
3. Create tourism calendar, monthly updates and meeting schedules.

The main idea is to create webpage called ASEAN+3 Tourism DATA HUB, which each member country is authorized to update and edit and provide useful link to other node where

tourism information of particular country is available. In this page also provide search engine that visitor can search for specific data/information of any member country. In addition to website we will create mobile application and QR that easy access for those users while they are roaming around the world.

Group 5 ASEAN+3 Human Resource Training and Development Institute

The skills of human resources in tourism industry in ASEAN are diverse among countries, human resource in some countries may qualify high standard while others may have less competent employees especially communication skills. Thus, service excellence among member countries is inconsistency. The purpose of this group is to propose the way to enhance competencies for the management team and staff in the hotel services to world class level by establish “ASEAN Plus Human Resource Training and Development Institute.” The institute targeted under graduate students, eligible trainees are nominated from student exchange program. The curriculum will be designed to meet ASEAN MRA standard. The Institute will offer five (5) courses based on the Six Labor Divisions of the Mutual Recognition Arrangement on Tourism Professionals (MRA-TP), as follows:

- Food and Beverage
- Food Production
- Front Office
- Housekeeping
- Leadership Training

Strategic plan for this project are

- Select the location (at least one office in each country and headquarter will be selected upon agreed among members)
- Seek for funding which should be contributed by all member countries.
- Acquire necessary equipments and resources persons, management and staff.

However the key success factors for this project depend upon collaboration from stakeholders in the ASEAN Plus countries those are from government sector such as the ministry and other public organizations that responsible to tourism, from private sector such as tour operators, association of hotel business and people involved in this area of business.

Farewell Party / ASEAN+3 Night

🏆 Certificates Awarding & Closing Ceremony

**by Mrs. Urairatana Naothaworn
Director of International Affairs
Ministry 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 VDO Presentation and Photo Session with Speech Signs.



Closing Remarks

by

**Mrs. Urairatana Naothaworn
Director of International Affairs
Ministry of Tourism and Sports**

**at the Closing Ceremony of ASEAN Plus Three Tourism Students Summit
at the Royal River Hotel, Bangkok
on October 25, 2014**

Distinguished participants,
Ladies and Gentlemen,

It is a great honor for me to be invited to preside over at the Closing Ceremony of ASEAN Plus Three Tourism Students Summit organized by Ministry of Tourism and Sports in cooperation with Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD).

First of all, I would like to congratulate all participants on successfully completion in this Summit.

I believe that all participants learned a lot of things during the past 5 days. The examples are as follows.

- Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT)
- ASEAN Plus Three Youths' Views on Tourism Development
- Effective Teamwork
- 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN Plus Three Development
- Case Studies of Tourism and Sustainable Development

- Creative ASEAN Tourism and ASEAN Plus Three Networking
- Sport Tourism for ASEAN Plus Three Networking
- Project Proposal Development

Moreover, I hope that all participants gained more practical experiences from the study visits like these.

- Study Visit at Sanctuary of Truth, the largest wooden architecture in Thailand to learn management styles and attractive marketing
- Study Visit at Nong Nooch Garden & Resort, the largest recreational attraction in the East to learn management styles and CSR concepts
- Learning Thai Cooking
- Learning Bottle Art Activity
- Learning Thai Boxing

Besides gaining knowledge and experience, I think that this summit is a great opportunity for all participants to make friends. In this summit, they brainstormed in the Workshop on Innovative Idea for ASEAN Tourism Development and participated in Social Media Development Activity. These are basis for them create network for tourism development for ASEAN Plus Three in the future.

Even though they have completed the ASEAN Plus Three Tourism Students Summit, their missions have not ended yet. Their jobs are to share knowledge and experiences to other people who have not participated in this Summit to expand cooperation in tourism development and sustain ASEAN Plus Three youths network as key drivers for tourism development cooperation in the future.

I have to express my deep appreciation to all the distinguished speakers as well as to the active involvement of all participants. I also would like to thank the co-organizers like Suan Sunandha Rajabhat University, Foundation for International Human Resource Development (FIHRD), and other concerned organizations for their great contributions in this ASEAN Plus Three Tourism Students Summit.

Finally, I would like to close this ASEAN Plus Three Tourism Students Summit and wish all of you safely arrive home.

Sunday 26 October 2014

Departure

The list of all participants

Brunei Darussalam's delegates (3 People)

1. Mrs. Rosnani Haji Hamid, Senior Technical Instructor of Tourism Department
Ministry of Education
- 2 Ms. Nur Amera Nazuha Binti Noor'ash, Student of Tourism Department Maktab
Teknik Technical Education
- 3 Ms. Nur Amirah Hidayatullah Asimah Faris, Student of Tourism Department
Maktab Teknik Technical Sultan Saiful Rijal

Cambodia's delegates (3 People)

1. Mr.Sophorn Ken, Ministry of Tourism Cambodia
2. Mr.Dararithy Hun, Student of Royal University of Law and Economics
3. Mr.Piseth Sim, Student of Cambodian Mekong University

Indonesia's delegates (3 People)

1. Ms. Mia Sesaria Hidayati, Regional ASEAN Cooperation Staff of Ministry of
Tourism and Creative Economy
2. Ms. Aurora Maghrira Arung Madatu, Student of Bandung Tourism Institute
3. Ms. Ida Ayu Iswari Pidada, Student of Bali Tourism Institute

Laos' delegates (3 People)

- 1.Prof. Keomany Makvilay,Professor of National University of Laos
2. Ms.Khouanchay Chanthavilay, Student of National University of Laos
3. Ms. Tingta Ninthasone, Student of National University of Laos

Malaysia's delegates (3 People)

1. Ms.Theenarachigee Muniandy, Assistant Secretary of Ministry of Tourism &
Culture ,Malaysia
2. Mr.Syamirul Farhan,Muhammad Firdaus, Tourism Officer of Ministry of
Tourism & Culture ,Malaysia
3. Mr. Mohammad Khairie Apirin, Writer of Tourism Malaysia

Myanmar's delegates (3 People)

1. Ms. Me Me Khaing, Assistant Director of Ministry of Hotel & Tourism
2. Ms. Myat Kay Zin Thein, Second Year Student (Tourism) of National
Management College
3. Ms. Naw Petti Moon, Second Year Student (Tourism) Mandalay College

Philippines' delegates (3 People)

1. Ms. Rochelle Ann Catamora, Administrative Assistant of Department of Tourism
Policy Formulation & Evaluation Division
2. Mr. Ryan Ramos Carlos, Tourism Officer of Philippine Department of
Tourism ,Office of Tourism Planning, Research and Information Management
3. Ms. Maria Teresita Caringal, Tourism Operations Officer of Department of
Tourism, Office of Tourism Standards and Regulations

Singapore's delegates (2 People)

1. Ms. Ros Amirah Rosli, Undergraduate of Southeast Asian Department/National
University of Singapore

2. Ms. Lim Kai Hui, Undergraduate of Department of Southeast Asian Studies,
National University of Singapore

Thailand's delegates (19 People)

1. Ms.Pimtipa Plodpai, Ministry of Tourism and Sports
2. Mr.Watanyu Thongnual, Ministry of Tourism and Sports
3. Ms.Benyapha Chantawong, Ministry of Tourism and Sports
4. Ms.Chanida Sarati, Student of Suan Sunandha Rajabhat University
5. Mr.Chanon Wattanarangsri, Student of Suan Sunandha Rajabhat University
6. Ms.Wariya Leeluan, Student of Suan Sunandha Rajabhat University
7. Ms. Wanida Khanaphong, Student of Suan Sunandha Rajabhat University
8. Ms. Nannaphat Kham-in, Student of Suan Sunandha Rajabhat University
9. Ms. Nitiya Tong-Sanoer, Student of Suan Sunandha Rajabhat University
10. Ms. Phakamas Pachsin, Student of Suan Sunandha Rajabhat University
11. Ms. Panwad Tengsuwan, Student of Mahidol University
12. Mr. Kimhan Suwanroungsri, Student of Walailuk University
13. Ms. Sirichatcha Lekhaphat, Student of Walailuk University
14. Mr. Jakkrapong Chinkrathok, Student of Nakhonratchasima Ratchabhut

University

15. Ms. Chadaporn Songnok, Student of Nakhonratchasima Ratchabhut University
16. Mr. Suriya Phaengrit Youth from Sukhothai Province
- 17.Mr. Kumpol Pasompol Youth from Sukhothai Province
- 18.Ms. Chuthathip Panaumphanpong Youth from Akksornsobhon Co.Ltd.
- 19.Ms. Amonrut Lungtuphai Youth from Akksornsobhon Co.Ltd.

Vietnam's Delegates (6 People)

1. Prof. Dao Minh Ngoc, Professor of NEU-National Economics University
2. Dr. Ngo Thanh Loan, Professor of Department of Tourism of Ho Chi Minh City

National University

3. Ms. Dinh Cam Phuong, Postgraduated VNU-University of Social Science and
Humanities

4. Ms. Tran Thanh Hang, Student of NEU-National Economics University
5. Ms. Truong Nguyen Bao Tram, Student of Ho Chi Minh City National University
6. Ms. Ngo Thi Ngoc Tram, Student of Department of Tourism

China's Delegates (3 People)

1. Ms. Shimin He ,Student of Rangsit University
2. Ms. Yina Guo, Student of Rangsit University
3. Mr. Chui Thomas Tsz Shing, Student of Rangsit University

Japan's Delegates (8 People)

1. Dr. Horita Yumiko Professor of Wakayama University Japan
2. Dr. Michiyo Yoshida, Professor of Wakayama University Japan
3. Dr. Kumi Kato, Professor of Wakayama University Japan
4. Ms. Yurika Fujita, Co-ordinator International liaison staff Center for Tourism
Education and Research, Wakayama University Japan
5. Ms. Kasumi Shiraishi, Student of Faculty of Tourism, Wakayama University Japan
6. Ms. Yuki Nakamura, Student of Faculty of Tourism , Wakayama University Japan
7. Ms. Masaya Kaneko, Student of Faculty of Tourism , Wakayama University

Japan

South Korea's Delegates (3 People)

1. Prof. Jong Woon Lee, Assistant Professor of Far East University
2. Mr. Joon gyeom KIM, Senior Student of Department of Airline Cabin Service
Management, Far East University

3. Ms. Bareum Yun, Student of Tourism Management, Far East University

Speakers (13 people)

1. Mrs. Urairatana Naothaworn, Director of International Affairs Ministry of Tourism and Sports

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

3. Assoc. Prof. Luedeck Kerdwichai, President of Suan Sunandha Rajabhat University

4. Dr. Chai Nimikorn, President of Sport Management Association of Thailand

5. Mr. Sarun Chantapalaboon, CLO of 37.5 Degree Celsius Co.,Ltd.

6. Ms. Jiraporn Prommaha, Acting Director of Institution for Tourism Office of the Permanent Secretary Ministry of Tourism and Sports

7. Mr. Pradech Phayakavichien, Chairman of the Thailand Community Based Tourism Institute (CBT-i)

8. Mr. Pongsathorn Ketsamlee, Asia-Pacific Marketing Deputy Director of Tourism Authority of Thailand

9. Mr. Prem Busarabavonwongs, Managing Director, Fairtex Gym

10. Mr. Kitti Jayangakula, Dean of the Faculty of Law Eastern Asia University

11. Mr. Chiraparit Sodornermpoonlarp, Public Relation Manager, Suan Nongnut

12. Ms. Prapaisri Thaipanitch, Bottle Art Museum Pattaya

13. Po1. Kitti Khowbounarm, Public Relation, Sea Turtle Conservation Center

Guide (2 people)

1. Ms. Kanaphorn Masdit, Guide

2. Ms. Subhabhorn Yodyoi, Guide

Representative from Ministry of Tourism and Sports (7 people)

1. Mrs. Urairatana Naothaworn, Director of International Affairs

2. Mr. Promchote Traivate

3. Ms. Saengchan Kaewprathoomrussamee

4. Mr. Tharapong Rugkanam

5. Mrs. Kanyavee Dechraksa

6. Ms. Pornprat Thanaprattakarn

7. Ms. Jaruwat Rajitpan

Coaches (10 people)

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

2. Mr. Tumnong Dasri, Board Member of Foundation for International Human Resource Development

3. Mr. Chiradej Diskaprakai, Advisor of Foundation for International Human Resource Development

4. Mr. Prasopsuk Puangsakorn, Advisor of Foundation for International Human Resource Development

5. Mr. Voravud Tomon, Advisor of Foundation for International Human Resource Development

6. Mr. Chaiyaporn Heama, Board Member of Foundation for International Human Resource Development

7. Asst. Prof. Chaithanaskorn Phawitpiriyakliti, Suan Sunandha Rajabhat University

8. Mrs. Phitchabhuree Chandrakamol, Board Member of Foundation for International Human Resource Development

9. Mrs. Thanyanop Pongsoyon, Advisor of Foundation for International Human Resource Development

10. Mr. Kitti Jayangakula, Dean of the Faculty of Law, Eastern Asia University

MC (2 People)

1. Ms.Saranya Mahakanok
2. Mr.Suphavas Voramali

Research Team (8 People)

1. Asst. Prof. Chaithanaskorn Phawitpiriyakliti, Suan Sunandha Rajabhat University
2. Mr. Kitti Jayangakula, Dean of the Faculty of Law, Eastern Asia University
3. Mrs. Waraporn Choopakdee, Assistant to Secretary-General of Foundation for International Human Resource Development
4. Ms. Chongkolkorn Singto, Assistant to Secretary-General of Foundation for International Human Resource Development
5. Ms. Khemigka Thungkewthanakul, Researcher of Foundation for International Human Resource Development
6. Ms. Erawan Kaewnueaon, Researcher of Foundation for International Human Resource Development
7. Ms. Jitlada Leeyakas, Researcher of Foundation for International Human Resource Development
8. Ms. Pattaraporn Antarikanonda, Researcher of Foundation for International Human Resource Development

Activity Team (8 People)

- 1.Mr. Suphakorn Chaikaeo
- 2.Mr. Panyawat Rakprakobkij
- 3.Mr. Narakorn Kijtaveeyothin
- 4.Mr. Sarin Eiamtanasate
- 5.Mr. Thitipan Jindajantarachot
- 6.Mr. Teerajate Sriratanachatrin
- 7.Ms. Thammapond Changtong
- 8.Mr. Somporch Jakwatanatham

Evaluation results for ASEAN Plus Three Tourism Youth Network Promotion Activities

Questionnaire Results

The research team sent out the questionnaires to the participants of ASEAN Plus Three Tourism Students Summit on October 25, 2014.

The question was “How much do you think these activities are useful for network creation and tourism and sport development?”

Activity 1 Introduction of Orientation and Learning Methodology

Activity 2 Presentation on Leadership and Youths’ Roles in Tourism Development for ASEAN Plus Three (APT)

Activity 3 ASEAN+3 Networking Activities

Activity 4 Presentation on “Our View on Tourism Development” by APT Youths

Activity 5 Ice-breaking Activity & Game Simulation on Effective Teamwork for ASEAN+3 Youths

Activity 6 Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity

Activity 7 Cultural Performance

Activity 8 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development

Activity 9 Case Studies of Tourism and Sustainable Development

Activity 10 Creative ASEAN Tourism and ASEAN+3 Networking

Activity 11 Technical Visits

Activity 12 Study Visit at Arts and Science Educational Attraction Standard 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

Activity 13 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

Learning about the management styles, attractive marketing and CSR concepts

Activity 14 Workshop on Project Proposal Development

Activity 15 Dinner Party in the theme “Creation for Sustainable Tourism Super Hero”

Activity 16 Thai Cooking Demonstration

Activity 17 Learning Bottle Art Activity

Activity 18 Learning Thai Boxing

Activity 19 Dinner Talk on “Sport Tourism for ASEAN+3 Networking”

Activity 20 Study Visit at Eco-tourism Destination

Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation

Activity 21 Workshop Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth”

Activity 22 Group Presentation

Activity 23 Farewell Party / ASEAN+3 Night

Activity 24 “Unity within Diversity” Performance

Activity 25 Certificates Awarding & Closing Ceremony

The respondents rated each activity based on these criteria.

5 scores for the most useful

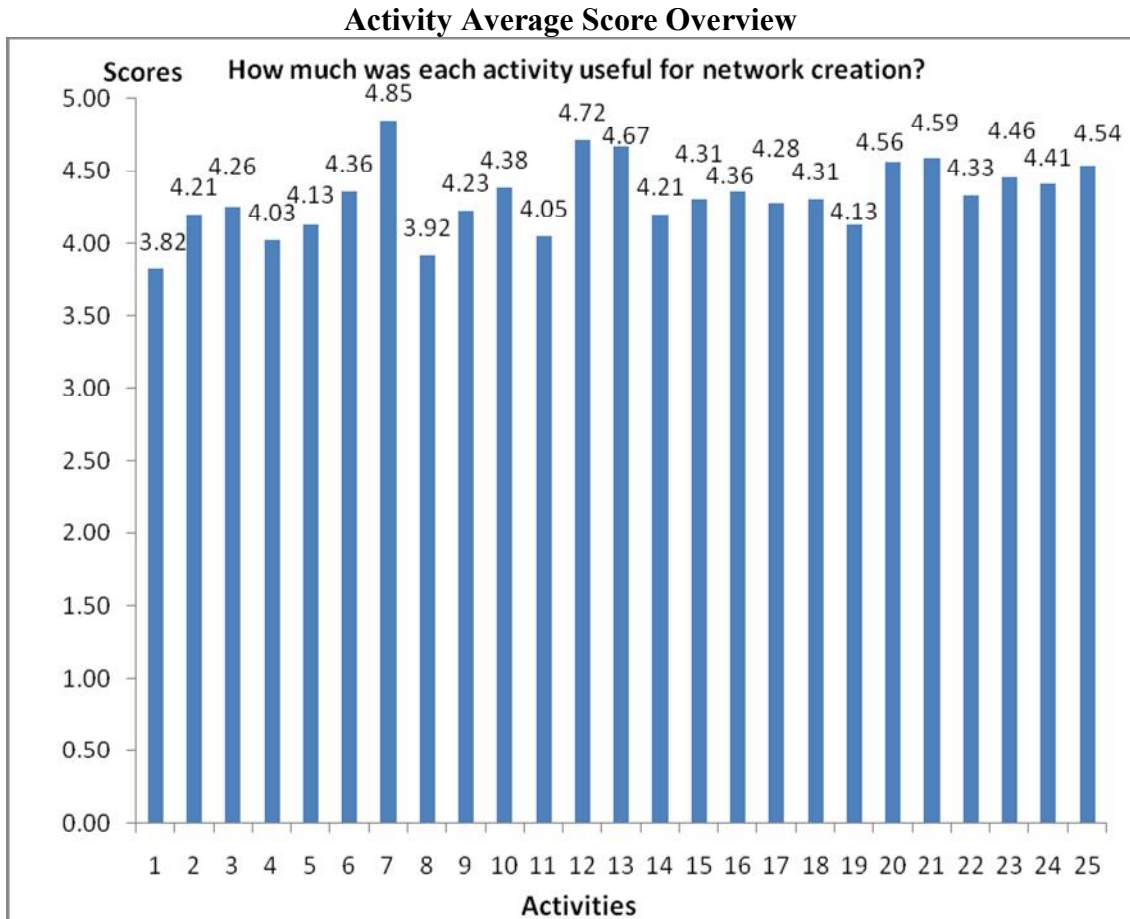
4 scores for very useful

3 scores for moderately useful

2 scores for less useful

1 score for the least useful

39 questionnaires were returned and the results were shown as follows.



From the above bar chart, the respondents replied that 23 activities were very useful for network creation because their average scores were more than 4 points. 2 activities were rated moderately useful for network creation because their average scores were more than 3 points.

The top five activities which were rated useful for network creation were as follows.

Activity 7 Cultural Performance earned 4.85 points.

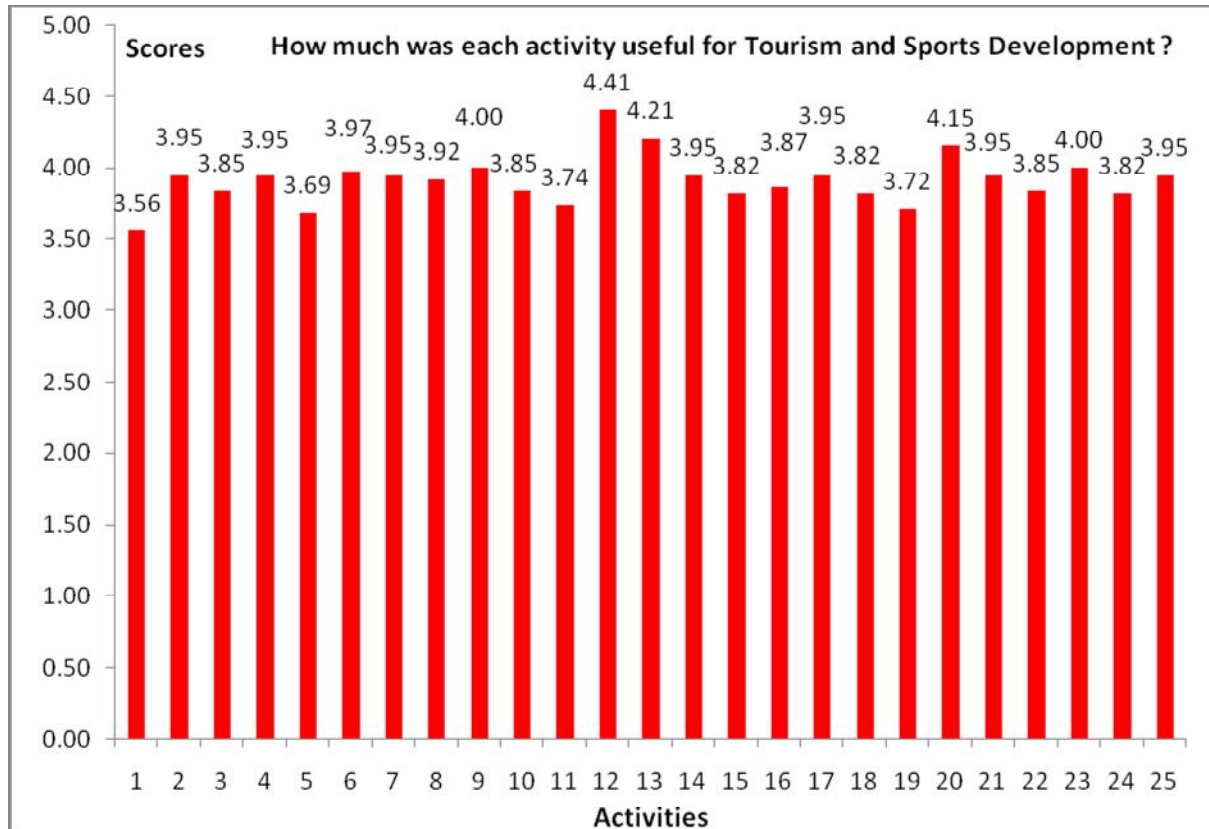
Activity 12 Study Visit at Arts and Science Educational Attraction Standard Presentation on Concepts and Objectives on the Construction of the Sanctuary of Truth, the largest wooden architecture in Thailand, Learning about the management styles and attractive marketing earned 4.72 points.

Activity 13 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, Learning about the management styles, attractive marketing and CSR concepts earned 4.67 points.

Activity 21 Workshop Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth” earned 4.59 points.

Activity 20 Study Visit at Eco-tourism Destination, Presentation on Ecology and

Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation earned 4.56 points.



From the above bar chart, the respondents replied that 5 activities were very useful for tourism and sport development because their average scores were more than 4 points. 20 activities were rated moderately useful for network creation because their average scores were more than 3 points.

The top five activities which were rated useful for tourism and sport development were as follows.

Activity 12 Study Visit at Arts and Science Educational Attraction Standard 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 earned 4.41 points.

Activity 13 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, Learning about the management styles, attractive marketing and CSR concepts earned 4.21 points.

Activity 20 Study Visit at Eco-tourism Destination, Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation earned 4.15 points.

Activity 9 Case Studies of Tourism and Sustainable Development earned 4.00 points.

Activity 23 Farewell Party / ASEAN+3 Night earned 4.00 points.

Comparison between Network Creation Average Score and Tourism and Sport Development Average Score

Activities	Network Creation Average Score	Tourism and Sport Development Average Score
Activity 1 Introduction of Orientation and Learning Methodology	3.82	3.56
Activity 2 Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT)	4.21	3.95
Activity 3 ASEAN+3 Networking Activities	4.26	3.85
Activity 4 Presentation on "Our View on Tourism Development" by APT Youths	4.03	3.95
Activity 5 Ice-breaking Activity & Game Simulation on Effective Teamwork for ASEAN+3 Youths	4.13	3.69
Activity 6 Presentation and Coaching Session on "Innovative Idea for ASEAN Tourism Development by ASEAN Youth" and Social Media Development Activity	4.36	3.97
Activity 7 Cultural Performance	4.85	3.95
Activity 8 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development	3.92	3.92
Activity 9 Case Studies of Tourism and Sustainable Development	4.23	4.00
Activity 10 Creative ASEAN Tourism and ASEAN+3 Networking	4.38	3.85
Activity 11 Technical Visits	4.05	3.74
Activity 12 Study Visit at Arts and Science Educational Attraction Standard 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	4.72	4.41
Activity 13 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 Learning about the management styles, attractive marketing and CSR concepts	4.67	4.21

Activities	Network Creation Average Score	Tourism and Sport Development Average Score
Activity 14 Workshop on Project Proposal Development	4.21	3.95
Activity 15 Dinner Party in the theme “Creation for Sustainable Tourism Super Hero”	4.31	3.82
Activity 16 Thai Cooking Demonstration	4.36	3.87
Activity 17 Learning Bottle Art Activity	4.28	3.95
Activity 18 Learning Thai Boxing	4.31	3.82
Activity 19 Dinner Talk on “Sport Tourism for ASEAN+3 Networking”	4.13	3.72
Activity 20 Study Visit at Eco-tourism Destination Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation	4.56	4.15
Activity 21 Workshop Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth”	4.59	3.95
Activity 22 Group Presentation	4.33	3.85
Activity 23 Farewell Party / ASEAN+3 Night	4.46	4.00
Activity 24 “Unity within Diversity” Performance	4.41	3.82
Activity 25 Certificates Awarding & Closing Ceremony	4.54	3.95

From the above tables, 25 activities were rated as more useful for network creation than tourism and sport development because their network creation average scores were higher than tourism and sport development average scores.

5 activities which were rated very useful for both network creation and tourism and sport development because their average scores were more than 4 points were as follows.

Activity 12 Study Visit at Arts and Science Educational Attraction Standard 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

Activity 13 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, Learning about the management styles, attractive marketing and CSR concepts

Activity 20 Study Visit at Eco-tourism Destination, Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation

Activity 23 Farewell Party / ASEAN+3 Night

Activity 9 Case Studies of Tourism and Sustainable Development

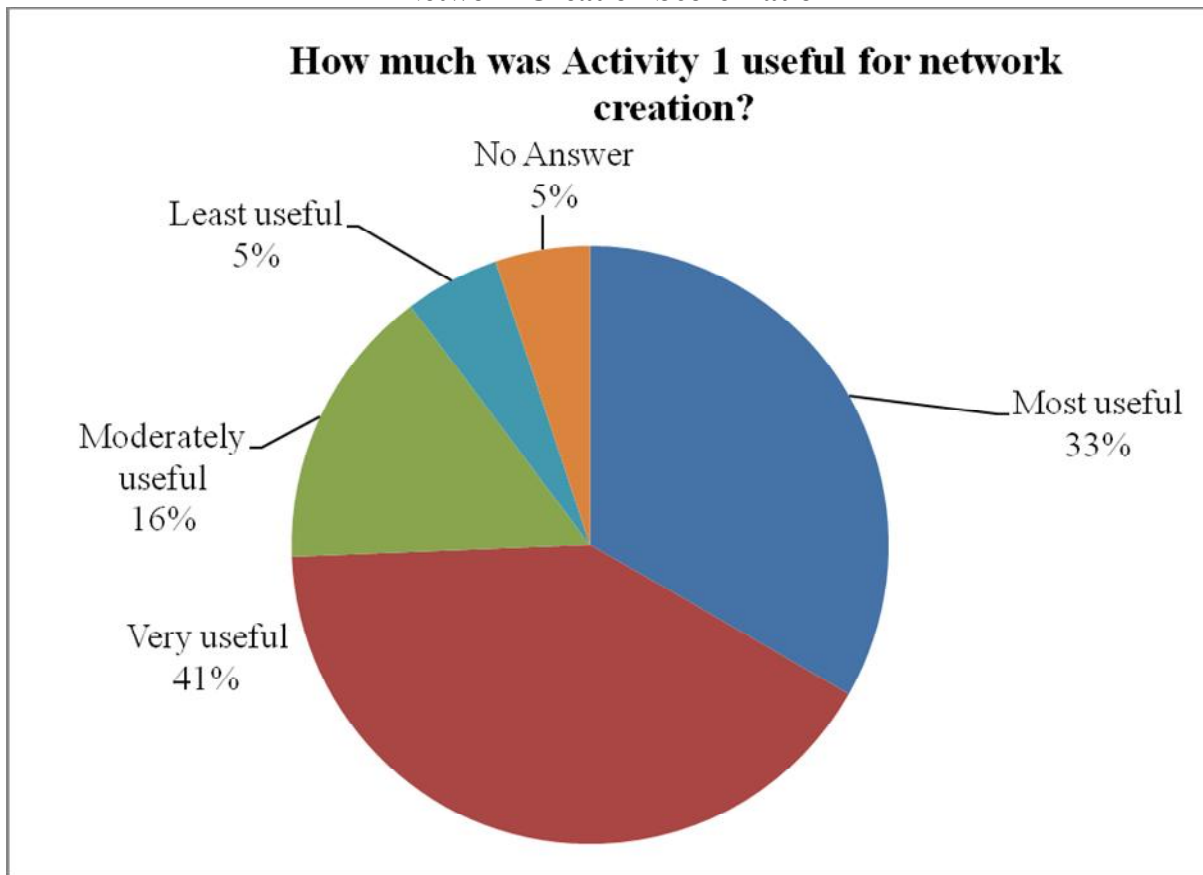
2 activities which were rated moderately useful for both network creation and tourism and sport development because their average scores were more than 3 points but less than 4 points were as follows.

Activity 8 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development

Activity 1 Introduction of Orientation and Learning Methodology

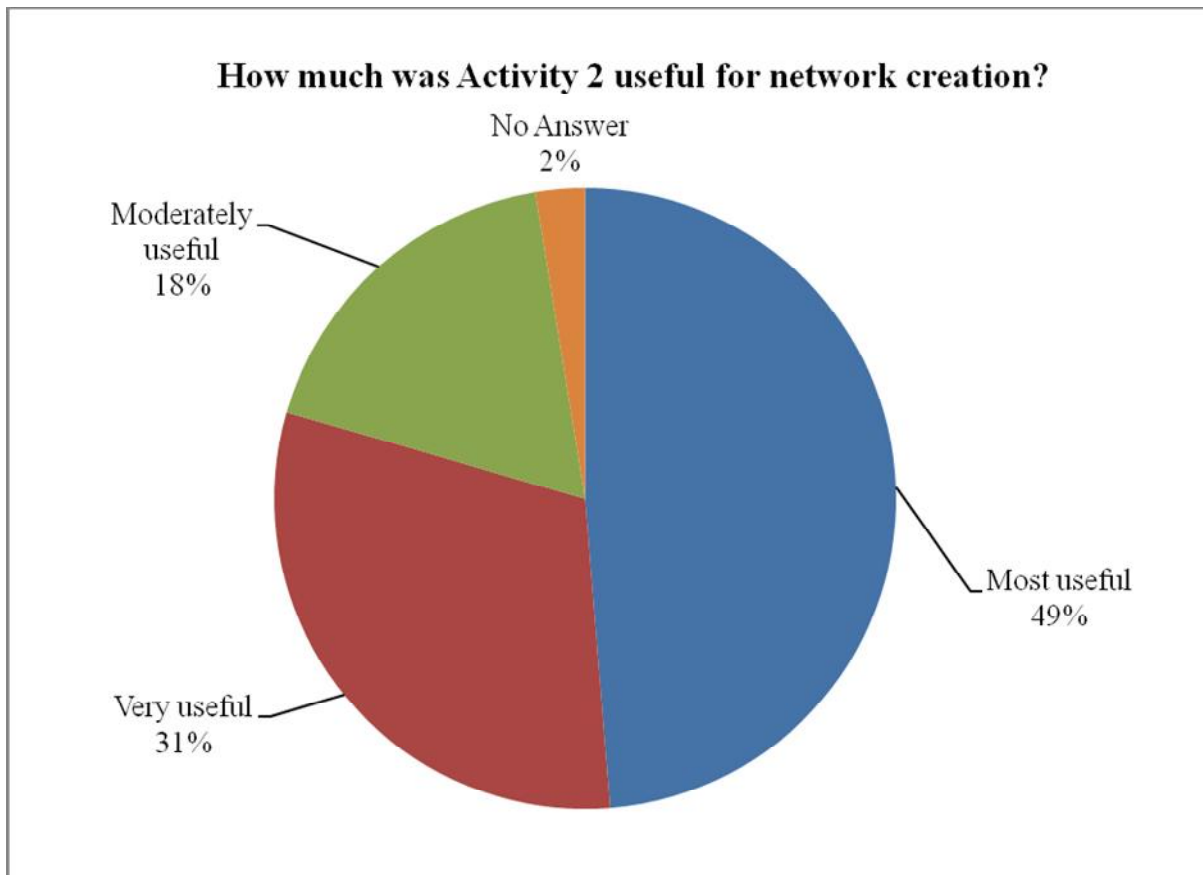
18 activities' network creation average scores were not in the same level as tourism and sport development average scores. Their network creation average scores were more than 4 points and tourism and sport development average scores were between 3 and 4 points.

Network Creation Score Ratio



From the above pie chart, network creation usefulness of Activity 1 Introduction of Orientation and Learning Methodology was rated based on network creation criterion as follows.

- 41% rated as the most useful.
- 33% rated as very useful.
- 16% rated as moderately useful.
- 5% rated as the least useful.
- 5% said no answers.



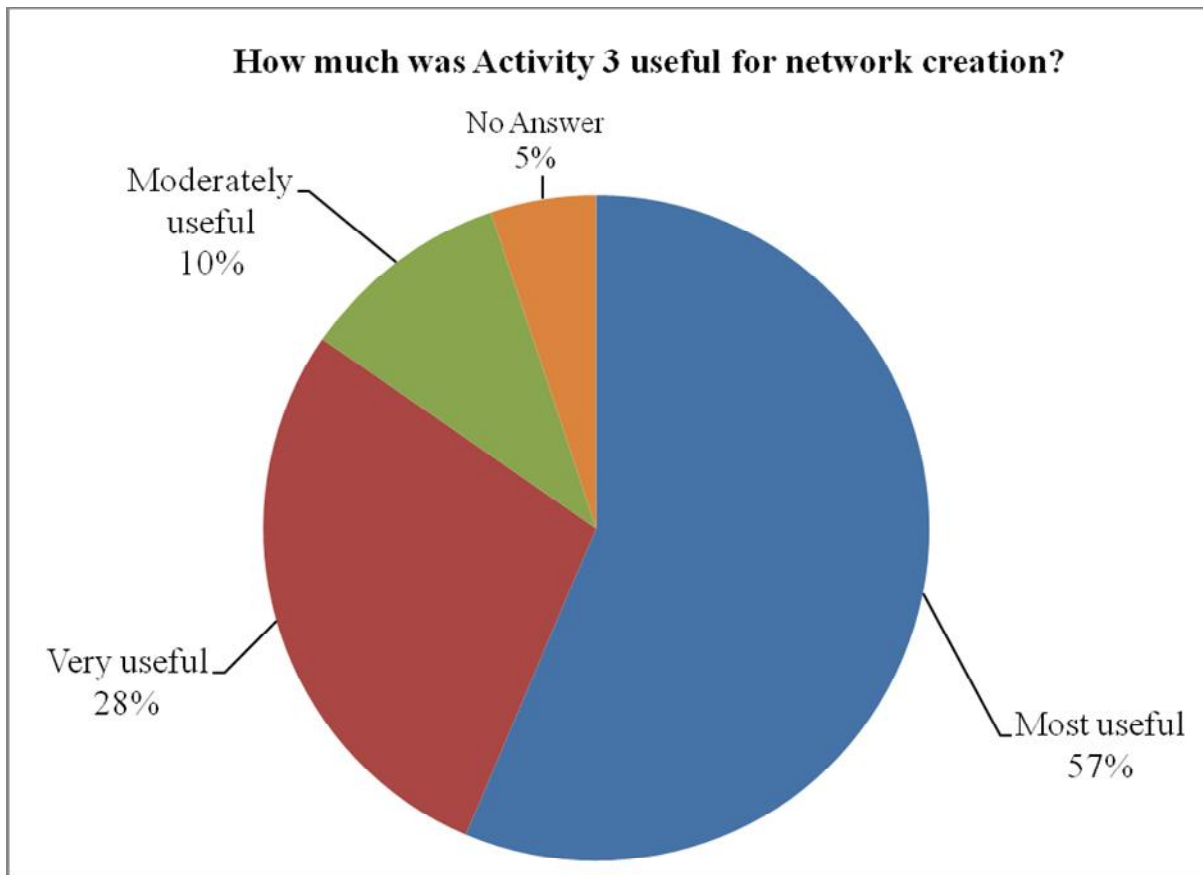
From the above pie chart, Activity 2 Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT) was rated based on network creation criterion as follows.

49% rated as the most useful.

31% rated as very useful.

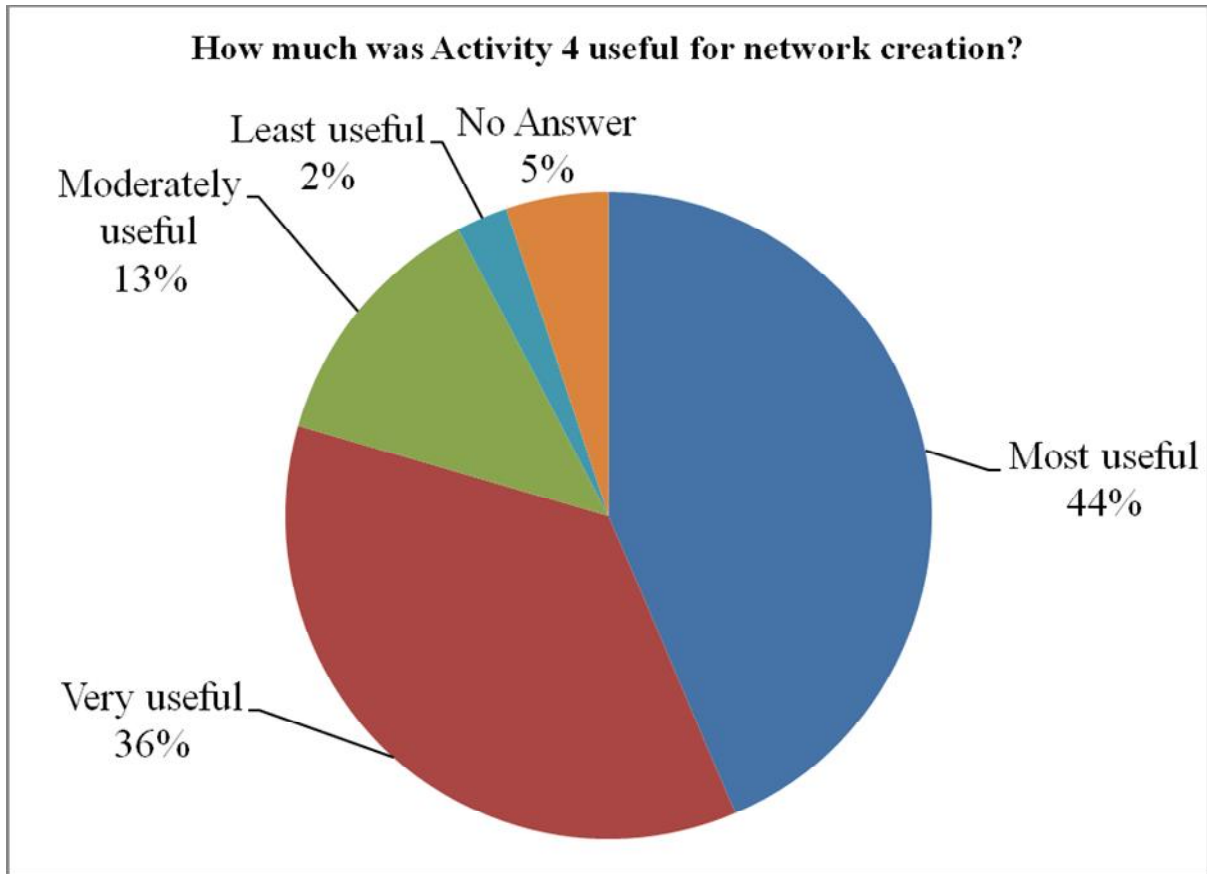
18% rated as moderately useful.

2% said no answers.



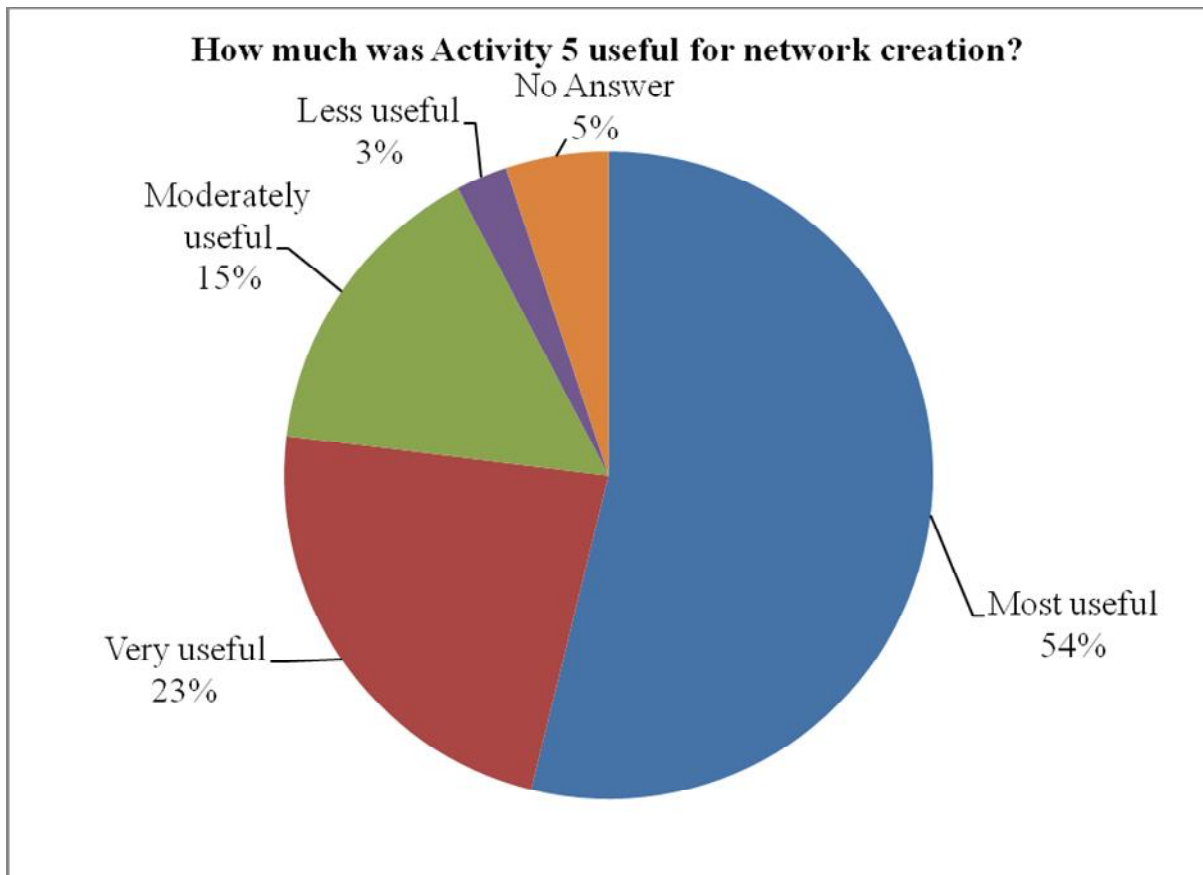
From the above pie chart, Activity 3 ASEAN+3 Networking Activities were rated based on network creation criterion as follows.

- 57% rated as the most useful.
- 28% rated as very useful.
- 10% rated as moderately useful.
- 5% said no answers.



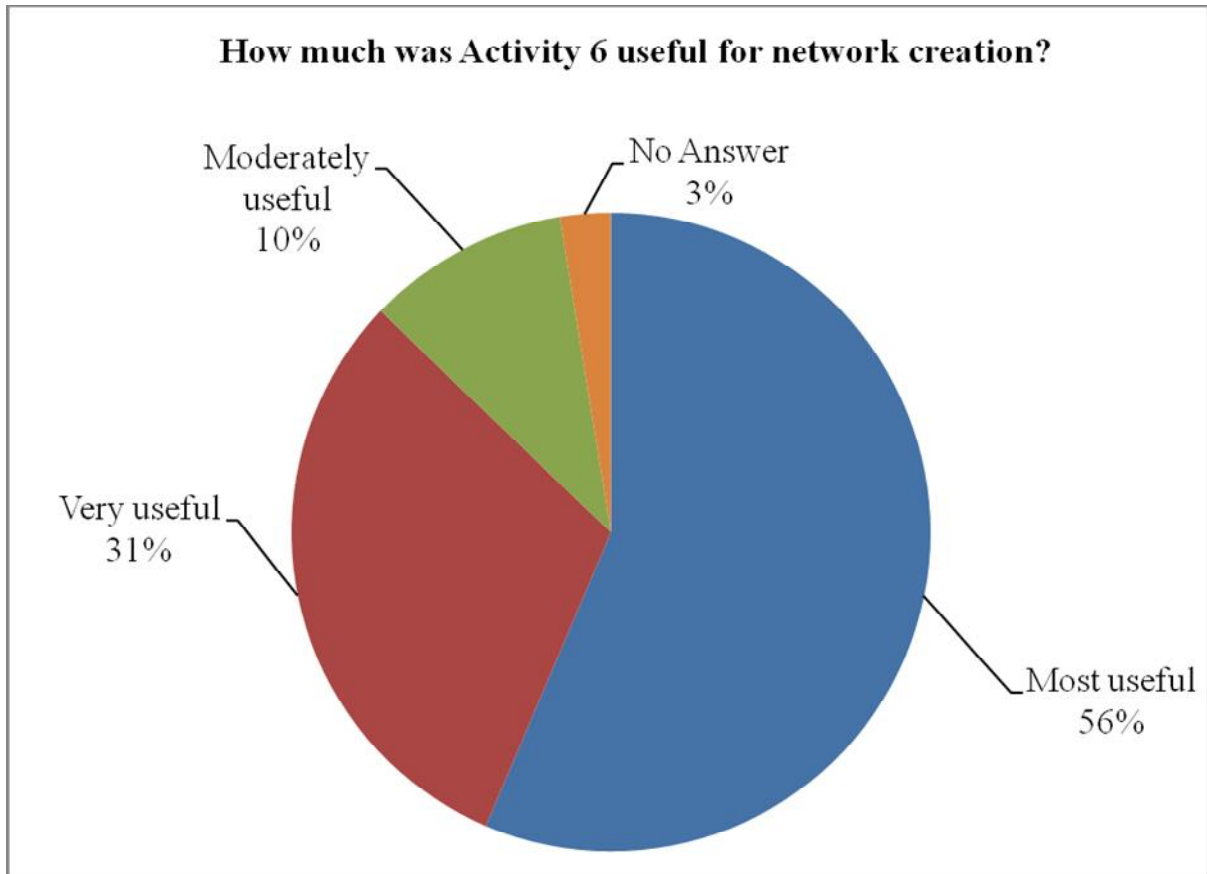
From the above pie chart, Activity 4 Presentation on “Our View on Tourism Development” by APT Youths was rated based on network creation criterion as follows.

- 44% rated as the most useful.
- 36% rated as very useful.
- 13% rated as moderately useful.
- 2% rated as the least useful.
- 5% said no answers.



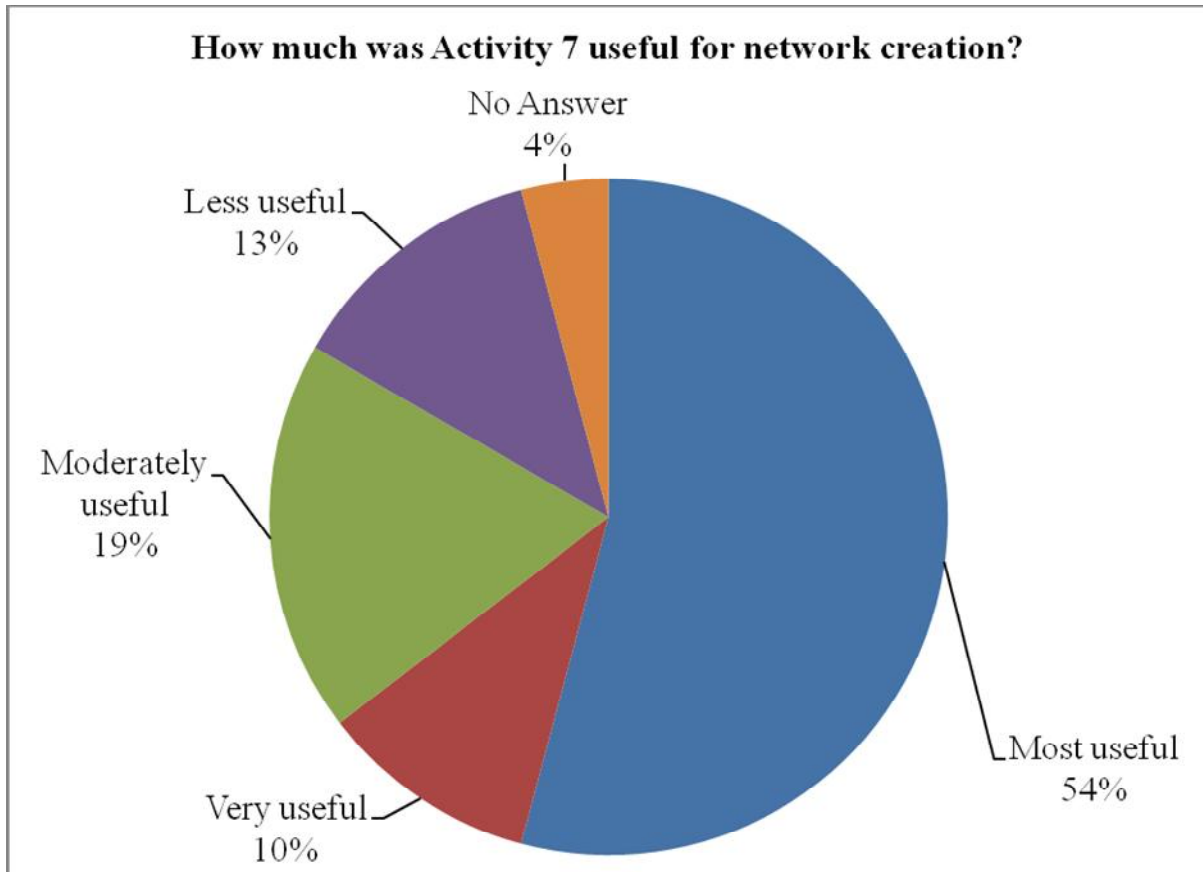
From the above pie chart, Activity 5 Ice-breaking Activity & Game Simulation on Effective Teamwork for ASEAN+3 Youths were rated based on network creation criterion as follows.

- 54% rated as the most useful.
- 23% rated as very useful.
- 15% rated as moderately useful.
- 3% rated as less useful
- 5% said no answers.



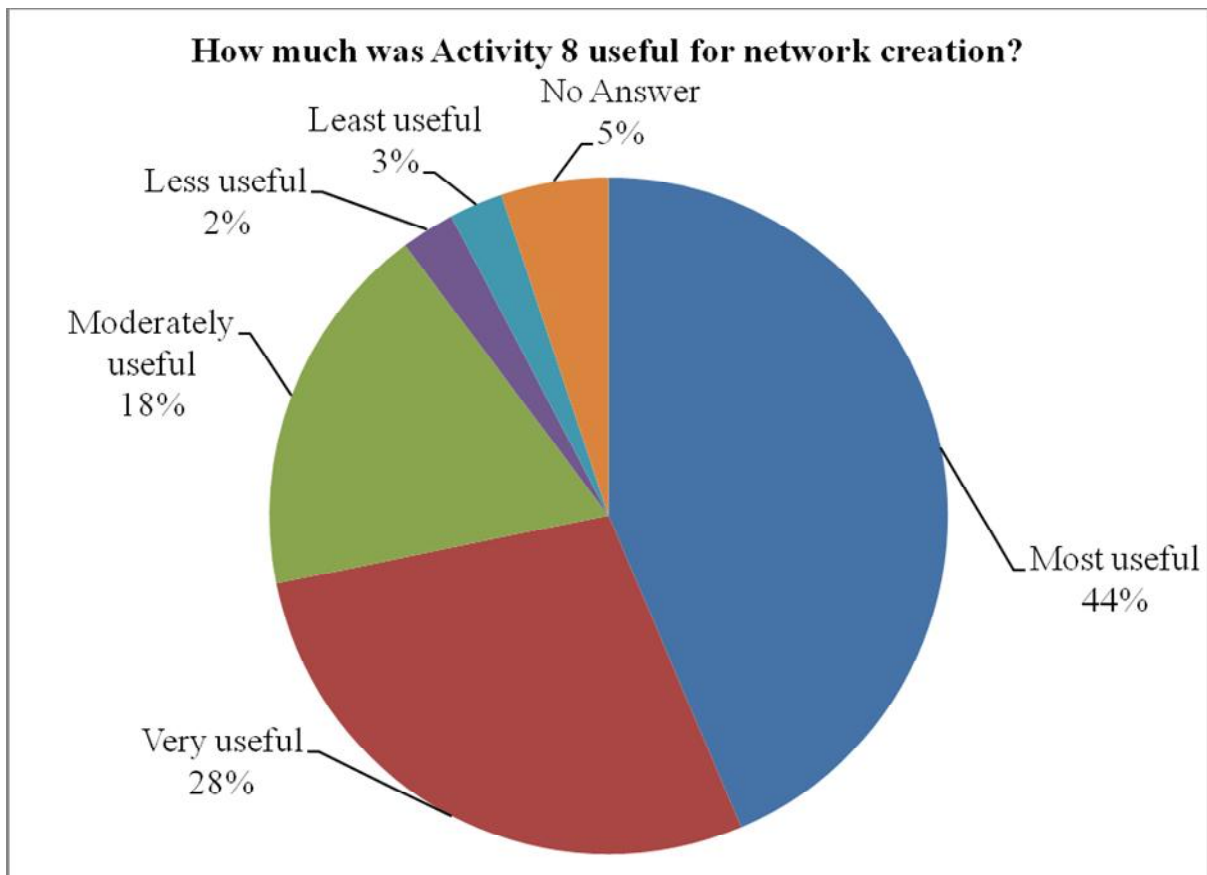
From the above pie chart, Activity 6 Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity were rated based on network creation criterion as follows.

- 56% rated as the most useful.
- 31% rated as very useful.
- 10% rated as moderately useful.
- 3% said no answers.



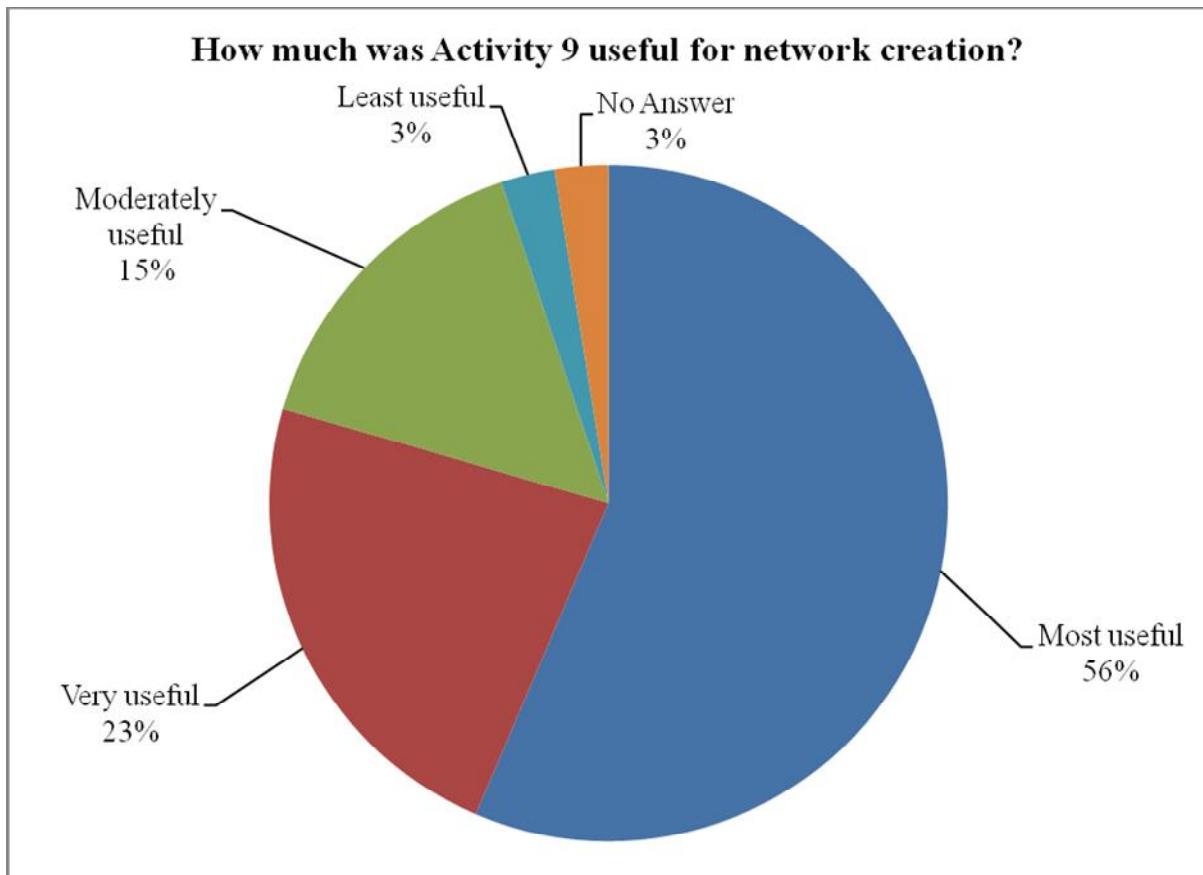
From the above pie chart, Activity 7 Cultural Performance was rated based on network creation criterion as follows.

- 54% rated as the most useful
- 19% rated as moderately useful
- 13% rated as less useful
- 10% rated as very useful
- 4% said no answers



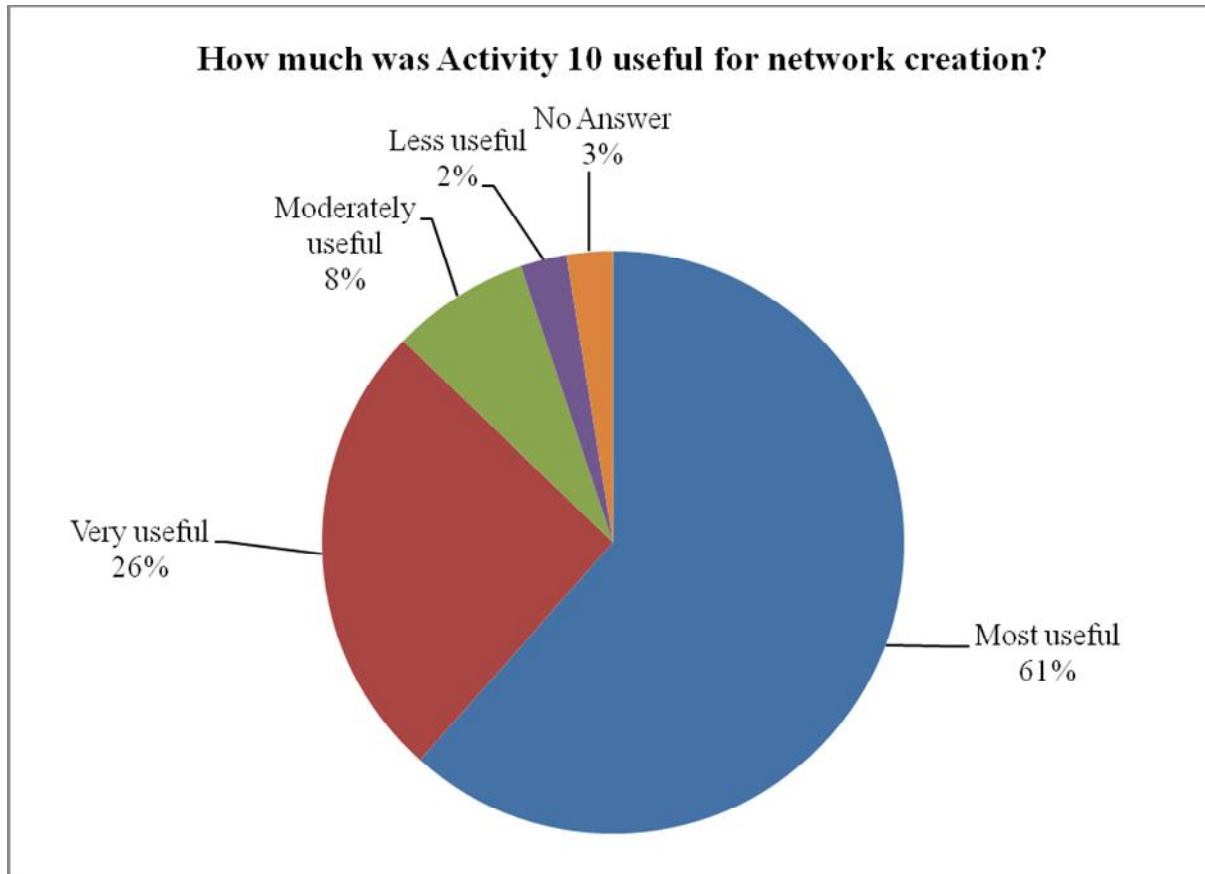
From the above pie chart, Activity 8 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development was rated based on network creation criterion as follows.

- 44% rated as the most useful
- 28% rated as very useful
- 18% rated as moderately useful
- 5% said no answers
- 3% rated as the least useful
- 2% rated as less useful



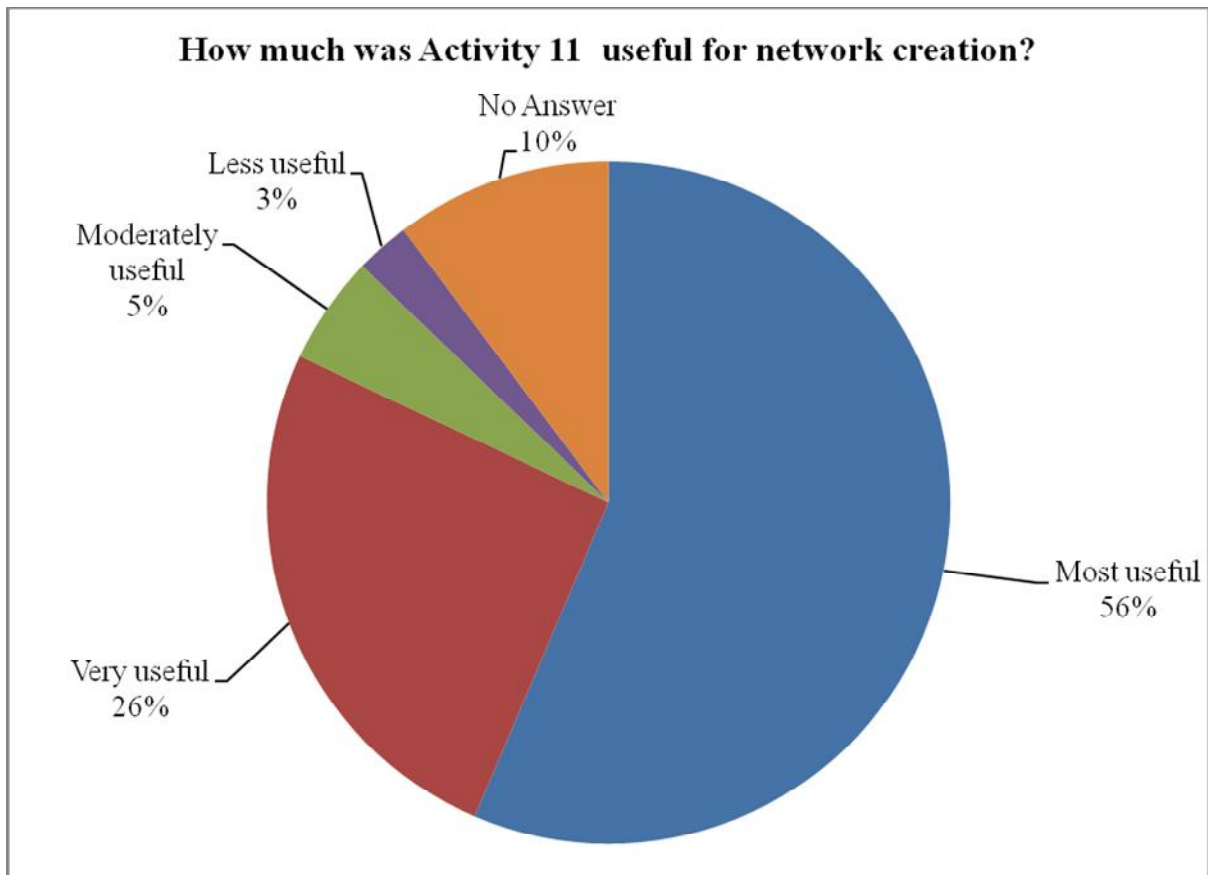
From the above pie chart, Activity 9 Case Studies of Tourism and Sustainable Development were rated based on network creation criterion as follows.

- 56% rated as the most useful
- 23% rated as very useful
- 15% rated as moderately useful
- 3% rated as the least useful
- 3% said no answers



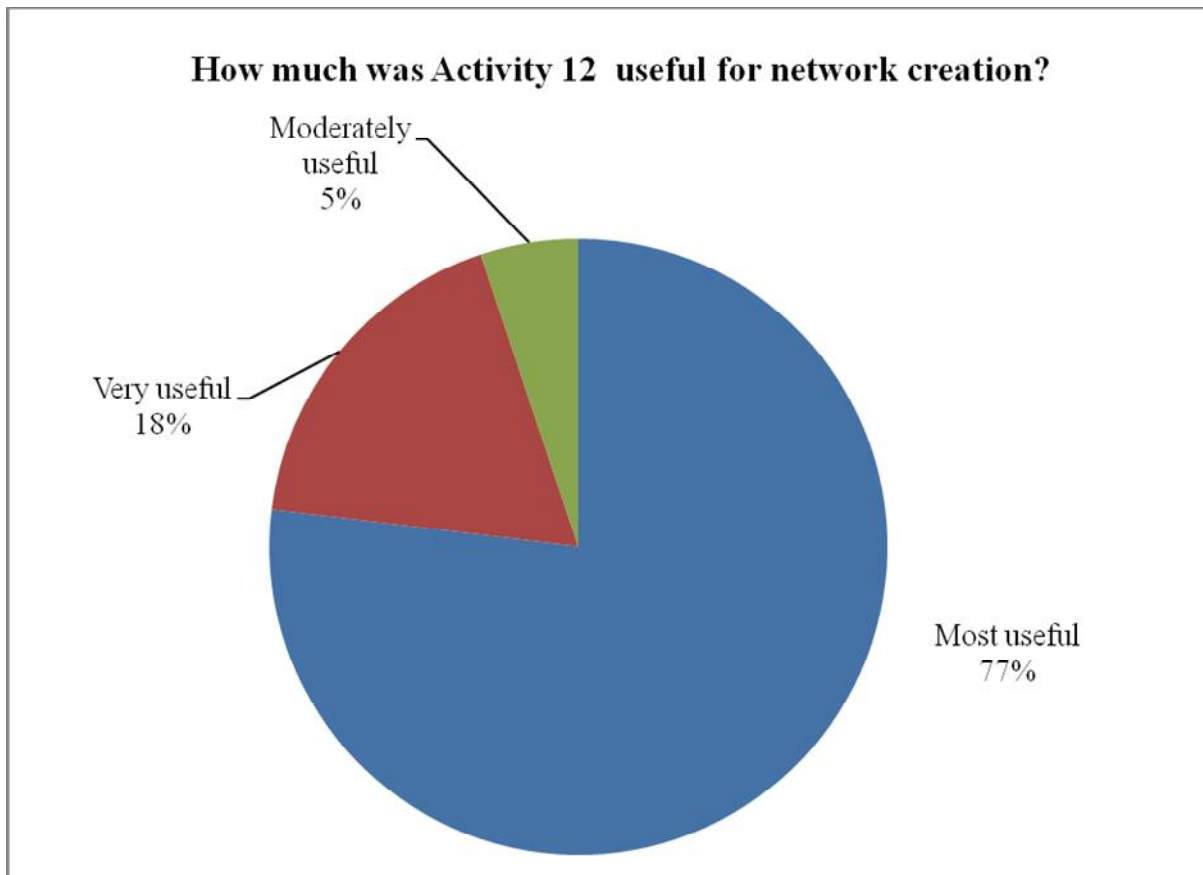
From the above pie chart, Activity 10 Creative ASEAN Tourism and ASEAN+3 Networking were rated based on network creation criterion as follows.

- 61% rated as the most useful
- 26% rated as very useful
- 8% rated as moderately useful
- 2% rated as less useful
- 3% said no answers



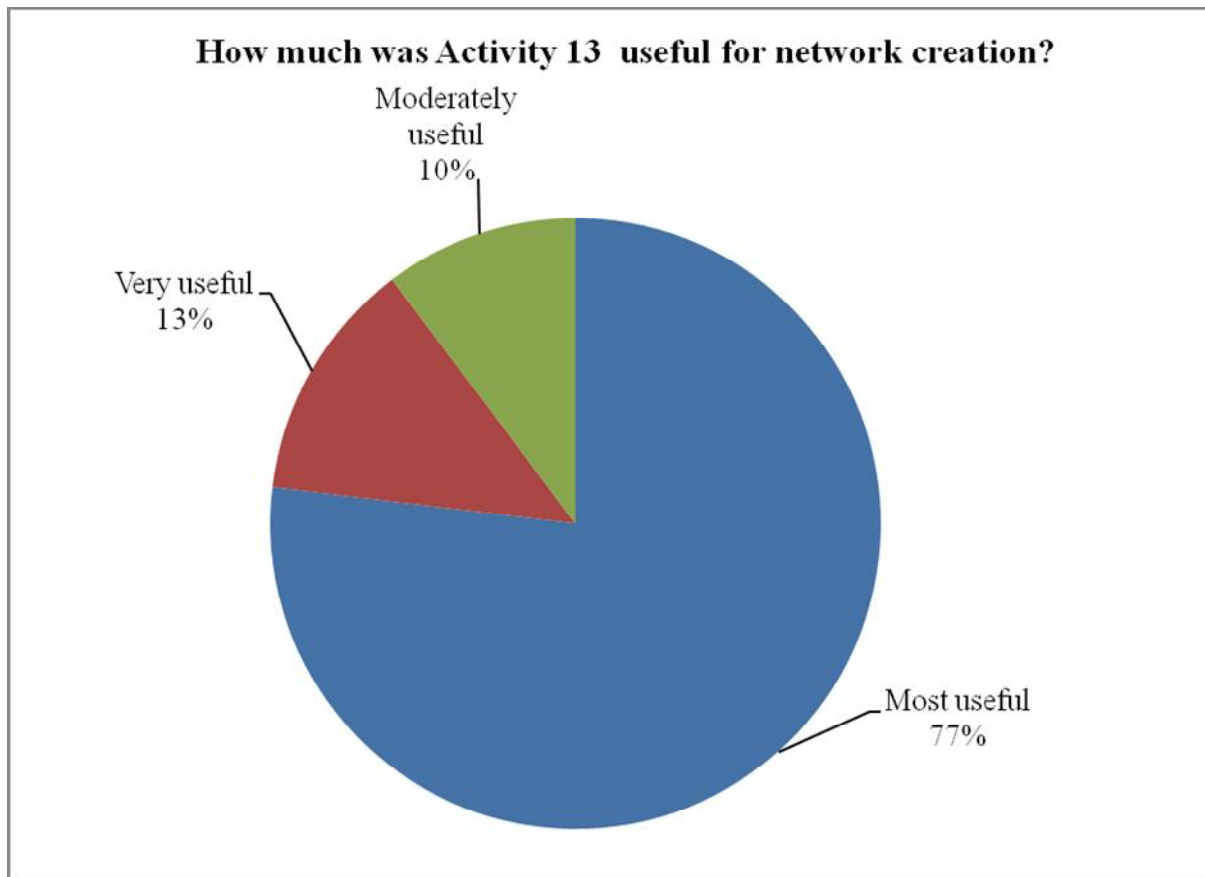
From the above pie chart, Activity 11 Technical Visits were rated based on network creation criterion as follows.

- 56% rated as the most useful
- 26% rated as very useful
- 10% said no answers
- 5% rated as moderately useful
- 3% rated as less useful



From the above pie chart, Activity 12 Study Visit at Arts and Science Educational Attraction Standard, 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 were rated based on network creation criterion as follows.

- 77% rated as the most useful
- 18% rated as very useful
- 5% rated as moderately useful

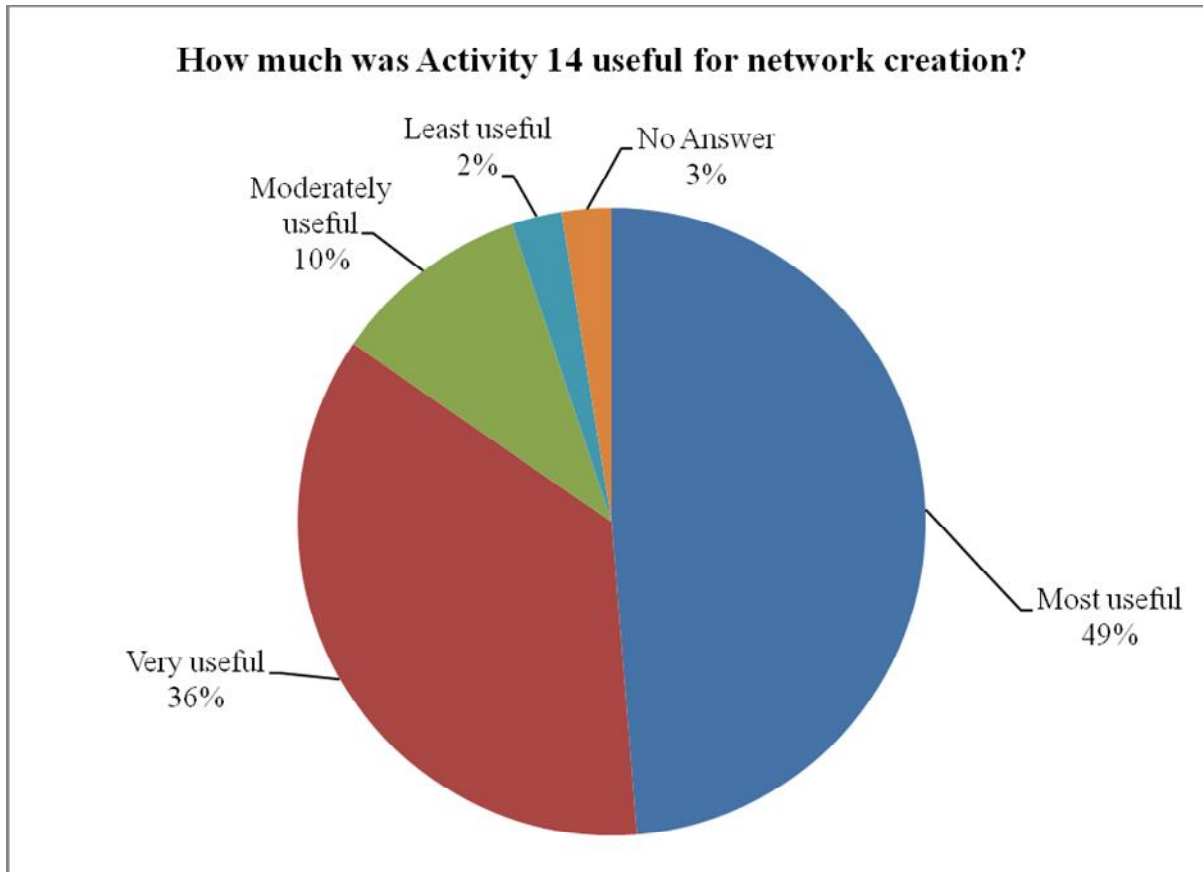


From the above pie chart, Activity 13 Study Visit at Recreational Attraction Sightseeing and recreational activities, Presentation on Concepts and Objectives on the Construction of Nong Nooch Garden & Resort, the largest recreational attraction in the East and Learning about the management styles, attractive marketing and CSR concepts were rated based on network creation criterion as follows.

77% rated as the most useful

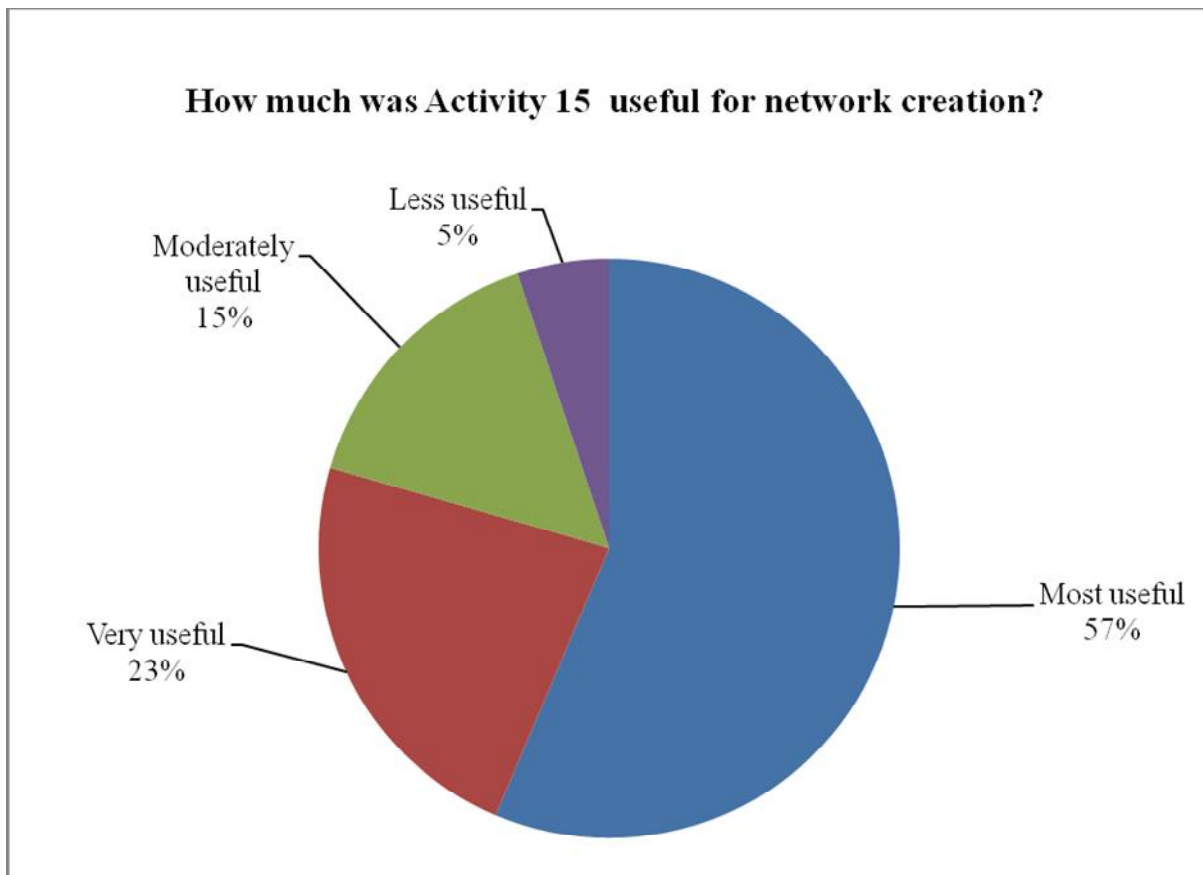
13% rated as very useful

10% rated as moderately useful



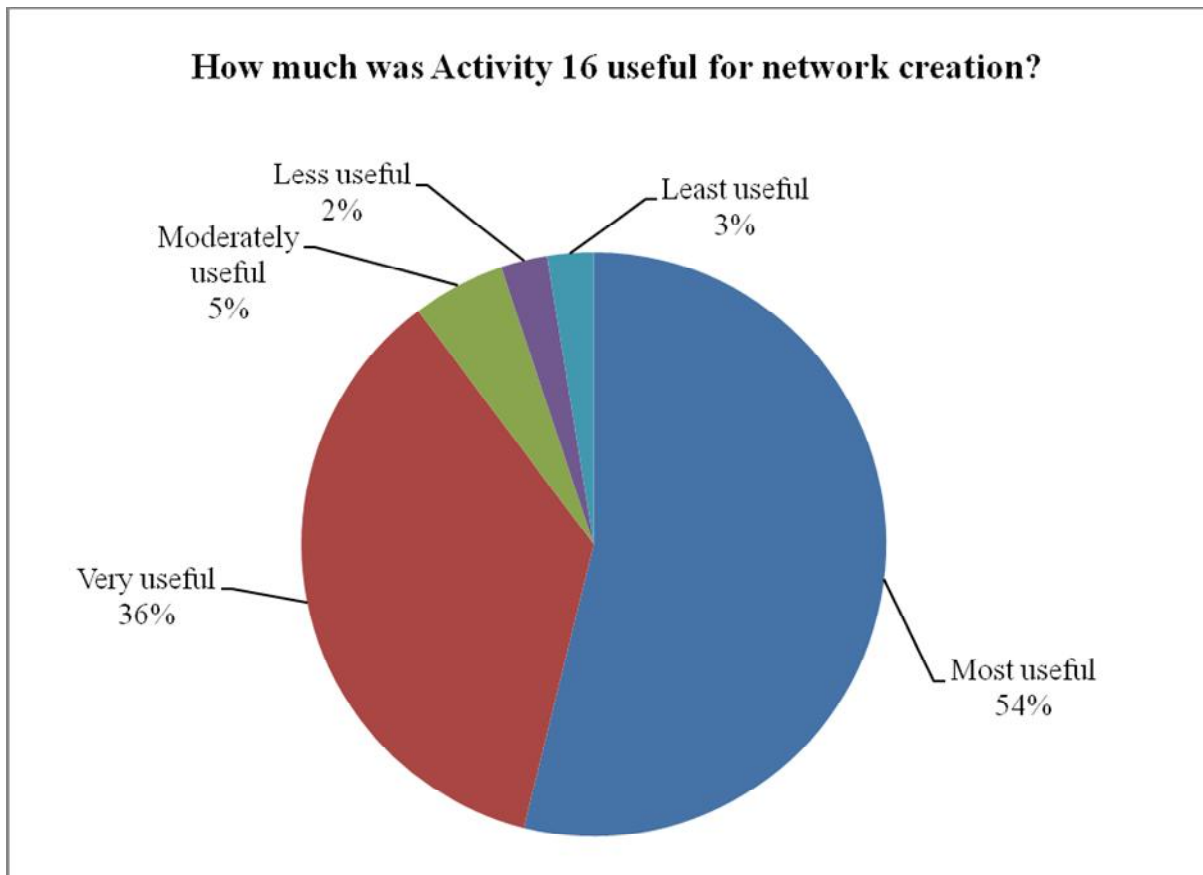
From the above pie chart, Activity 14 Workshop on Project Proposal Development was rated based on network creation criterion as follows.

- 49% rated as the most useful
- 36% rated as very useful
- 10% rated as moderately useful
- 3% rated as the least useful
- 2% rated as less useful



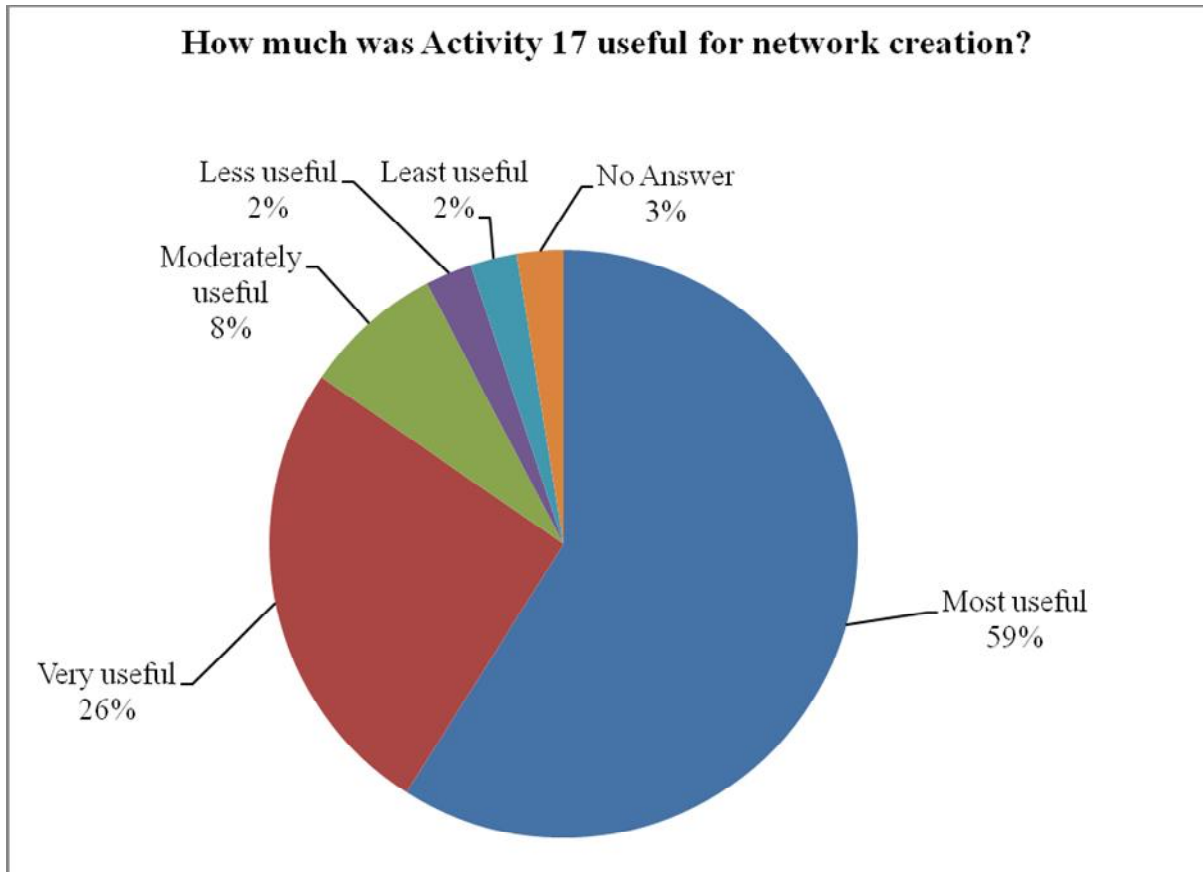
From the above pie chart, Activity 15 Dinner Party in the theme “Creation for Sustainable Tourism Super Hero” was rated based on network creation criterion as follows.

- 57% rated as the most useful
- 23% rated as very useful
- 15% rated as moderately useful
- 5% rated as less useful



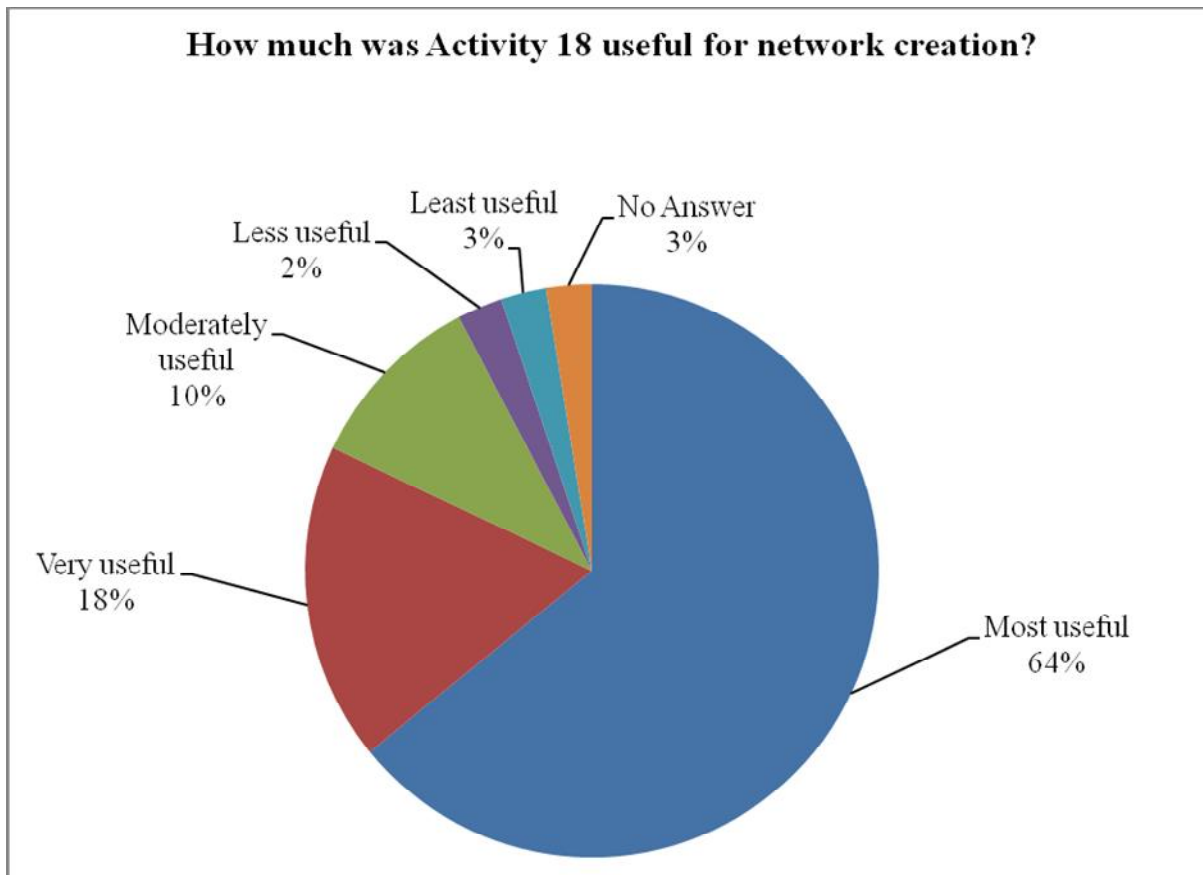
From the above pie chart, Activity 16 Thai Cooking Demonstration was rated based on network creation criterion as follows.

- 54% rated as the most useful
- 36% rated as very useful
- 5 % rated as moderately useful
- 3 % rated as the least useful
- 2% rated as less useful



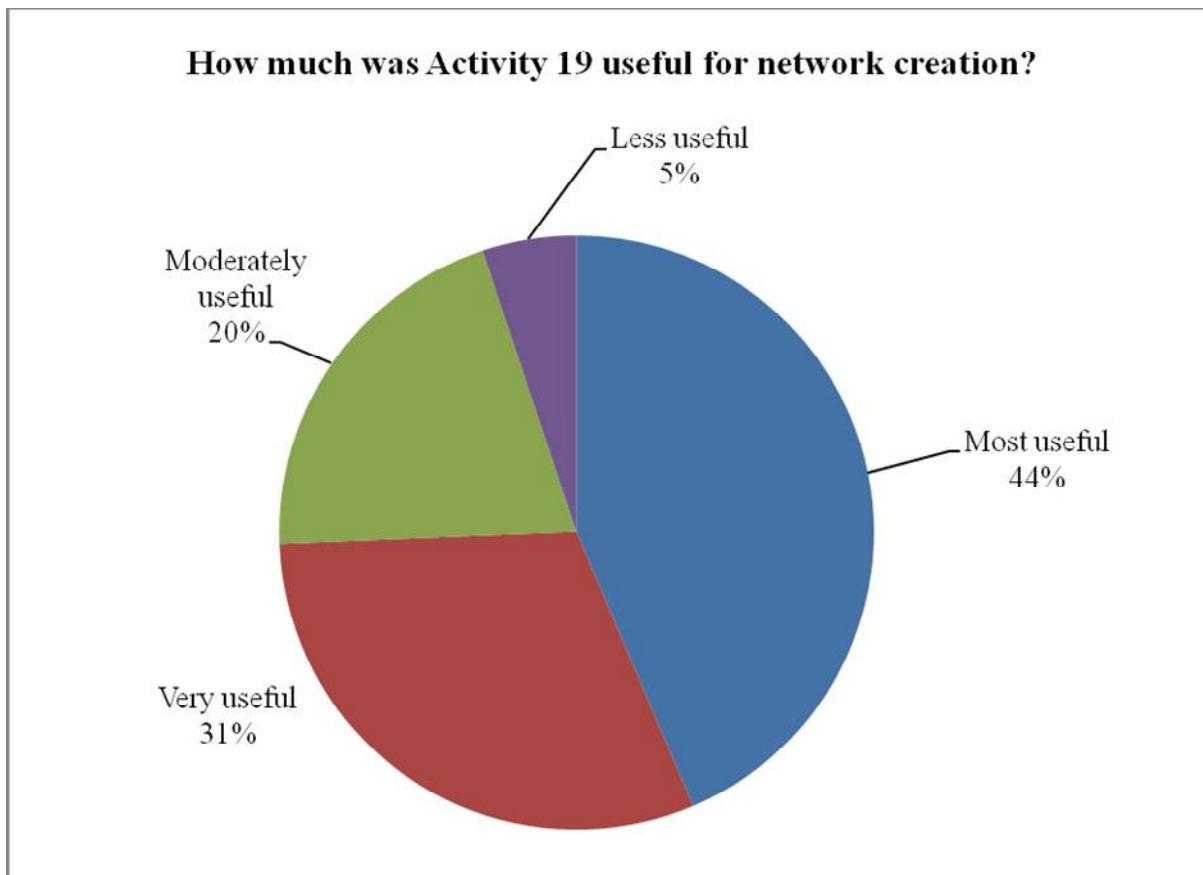
From the above pie chart, Activity 17 Learning Bottle Art Activity was rated based on network creation criterion as follows.

- 59% rated as the most useful
- 26% rated as very useful
- 8% rated as moderately useful
- 3% said no answers
- 2% rated as less useful
- 2% rated as the least useful



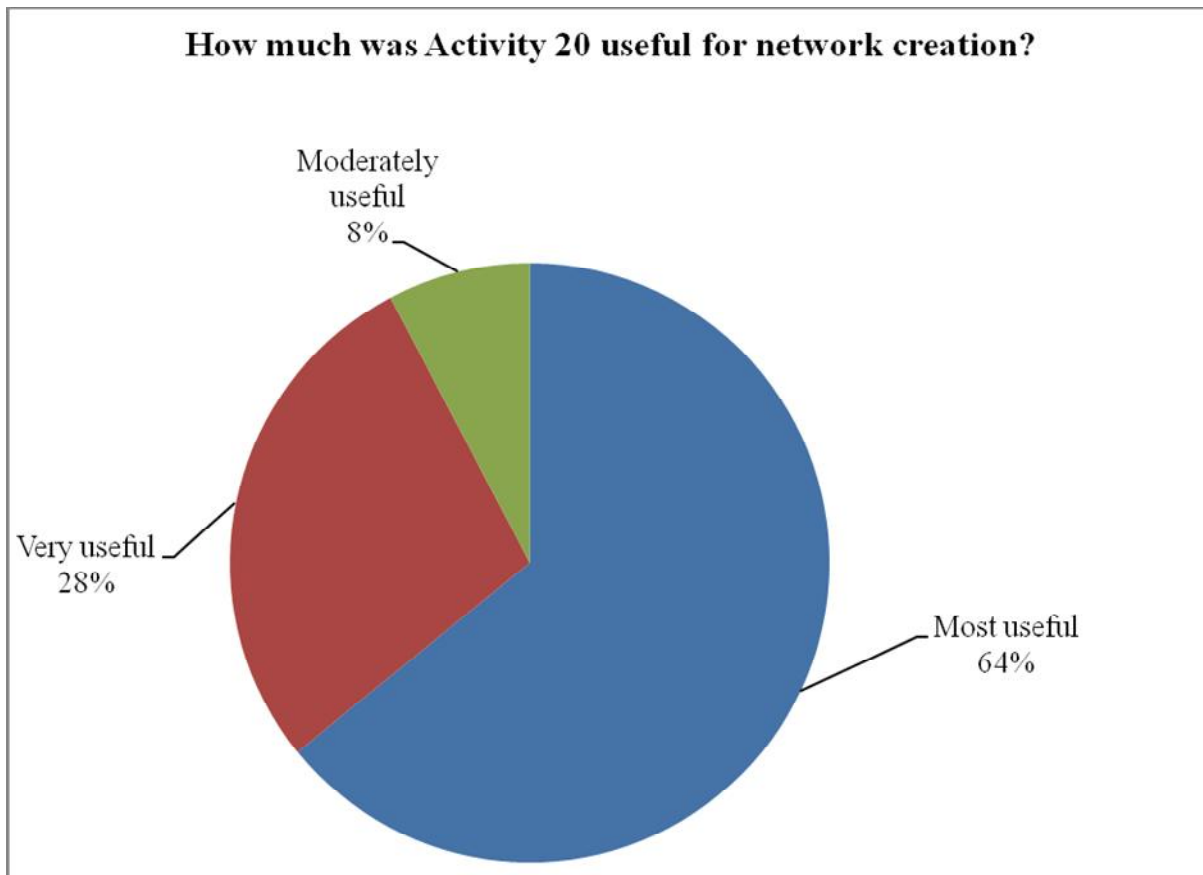
From the above pie chart, Activity 18 Learning Thai Boxing was rated based on network creation criterion as follows.

- 64% rated as the most useful
- 18% rated as very useful
- 10% rated as moderately useful
- 3% rated as the least useful
- 3% said no answers
- 2% rated as less useful



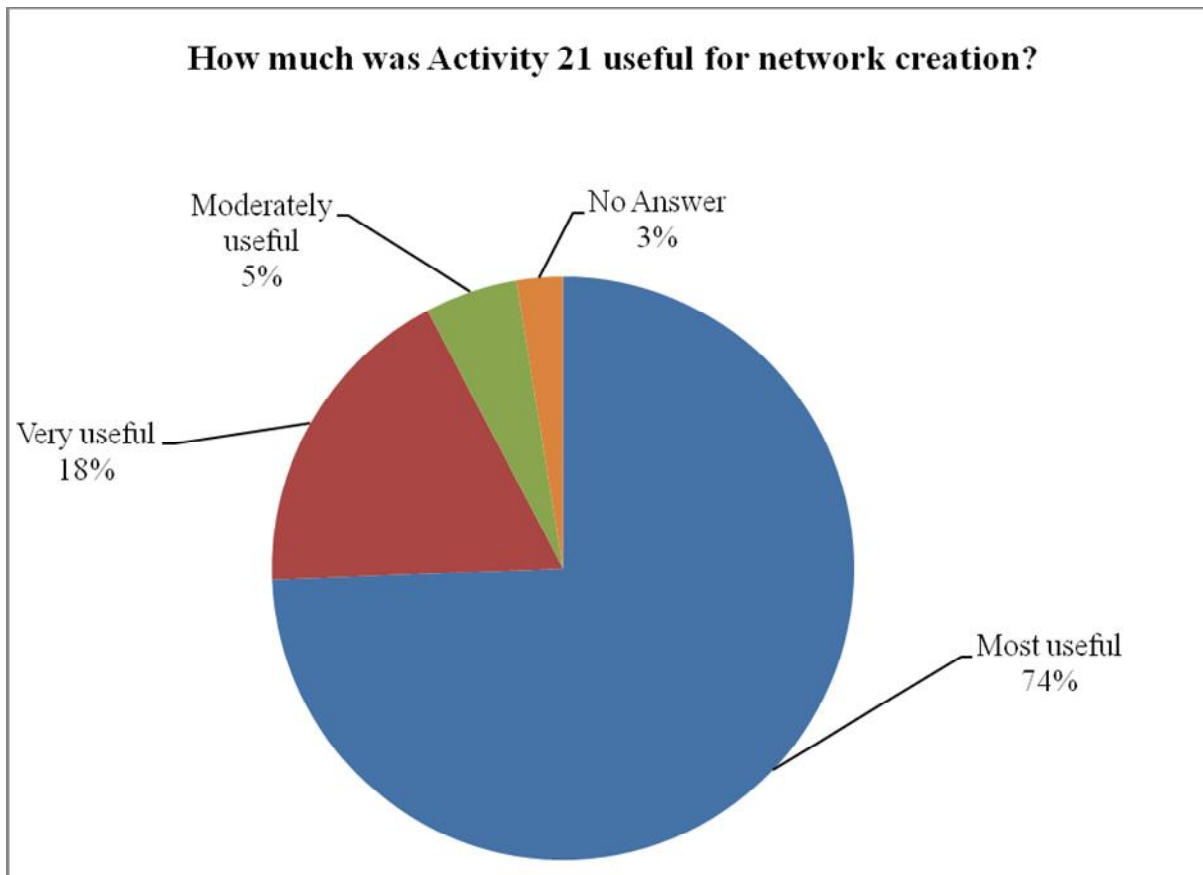
From the above pie chart, Activity 19 Dinner Talk on “Sport Tourism for ASEAN+3 Networking” was rated based on network creation criterion as follows.

- 44% rated as the most useful
- 31% rated as very useful
- 20% rated as moderately useful
- 5% rated as less useful



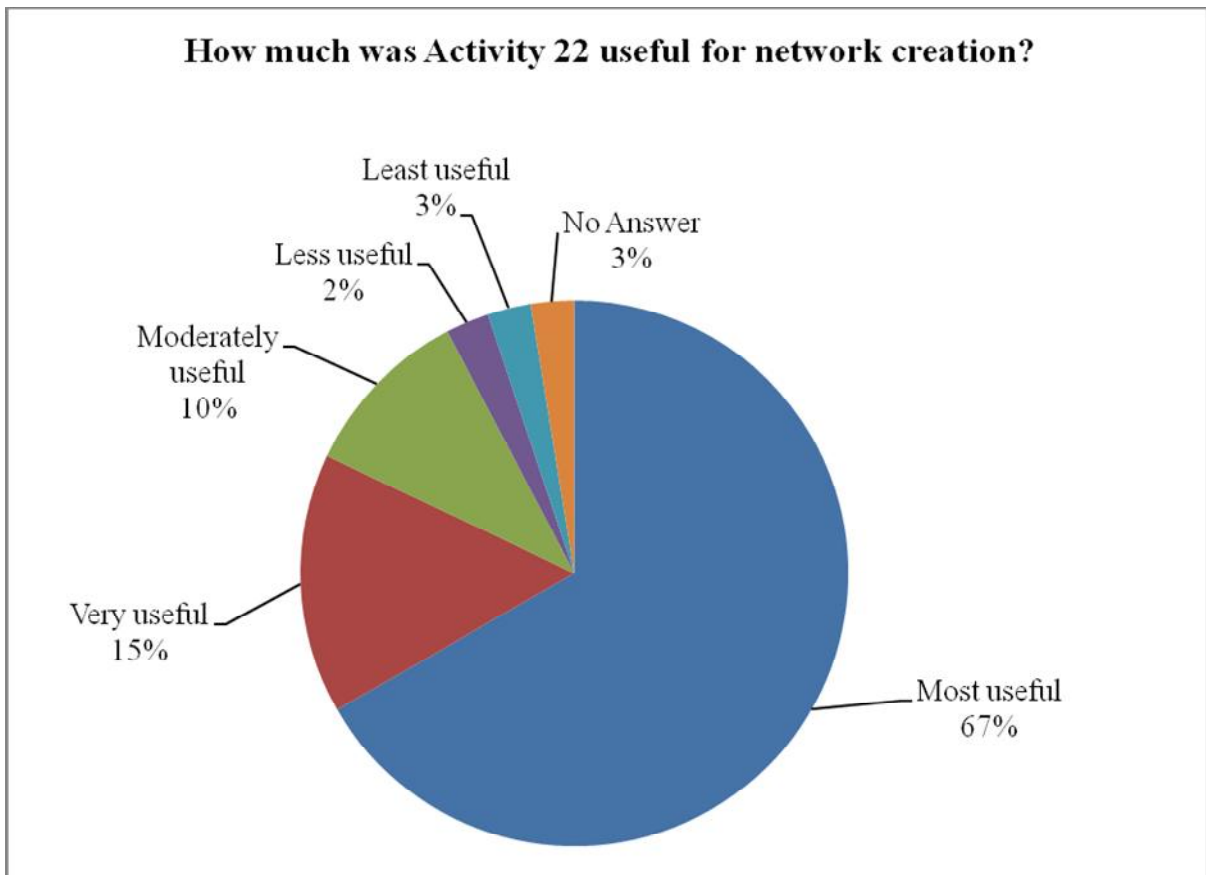
From the above pie chart, Activity 20 Study Visit at Eco-tourism Destination, Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation was rated based on network creation criterion as follows.

- 64% rated as the most useful
- 28% rated as very useful
- 8% rated as moderately useful



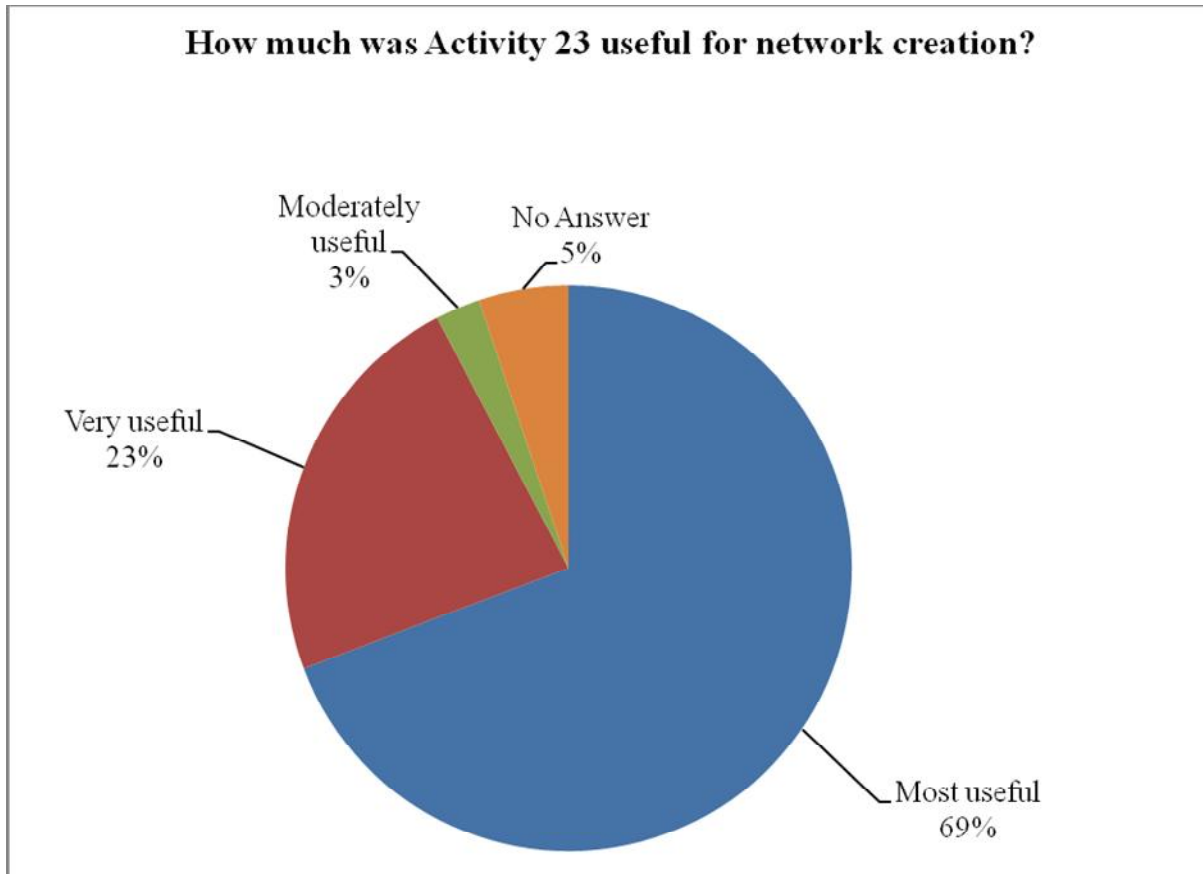
From the above pie chart, Activity 21 Workshop Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth” was rated based on network creation criterion as follows.

- 74% rated as the most useful
- 18% rated as very useful
- 5% rated as moderately useful
- 3% said no answers



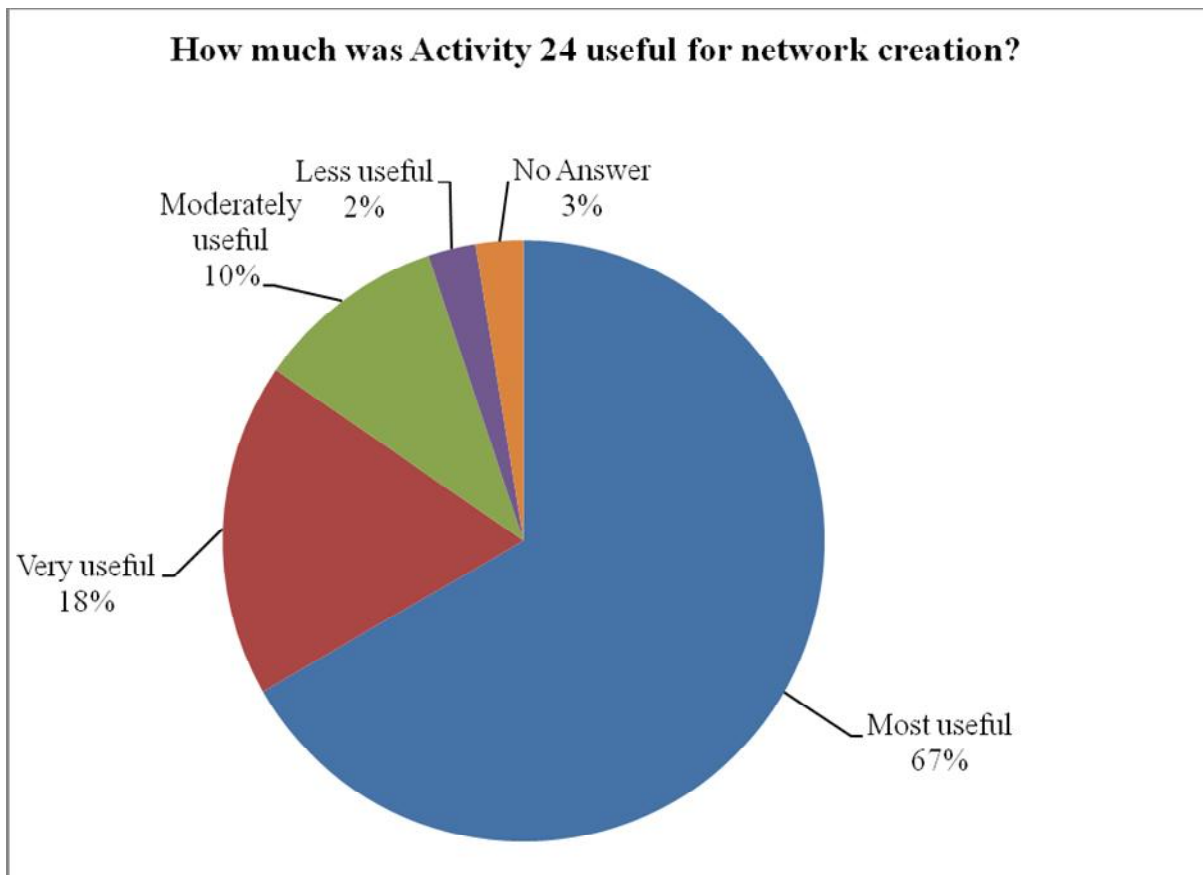
From the above pie chart, Activity 22 Group Presentation was rated based on network creation criterion as follows.

- 67% rated as the most useful
- 15% rated as very useful
- 10% rated as moderately useful
- 3% rated as the least useful
- 3% said no answers
- 2% rated as less useful



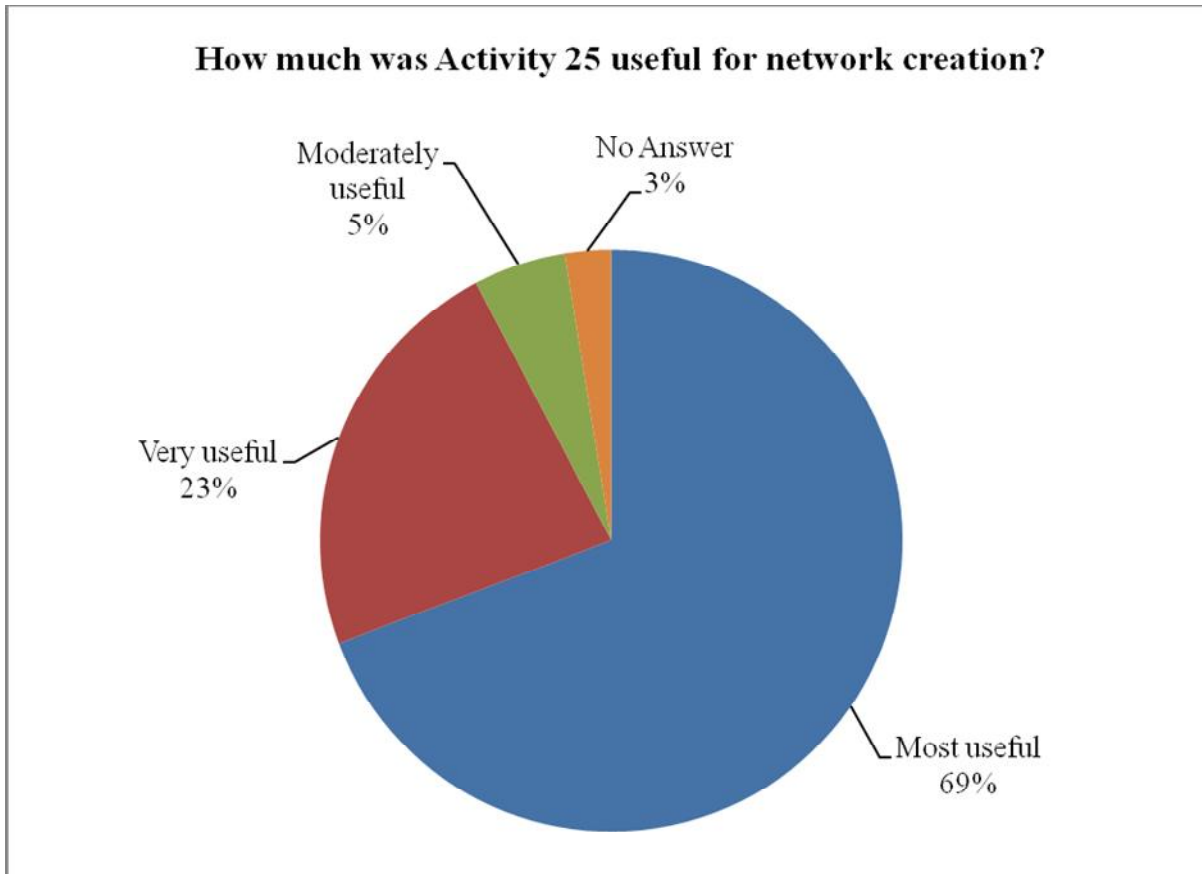
From the above pie chart, Activity 23 Farewell Party / ASEAN+3 Night were rated based on network creation criterion as follows.

- 69% rated as the most useful
- 23% rated as very useful
- 3% rated as moderately useful
- 5% said no answers



From the above pie chart, Activity 24 “Unity within Diversity” Performance was rated based on network creation criterion as follows.

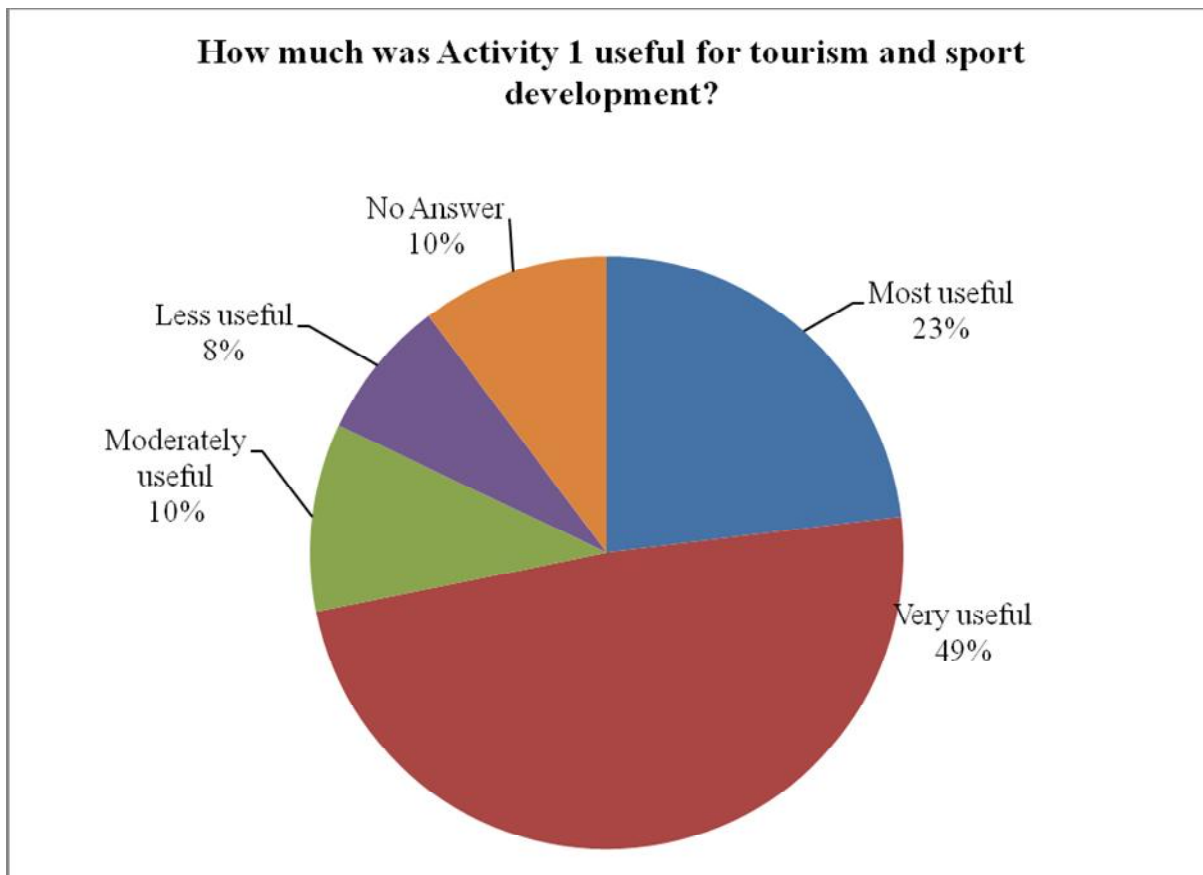
- 67% rated as the most useful
- 18% rated as very useful
- 10% rated as moderately useful
- 3% said no answers
- 2% rated as less useful



From the above pie chart, Activity 25 Certificates Awarding & Closing Ceremony was rated based on network creation criterion as follows.

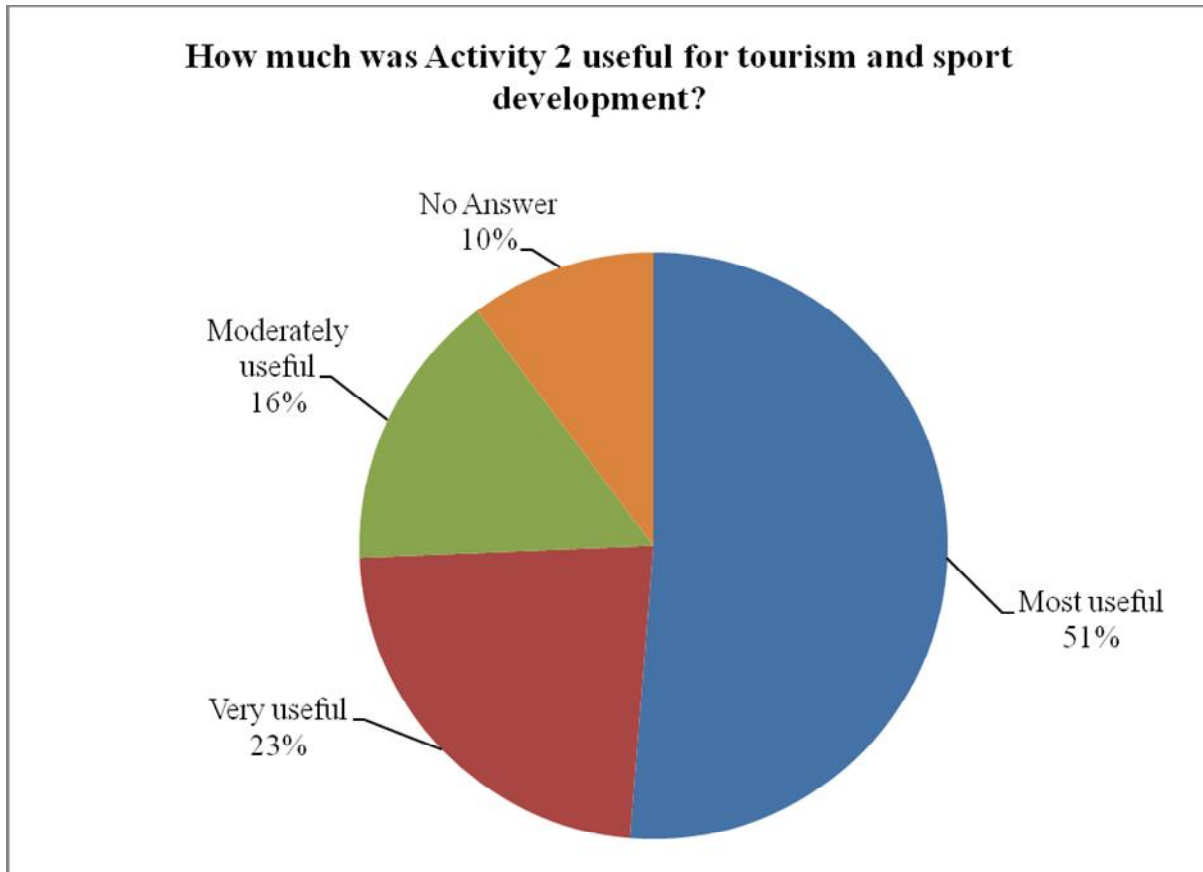
- 69% rated as the most useful
- 23% rated as very useful
- 5% rated as moderately useful
- 3% said no answers

Tourism and Sport Development Score Ratio



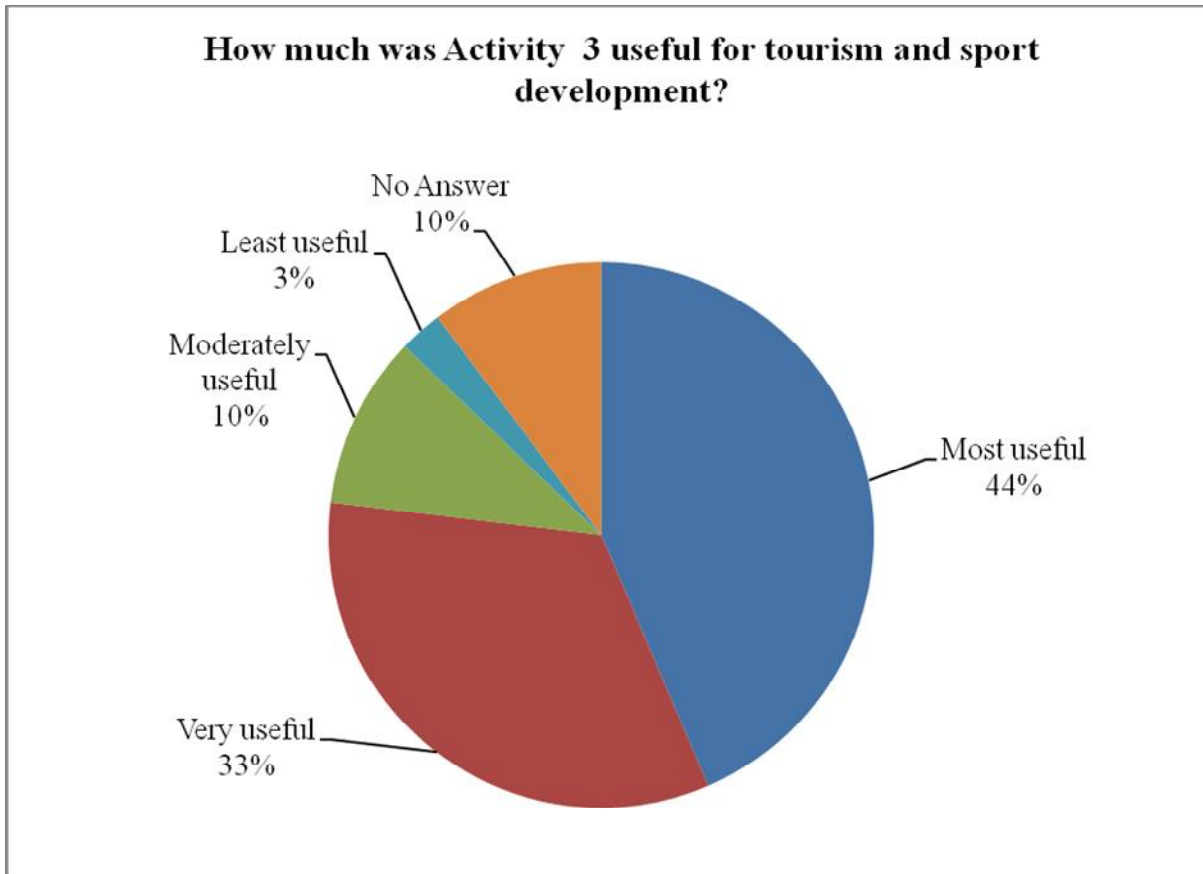
From the above pie chart, Activity 1 Introduction of Orientation and Learning Methodology were rated based on tourism and sport development criterion as follows.

- 49% rated as very useful
- 23% rated as the most useful
- 10% rated as moderately useful
- 10% said no answers
- 8% rated as less useful



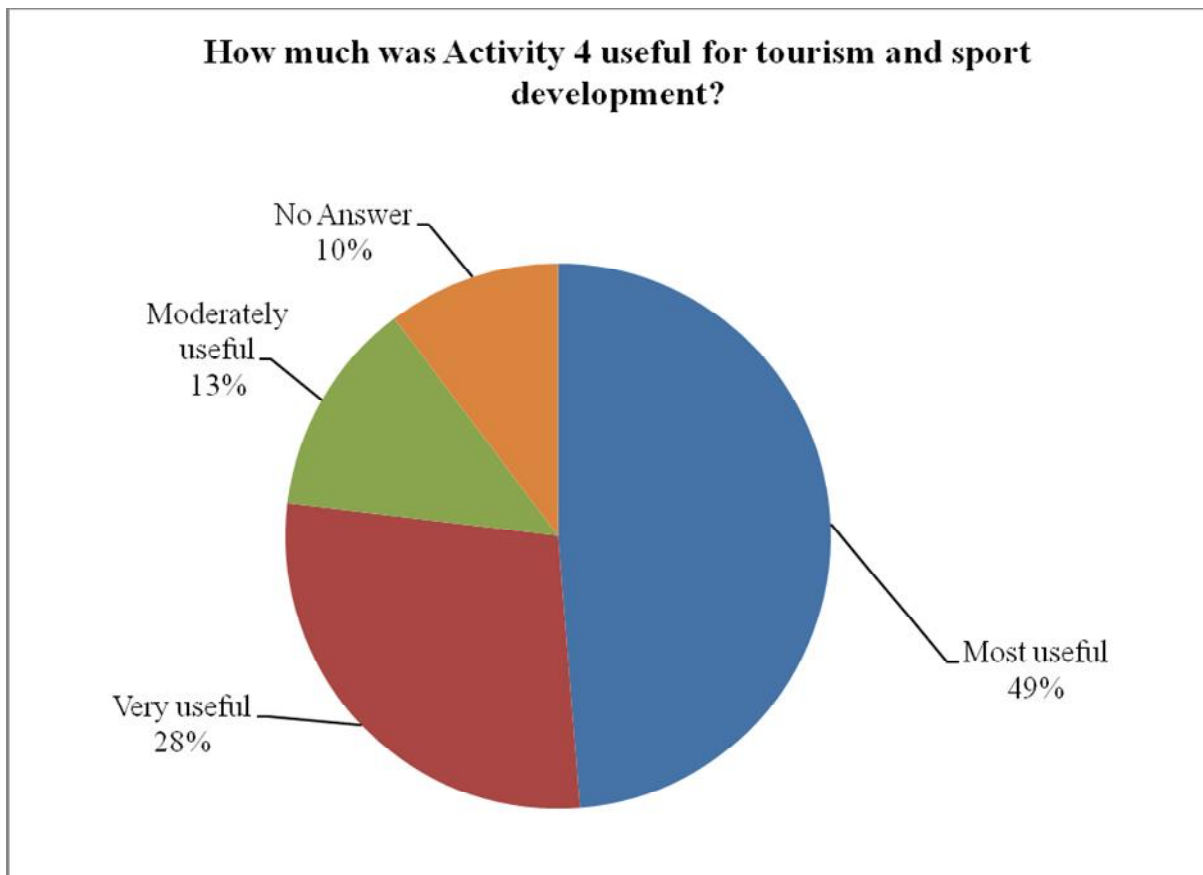
From the above pie chart, Activity 2 Presentation on Leadership and Youths' Roles in Tourism Development for ASEAN Plus Three (APT) was rated based on tourism and sport development criterion as follows.

- 51% rated as the most useful
- 23% rated as very useful
- 16% rated as moderately useful
- 10% said no answers



From the above pie chart, Activity 3 ASEAN+3 Networking Activities were rated based on tourism and sport development criterion as follows.

- 44% rated as the most useful
- 33% rated as very useful
- 10% rated as moderately useful
- 10% said no answers
- 3% rated as the least useful



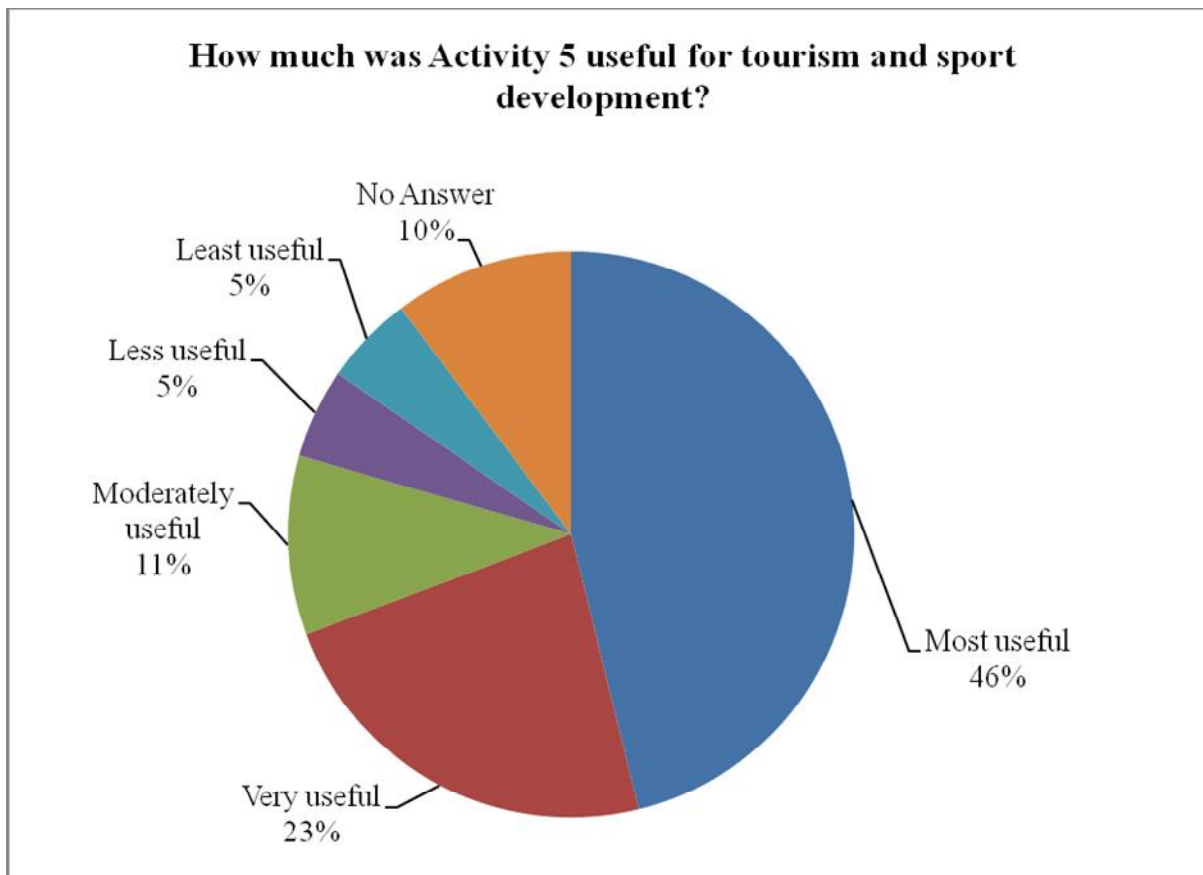
From the above pie chart, Activity 4 Presentation on “Our View on Tourism Development” by APT Youths was rated based on tourism and sport development criterion as follows.

49% rated as the most useful

28% rated as very useful

13% rated as moderately useful

10% said no answers



From the above pie chart, Activity 5 Ice-breaking Activity & Game Simulation on Effective Teamwork for ASEAN+3 Youths was rated based on tourism and sport development criterion as follows.

46% rated as the most useful

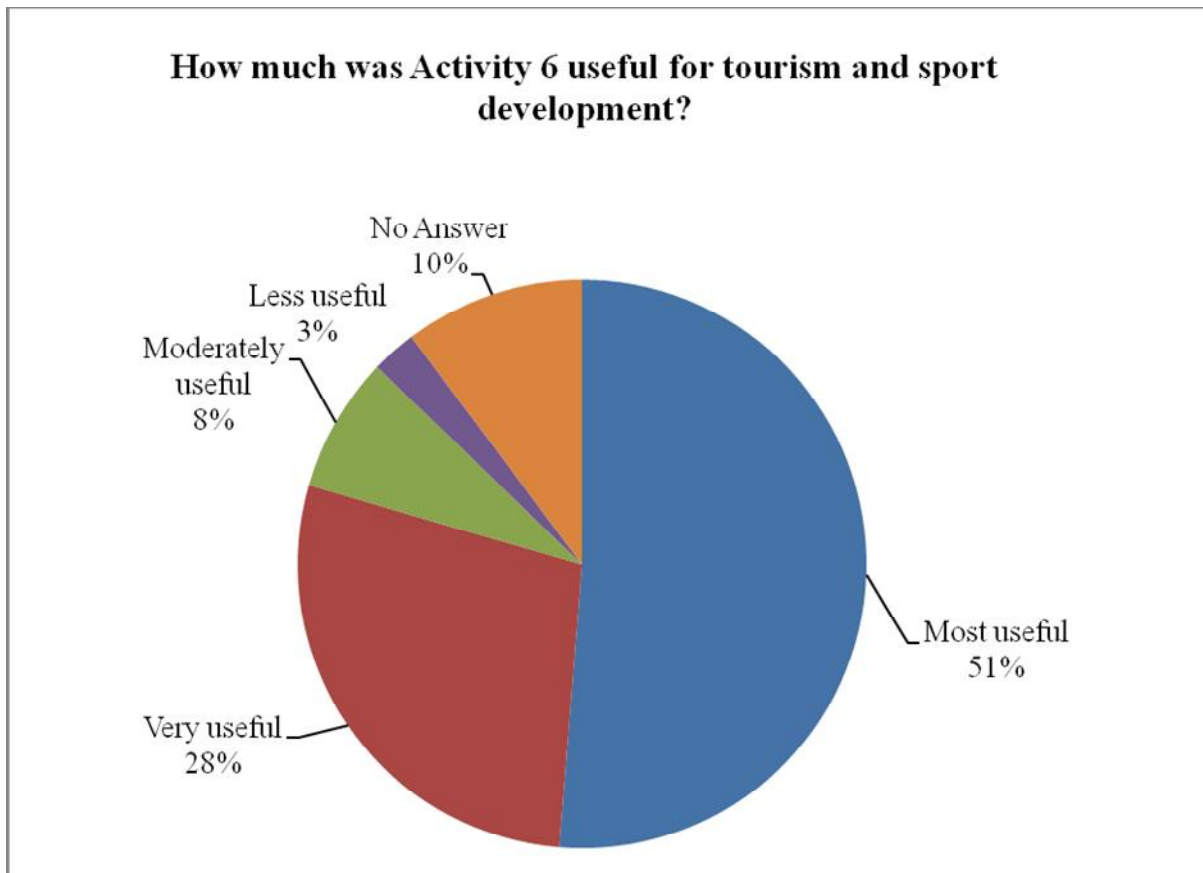
23% rated as very useful

11% rated as moderately useful

5% rated as less useful

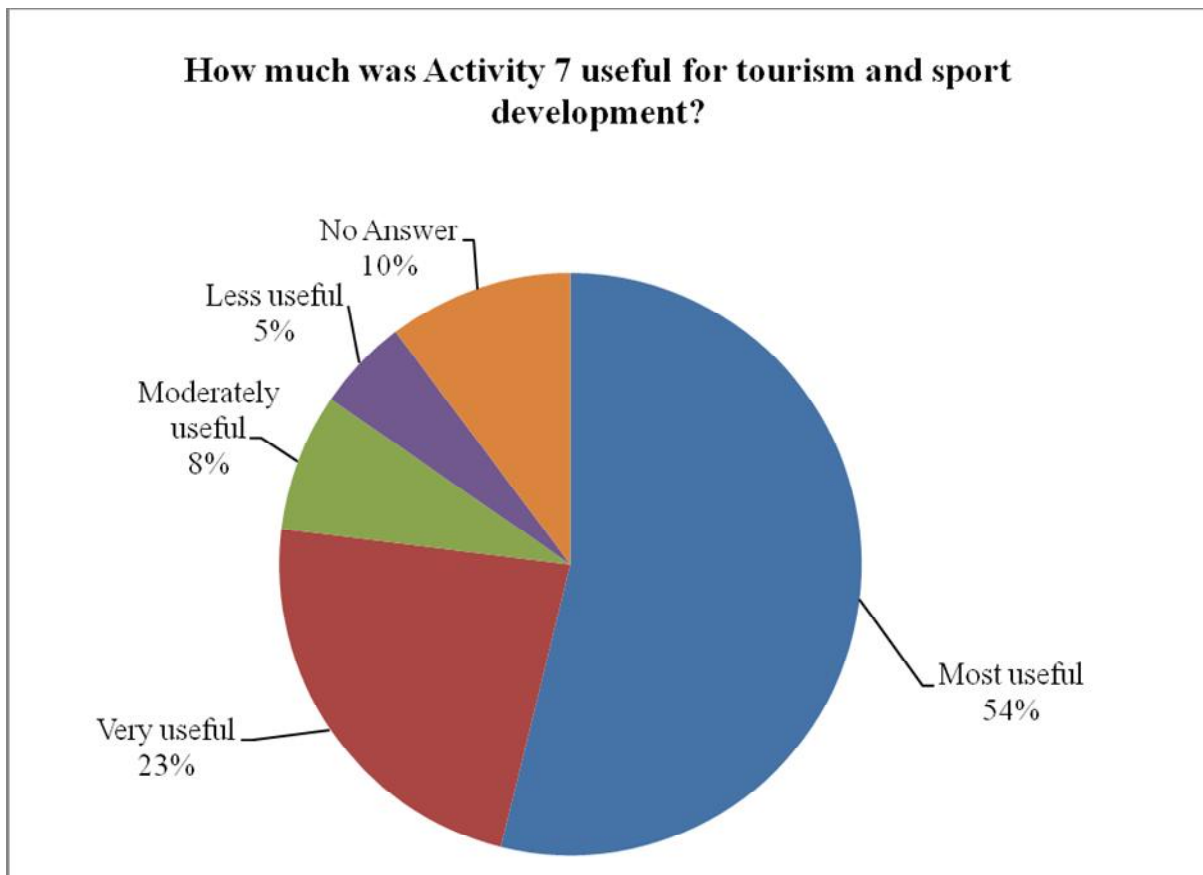
5% rated as the least useful

10% said no answers



From the above pie chart, Activity 6 Presentation and Coaching Session on “Innovative Idea for ASEAN Tourism Development by ASEAN Youth” and Social Media Development Activity was rated based on tourism and sport development criterion as follows.

- 51% rated as the most useful
- 28% rated as very useful
- 10% said no answers
- 8% rated as moderately useful
- 3% rated as less useful



From the above pie chart, Activity 7 Cultural Performance was rated based on tourism and sport development criterion as follows.

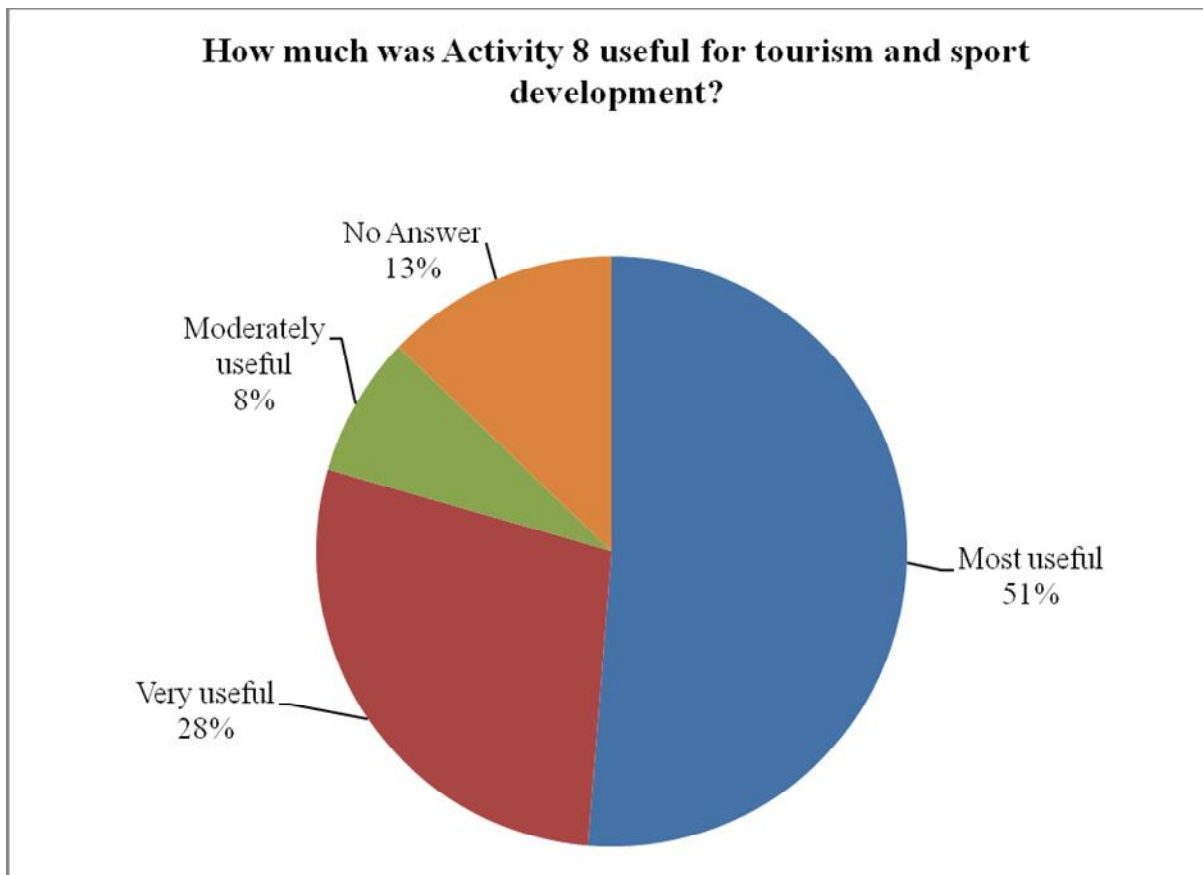
54% rated as the most useful

23% rated as very useful

10% said no answers

8% rated as moderately useful

5% rated as less useful



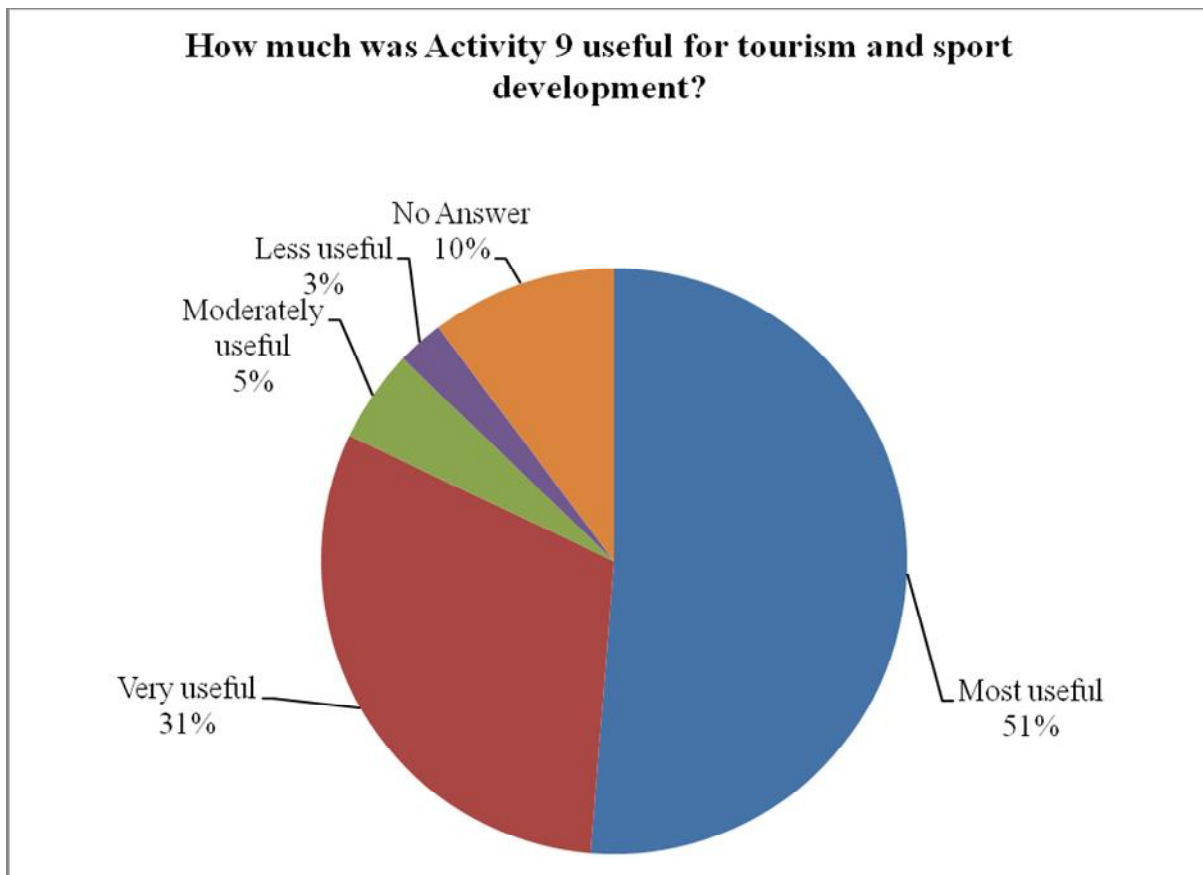
From the above pie chart, Activity 8 360 Degree overview on Thai Tourism, Mutual Recognition Arrangements: MRA Establishment for Service Sector towards ASEAN+3 Development was rated based on tourism and sport development criterion as follows.

51% rated as the most useful

28% rated as very useful

13% said no answers

8% rated as moderately useful



From the above pie chart, Activity 9 Case Studies of Tourism and Sustainable Development

it was rated based on tourism and sport development criterion as follows.

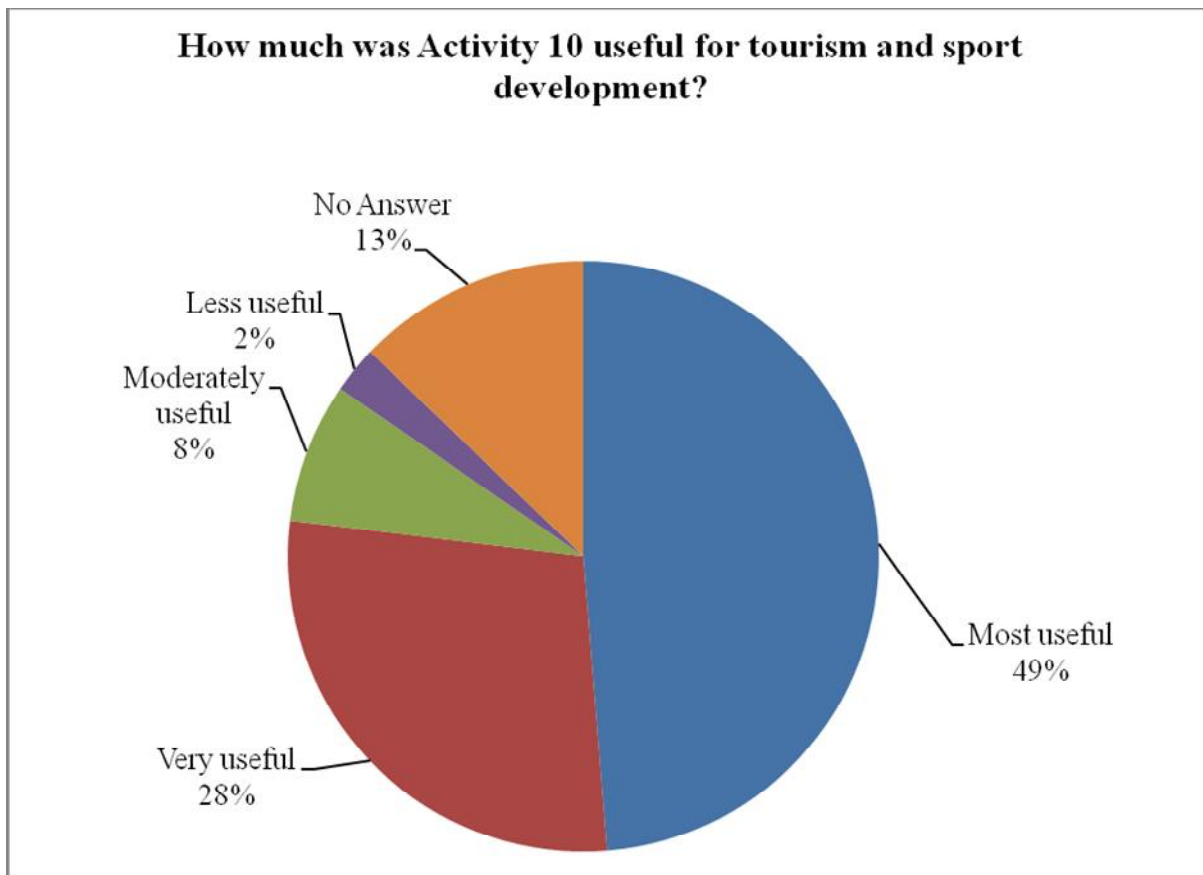
51% rated as the most useful

31% rated as very useful

10% said no answers

5% rated as moderately useful

3% rated as less useful



From the above pie chart, Activity 10 Creative ASEAN Tourism and ASEAN+3 Networking were rated based on tourism and sport development criterion as follows.

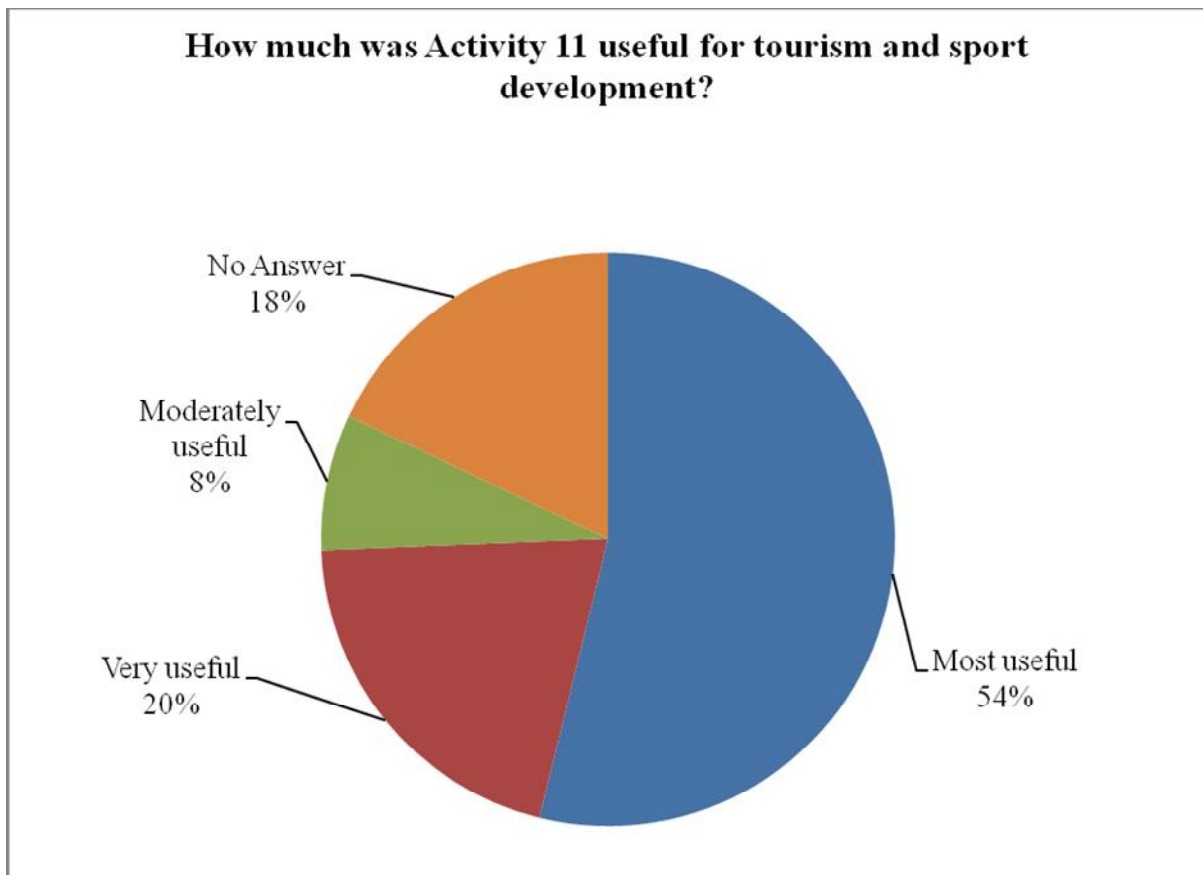
49% rated as the most useful

28% rated as very useful

13% said no answers

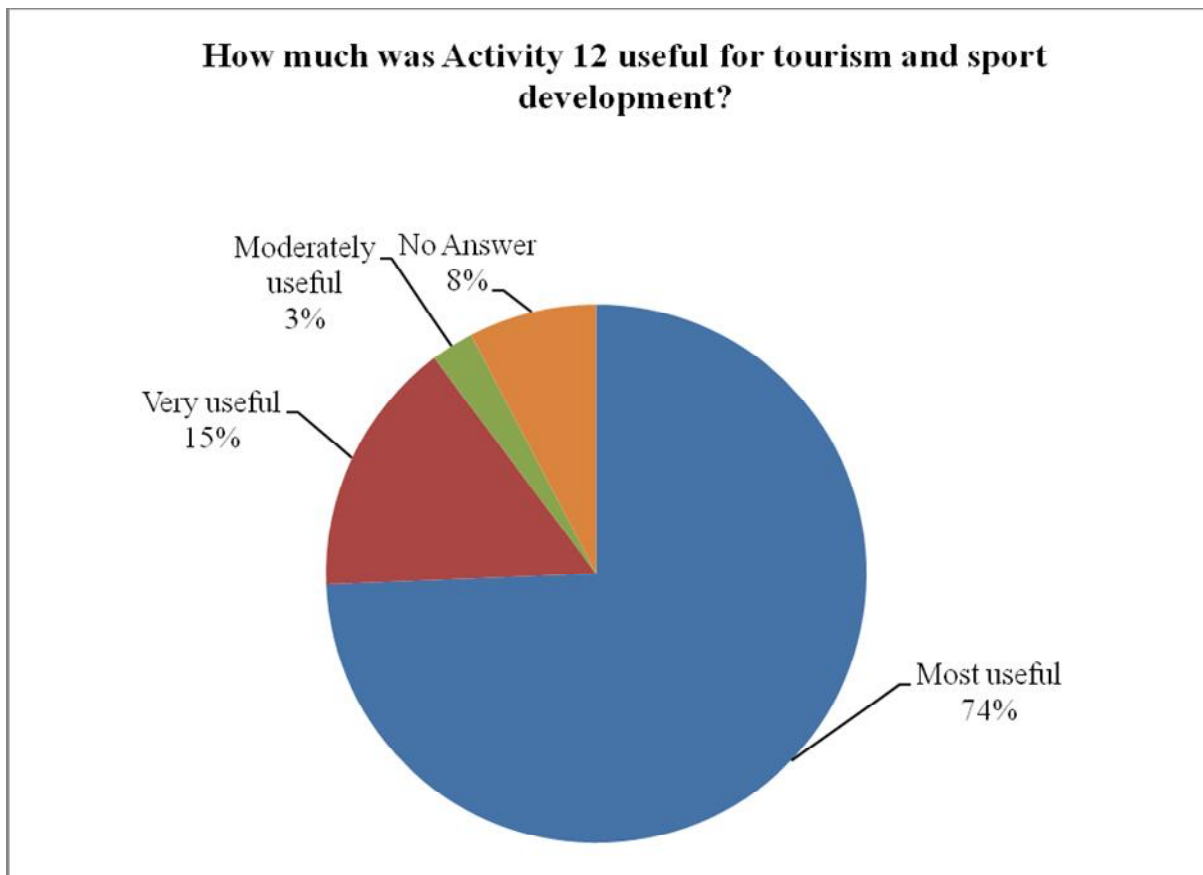
8% rated as moderately useful

2% rated as less useful



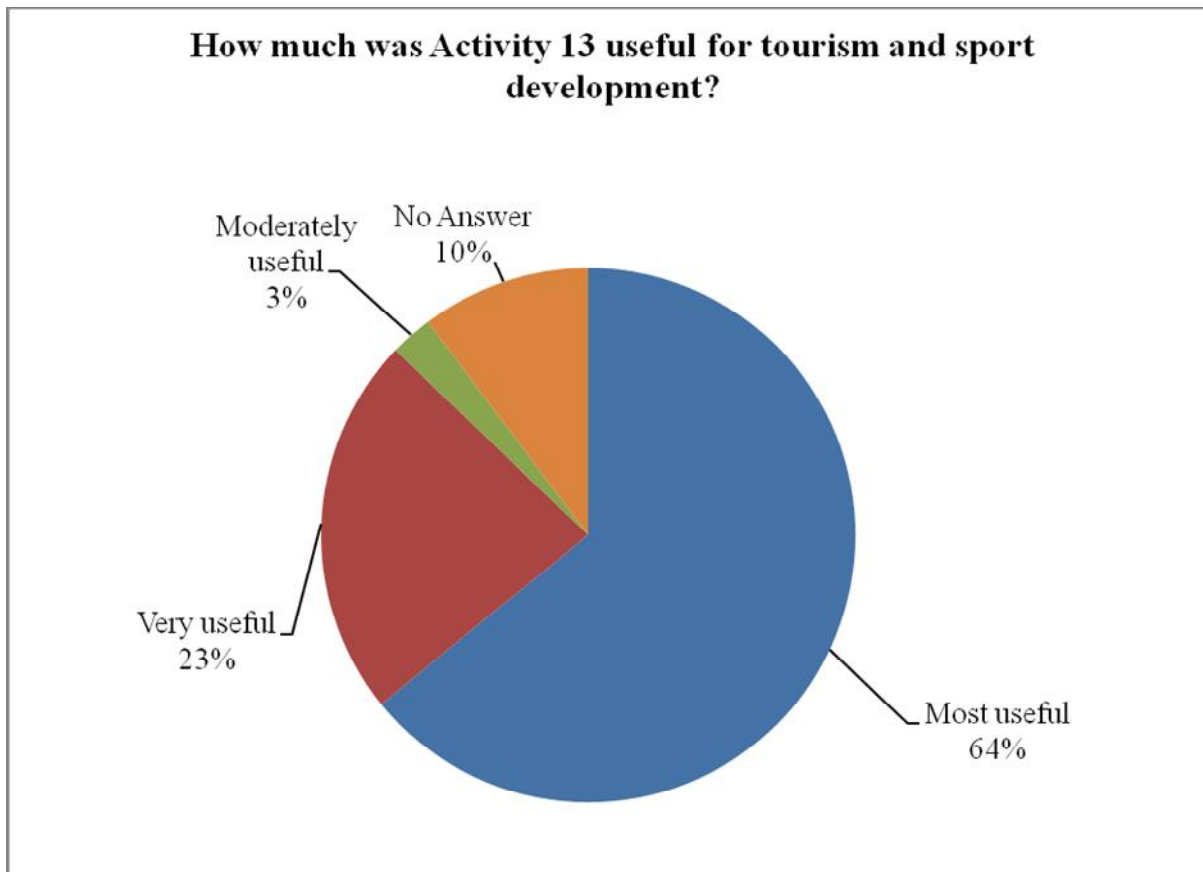
From the above pie chart, Activity 11 Technical Visits were rated based on tourism and sport development criterion as follows.

- 54% rated as the most useful
- 20% rated as very useful
- 18% said no answers
- 8% rated as moderately useful



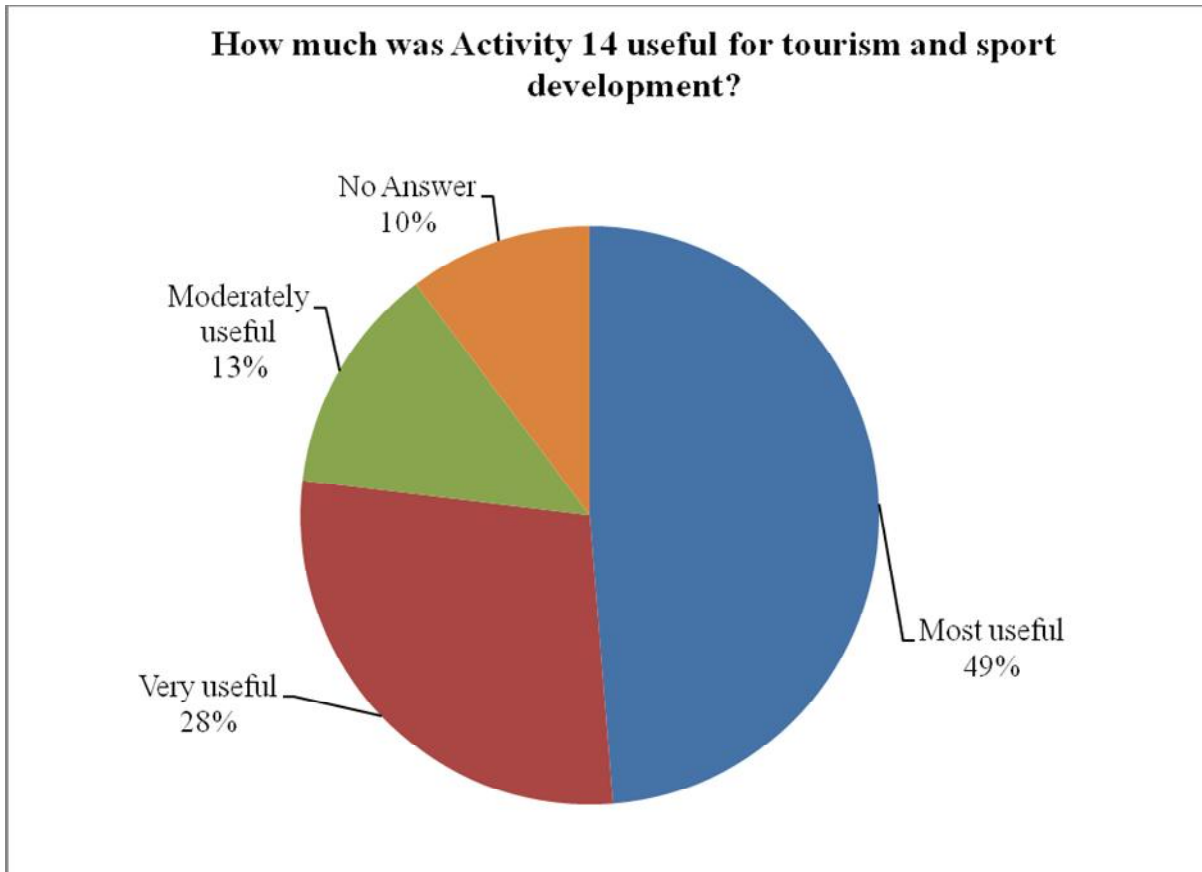
From the above pie chart, Activity 12 Study Visit at Arts and Science Educational Attraction Standard, Presentation on Concepts and Objectives on the Construction of the Sanctuary of Truth, the largest wooden architecture in Thailand and Learning about the management styles and attractive marketing were rated based on tourism and sport development criterion as follows.

- 74% rated as the most useful
- 18% said no answers
- 15% rated as very useful
- 3% rated as moderately useful



From the above pie chart, Activity 13 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 Learning about the management styles, attractive marketing and CSR concepts were rated based on tourism and sport development criterion as follows.

- 64% rated as the most useful
- 23% rated as very useful
- 10% said no answers
- 3% rated as moderately useful



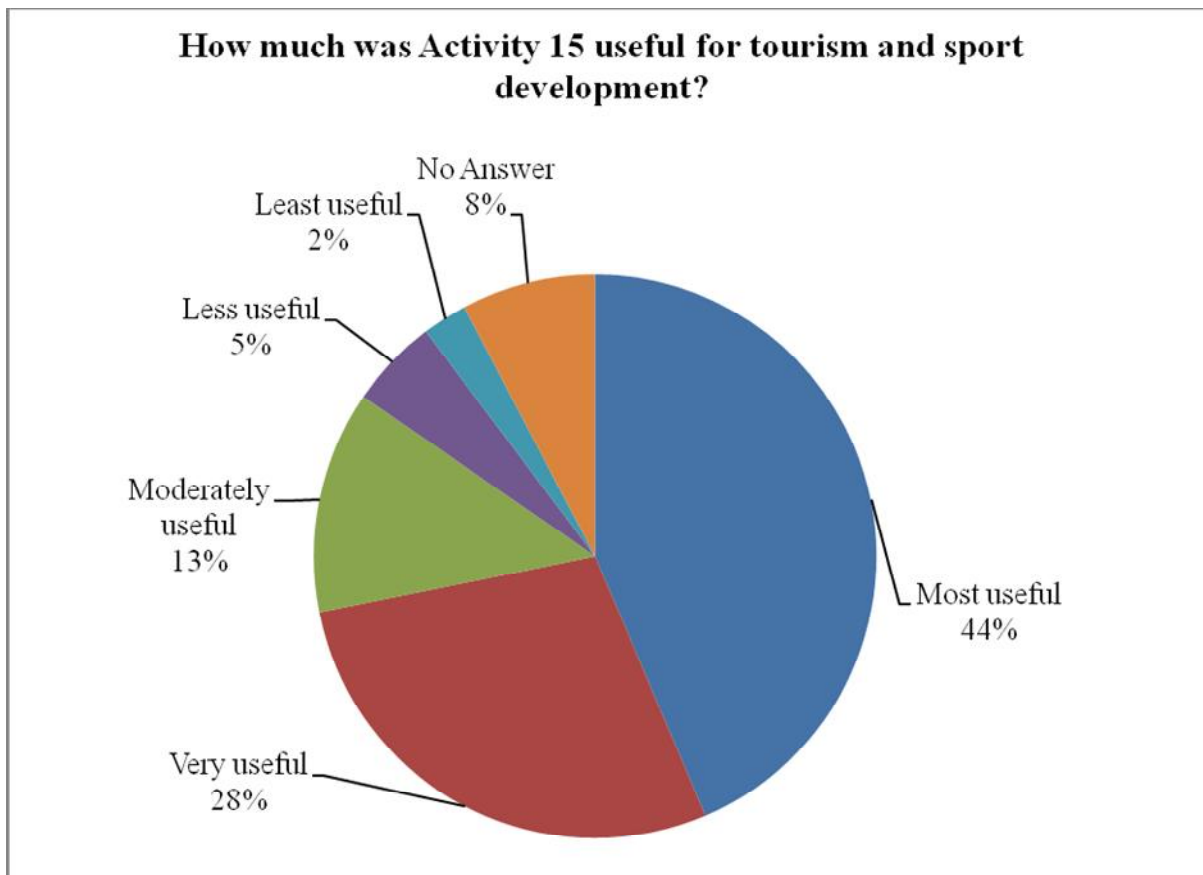
From the above pie chart, Activity 14 Workshop on Project Proposal Development were rated based on tourism and sport development criterion as follows.

49% rated as the most useful

28% rated as very useful

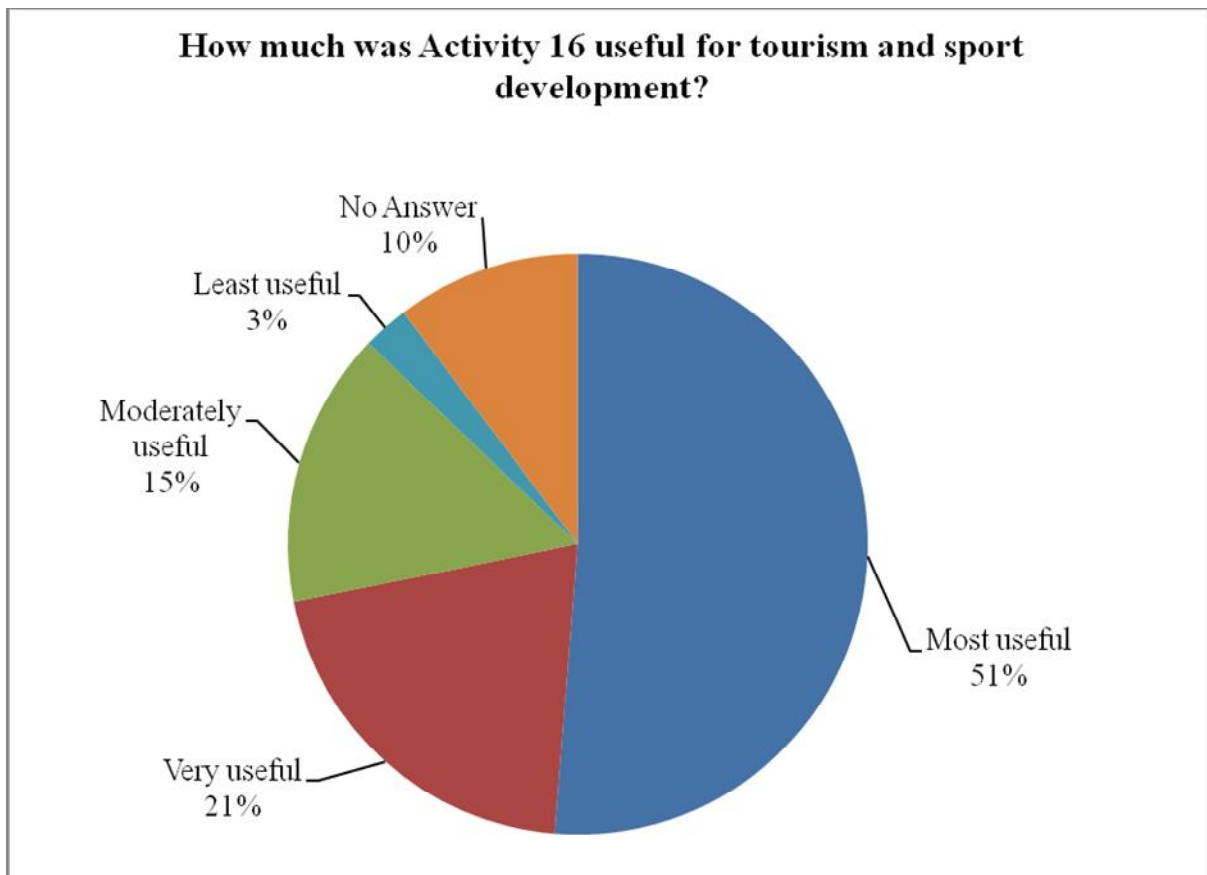
13% rated as moderately useful

10% said no answers



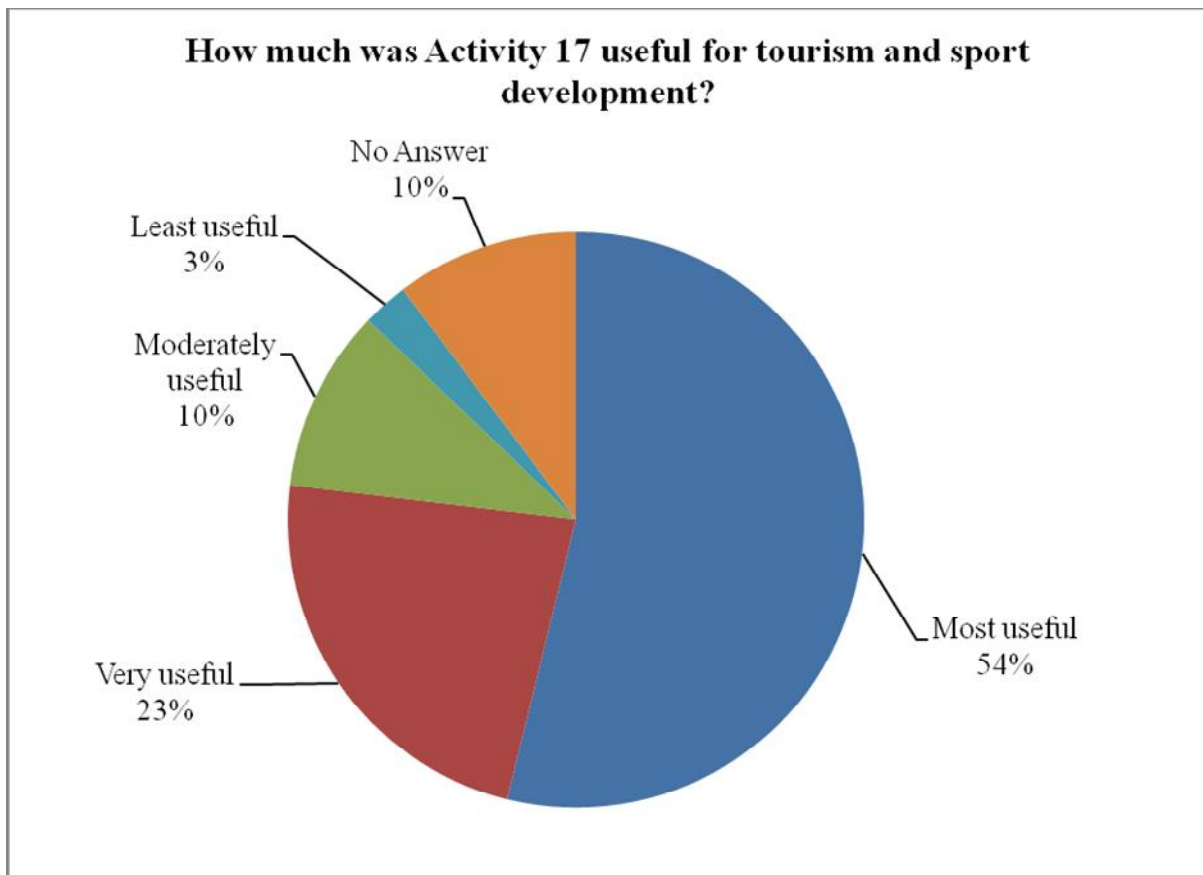
From the above pie chart, Activity 15 Dinner Party in the theme “Creation for Sustainable Tourism Super Hero” was rated based on tourism and sport development criterion as follows.

- 44% rated as the most useful
- 28% rated as very useful
- 13% rated as moderately useful
- 8% said no answers
- 5% rated as less useful
- 2% rated as the least useful



From the above pie chart, Activity 16 Thai Cooking Demonstration was rated based on tourism and sport development criterion as follows.

- 51% rated as the most useful
- 21% rated as very useful
- 15% rated as moderately useful
- 10% said no answers
- 3% rated as the least useful



From the above pie chart, Activity 17 Learning Bottle Art Activity was rated based on tourism and sport development criterion as follows.

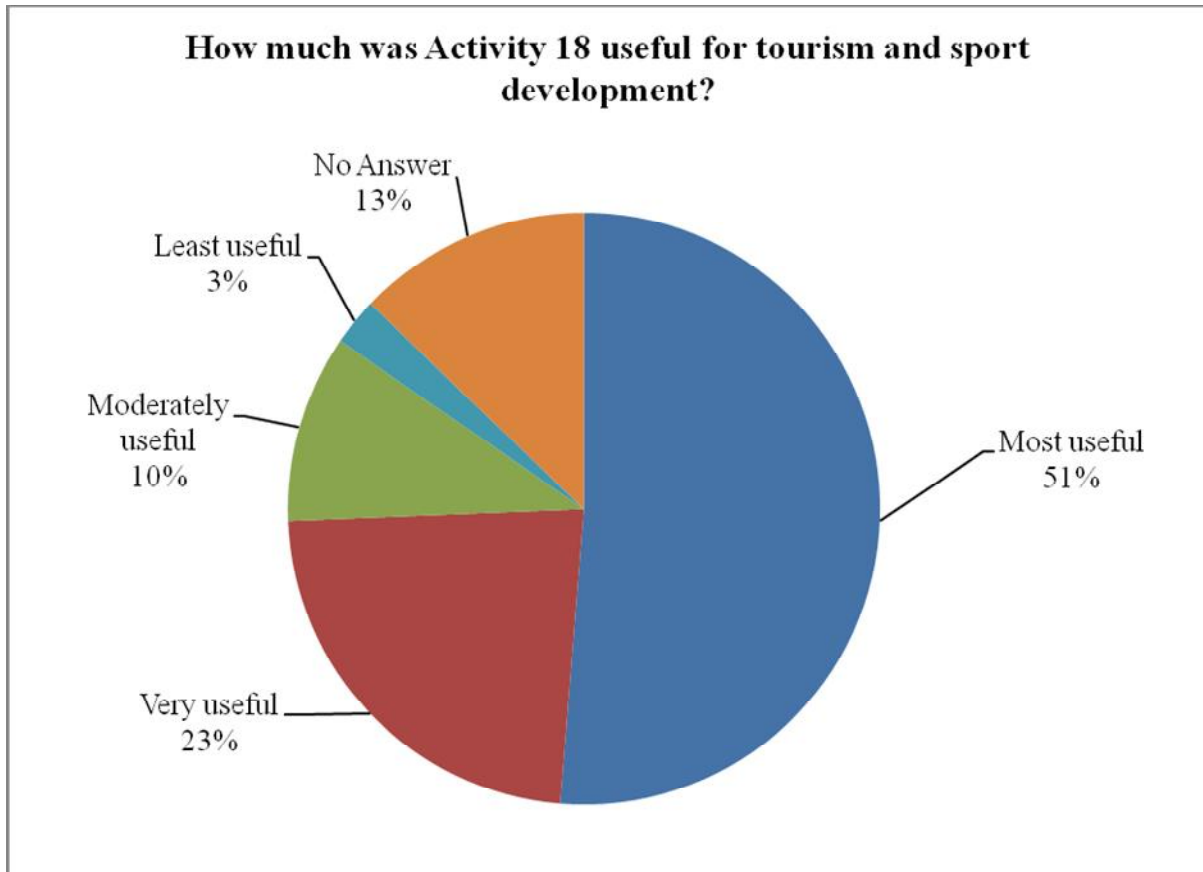
54% rated as the most useful

23% rated as very useful

10% rated as moderately useful

10% said no answers

3% rated as the least useful



From the above pie chart, Activity 18 Learning Thai Boxing was rated based on tourism and sport development criterion as follows.

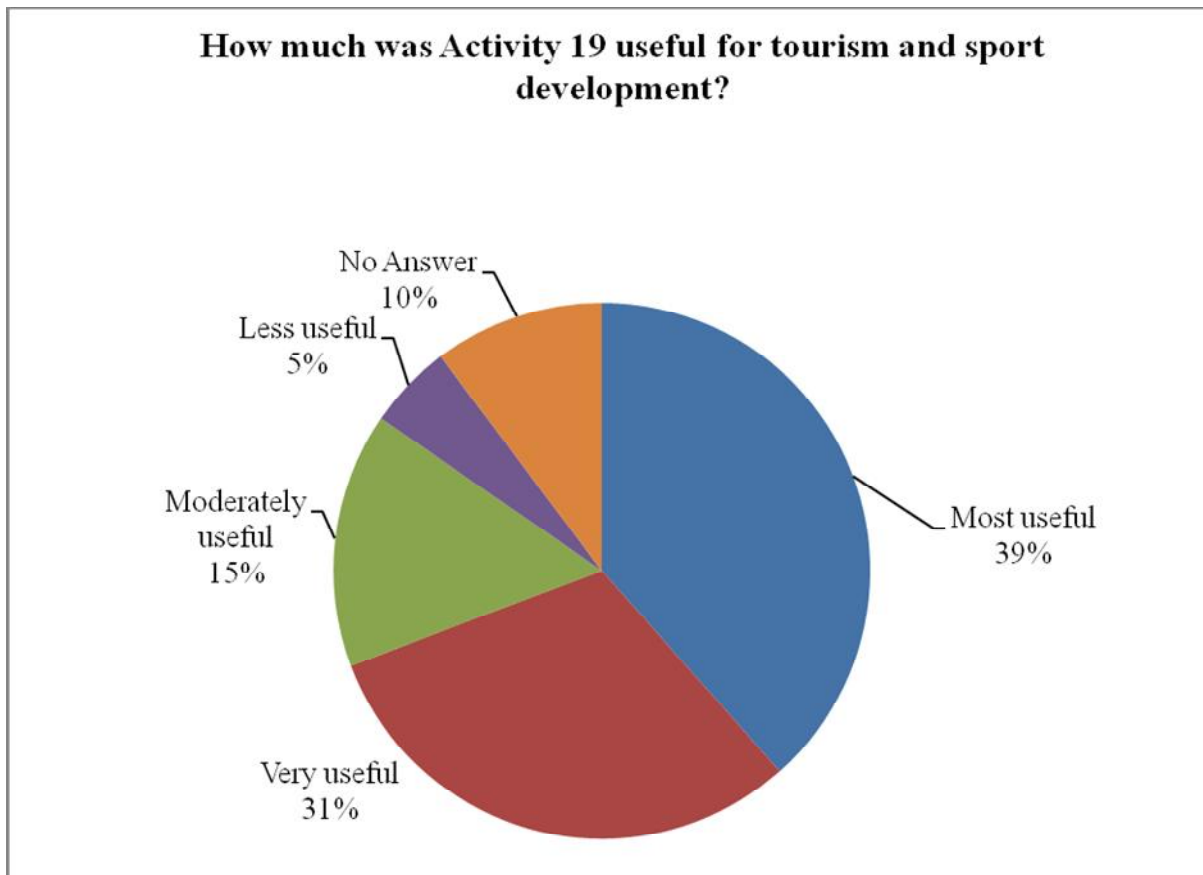
51% rated as the most useful

23% rated as very useful

13% said no answers

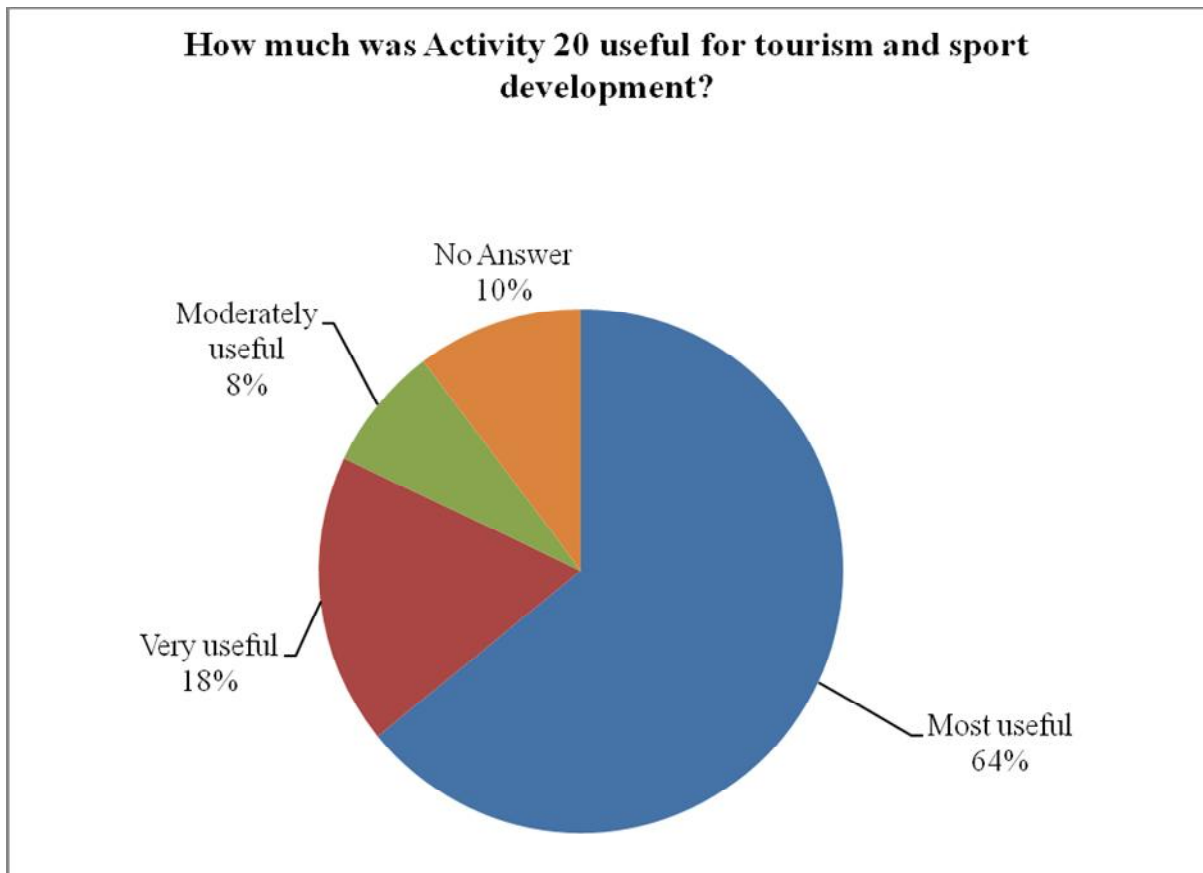
10% rated as moderately useful

3% rated as the least useful



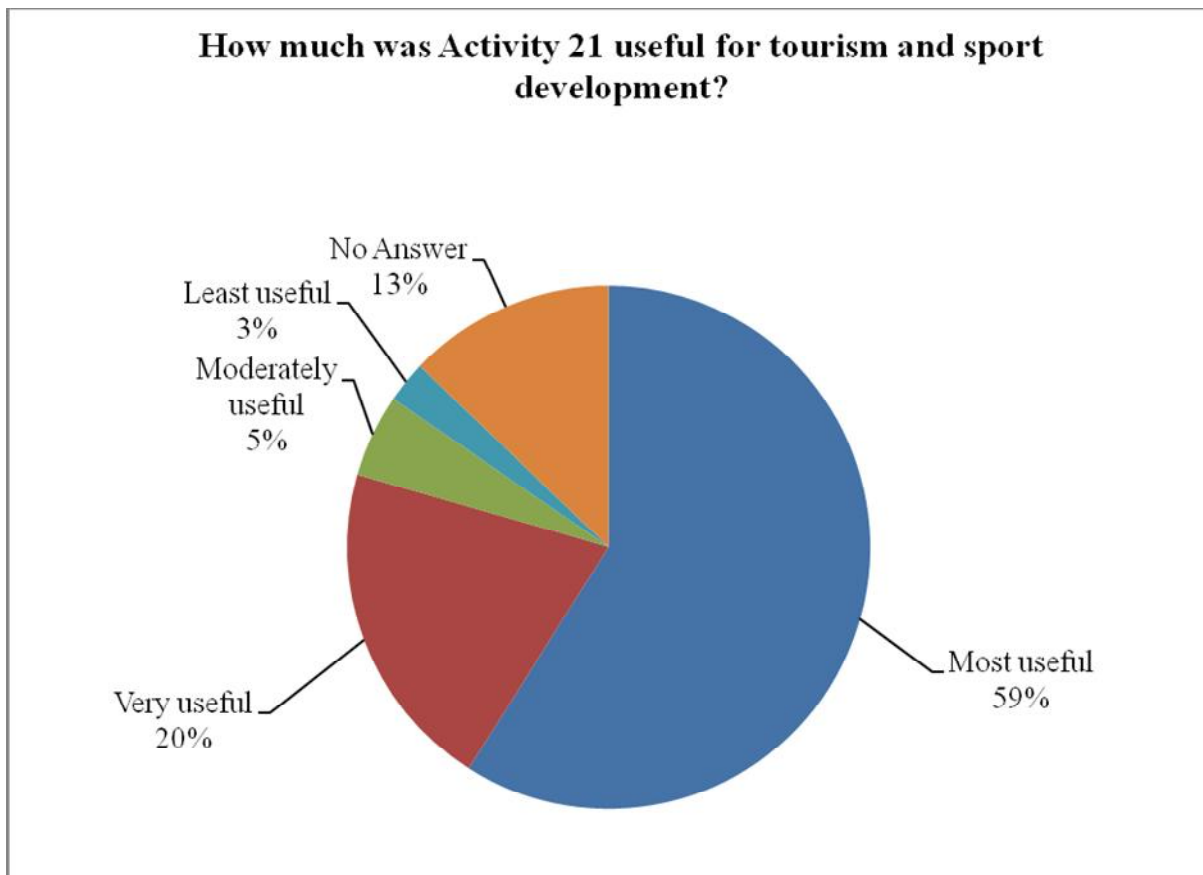
From the above pie chart, Activity 19 Dinner Talk on “Sport Tourism for ASEAN+3 Networking” was rated based on tourism and sport development criterion as follows.

- 39% rated as the most useful
- 31% rated as very useful
- 15% rated as moderately useful
- 10% said no answers
- 5% rated as less useful



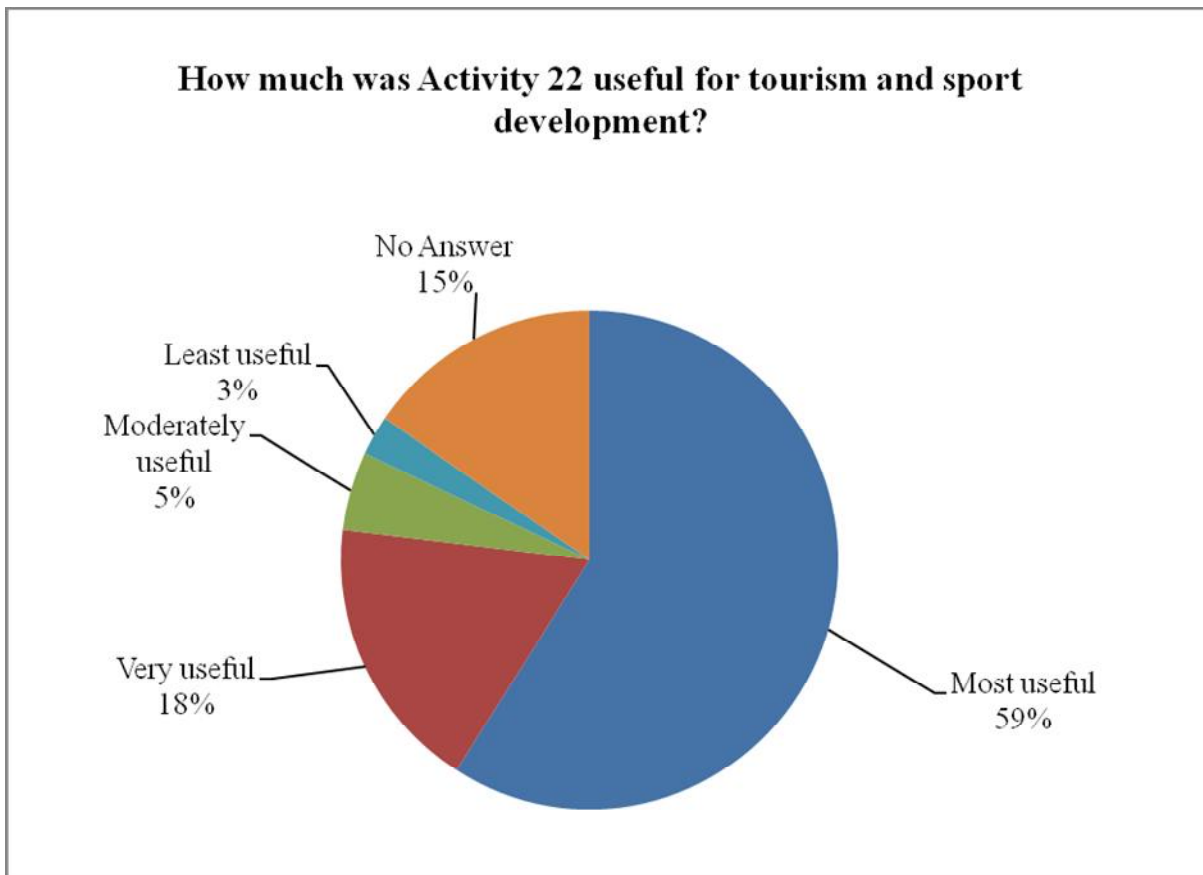
From the above pie chart, Activity 20 Study Visit at Eco-tourism Destination, Presentation on Ecology and Environment Management, Participation Promotion, Conscience Implant, Concept, Objectives of Sea Turtles Conservation Centre and Value Creation was rated based on tourism and sport development criterion as follows.

- 64% rated as the most useful
- 18% rated as very useful
- 8% rated as moderately useful
- 10% said no answers



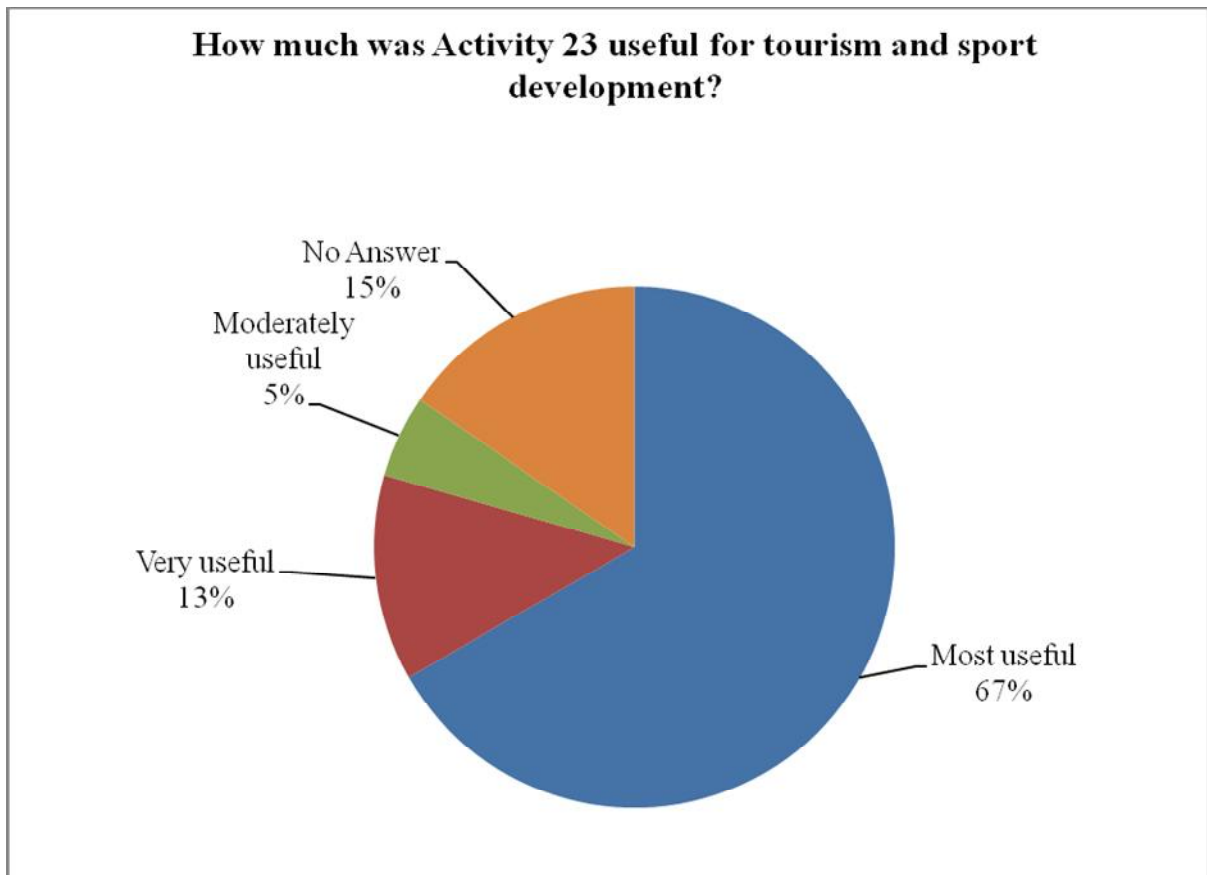
From the above pie chart, Activity 21 Workshop Preparation for presenting “Innovative Idea for ASEAN Tourism Development by ASEAN Plus Three Youth” was rated based on tourism and sport development criterion as follows.

- 59% rated as the most useful
- 20% rated as very useful
- 13% said no answers
- 5% rated as moderately useful
- 3% rated as less useful



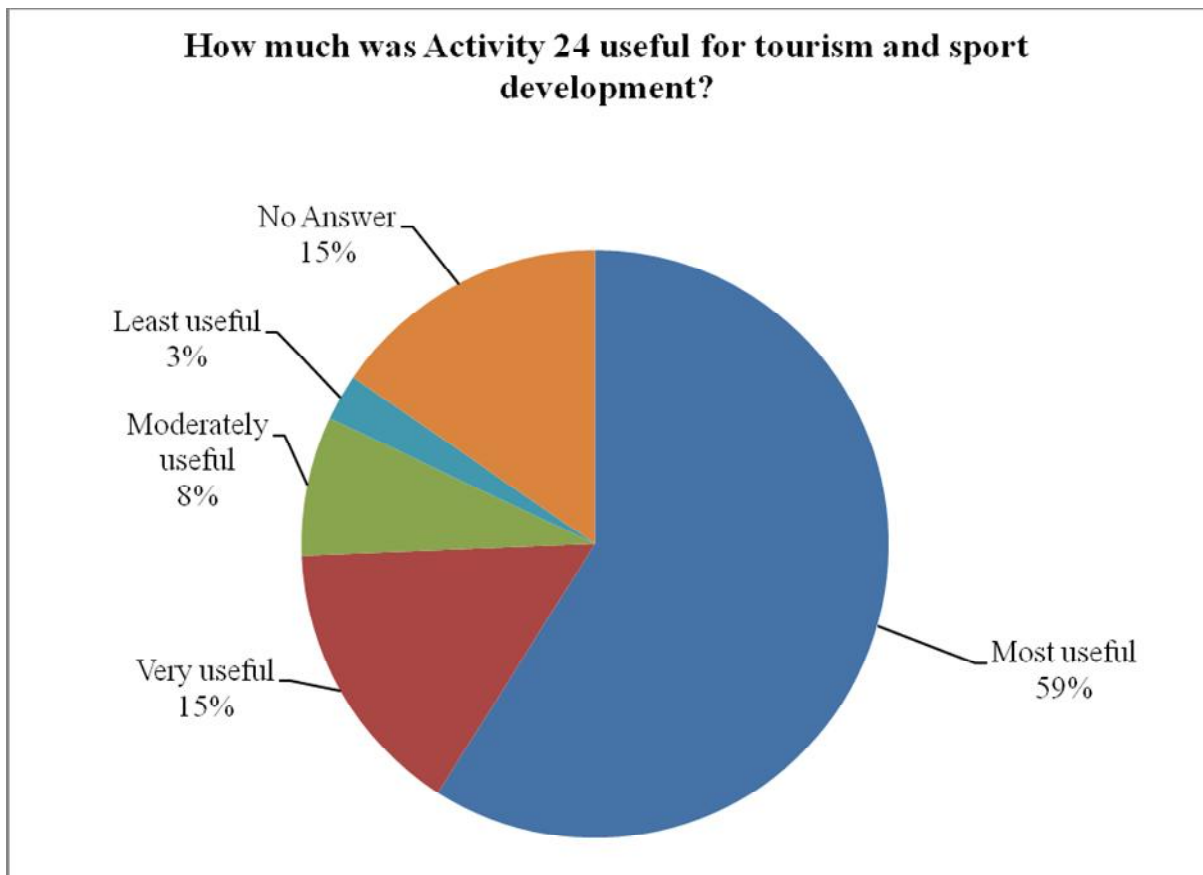
From the above pie chart, Activity 22 Group Presentation was rated based on tourism and sport development criterion as follows.

- 59% rated as the most useful
- 18% rated as very useful
- 15% said no answers
- 5% rated as moderately useful
- 3% rated as least useful



From the above pie chart, Activity 23 Farewell Party / ASEAN+3 Night were rated based on tourism and sport development criterion as follows.

- 67% rated as the most useful
- 13% rated as very useful
- 15% said no answers
- 5% rated as moderately useful



From the above pie chart, Activity 24 “Unity within Diversity” Performance was rated based on tourism and sport development criterion as follows.

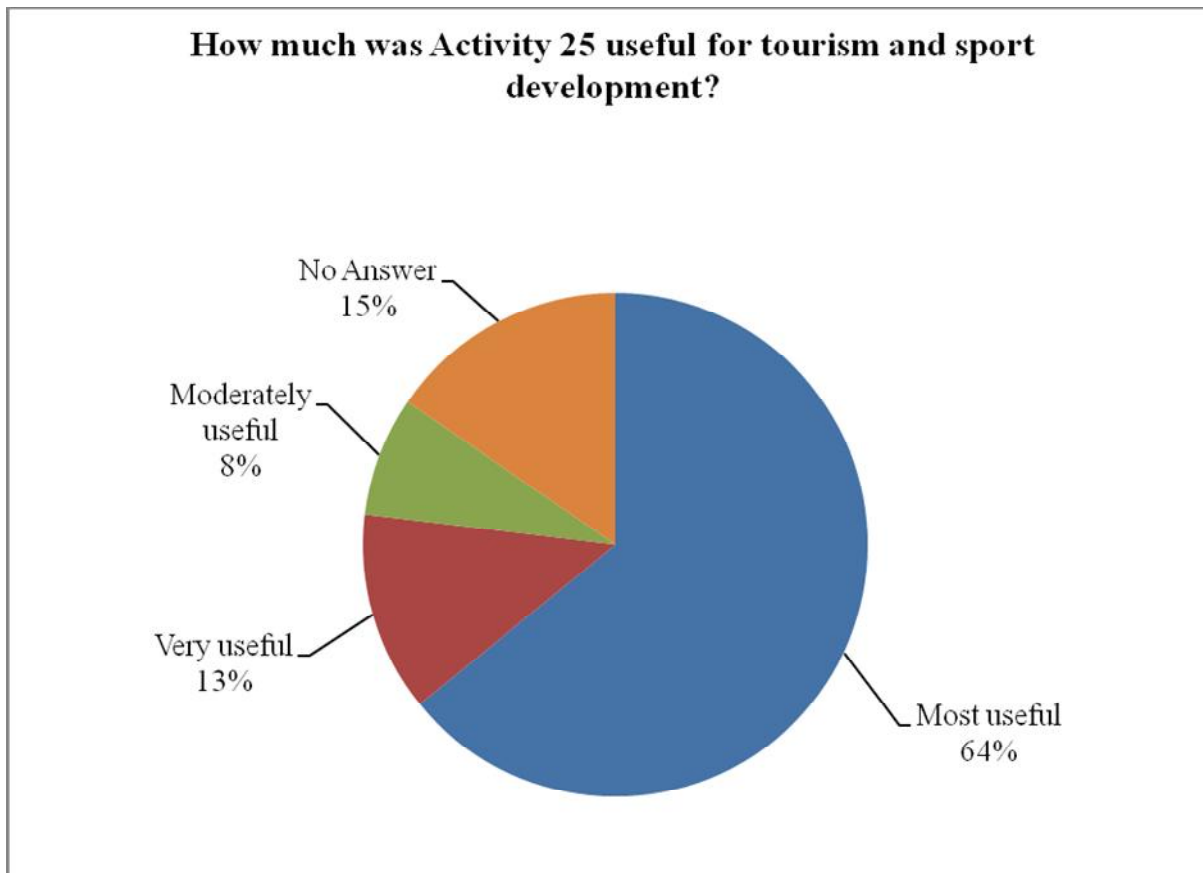
59% rated as the most useful

15% rated as very useful

15% said no answers

8% rated as moderately useful

3% rated as the least useful



From the above pie chart, Activity 25 Certificates Awarding & Closing Ceremony was rated based on tourism and sport development criterion as follows.

- 64% rated as the most useful
- 13% rated as very useful
- 15% said no answers
- 8% rated as moderately useful

Other Comments

1. Very thankful for this opportunity made friends and enjoyed it so much looking forward to meeting them in the future and to actually make all the proposals come to life. ASEAN+3 way to go!

The best summit I have ever been to keep it going.

2. Well organized!

3. Overall, is good. I really enjoy this camp. If I have an opportunity, I would like to come back here. I think this is a very interesting camp. I have shared ideas with friends from ASEAN+3 and I have got a lot of valuable skills about Tourism and Sport. Lastly, I would like to thank all coaches for taking care of us all 8 days. It was a very good time for me.

4. Should have more good management at hotel. Create more fun. Equitability.

5. Overall, it was a good summit Approach was towards Generation Y. The participants enjoyed the summit and gave concentration as well. I strongly believed that this 2014 batch going to contribute a lot for the ASEAN+3 tourism sector. I loved and thanked the Thai people for giving us a very warm welcome. I feel so close to home here. Will pray for the King of Thailand.

6. Everything is fine and great. I just add one thing about Thailand's students who were not really active, helpful. They did not connect to the other countries. They played, talked and went together but other students from other countries. They did not get on well. Their English was not really good. I hope you can improve that in the next project. Thank you. Have a nice day.

7. Really glad I can take part in this activity. I hope I can see you guys next year.

8. Good Job!

9. Did a great job. Keep going for it.

10. Love you! I had a wonderful time here. Thank you, Popcorn Production!

11. This program makes me learn a lot for the diversity all over the world. But there is something I would like to be changes. The schedule should be adjusted as the program is really tight.

12. Congratulations for a job well done and thank you for the wonderful experience. See you again!

13. I truly enjoy the whole parts of this ASEAN+3 Tourism Students Summit but I hope that the schedule will not be crowded as this time.

14. A good program should continue.

15. Do it every year! Thank you for the priceless experience.

16. Every single thing is just awesome. Only one may be next time, choose a good hotel. The Royal River Hotel is for western. Nongnooch resort does not have a lift, consider me bring so many stuffs. Thanks. All is great actually!

15. An awesome knowledge, experience, creative, innovative, culture and values are achieved. An opportunity that cannot be missed by anyone. Customer service is excellent from the organizer and the staff involved. Shipping at the market should arrange with the bus. Just drop off at the market so that everyone just go to one place. Excellent job.

16. I think that the groups should have almost equal members. Some groups are too big and some are too small. More information should be given before selecting a group leader especially expectations and responsibilities. Our group leader is not responsible and members are at a loss on what to do as he is absent during some important meetings and events. I think the last few nights at the hotel. We should mix and switch roommates rather than only staying with our own friends. Coaches are extremely helpful and loving. Thank you! Food is always served cold. Hope to get warm food. I like the photo and VDO team. They are friendly and extremely helpful.