



February 12-27, 2015



Activity News Report

**Seminar on "Integrated Management Capacity Building for ASEAN Community"
Tourism and Sport Organization Network Integrated Management Development
Project for Entering ASEAN Community
At Lanna civilization and the northern tourism cluster**

Ministry of Tourism and Sports of Thailand cooperated with Suan Sunandha Rajabhat University and Foundation for International Human Resource Development (FIHRD) to organize Seminar on "Integrated Management Capacity Building for ASEAN Community" Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community at Lanna civilization and the northern tourism cluster on January 20-23, 2015, Chiang Rai, Thailand.

On January 20, 2015, this activity started with the opening ceremony.

Miss Pranpriya Polyiam, Chiang Rai Tourism and Sport Office delivered the Welcome Address.



Mr. Promchote Traivate, Bureau of Policy and Strategy Director, Ministry of Tourism and Sports of Thailand presented the Report to Chairman.



Dr. Patanachart Kridiborworn Director-General, Department of Physical Education, Ministry of Tourism and Sports of Thailand delivered the Opening Address.



After that, Prof. Dr. Chira Hongladarom presented Introduction to the background of Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community and Orientation on Participative Integrated Management Capacity Building Guideline Development among ASEAN.



Next, there was Case Study on Tourism and Sport Organization Network Integrated Management Capacity Building for ASEAN Linkage by GMS delegates.



Later, Dr.Patanachart Kridiborworn, Director-General, Department of Physical Education presented the Keynote Speech on Tourism and Sport Development Direction towards ASEAN+.



Welcome Dinner was organized at the end of the day.



On January 21, 2015, there was the Mekong River Cruise and Learning about the Mekong River Civilization and GMS Countries Relation.



The delegation visited historical sites and paid respect to holy sites of Chiang Rai.





The delegation went on the study visit to Tea Oil and Plant Oils Development Center, the Chaipattana Foundation, Chiang Rai.



Khantoke Dinner was organized at Saban Nga Restaurant at the end of the day.



On January 22, 2015, this activity started with Panel Discussion on Sustainable Tourism and Sport Development in ASEAN+ which comprised of 3 sub-topics as follows.

Presentation on Sustainable Tourism and Sport Development in ASEAN: Community-based Tourism Management

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



Presentation on Tourism Business Network for Sustainability in ASEAN

by Mr. Sangiam Ekachote
Managing Director, Breakaway International Ltd.



GMS Successful Network Creation Case Study

by Mr. Kris Dhiradityakul

Operations Manager, Mekong Tourism Coordinating Office (MTCO)



Prof. Dr. Chira Hongladarom was the moderator.



In the afternoon, there was a Workshop on Promoting Ethical Capital in Tourism and Sports among ASEAN+ by Prof. Dr. Chira Hongladarom.



Next, there was a Workshop on Tourism and Sport Organization Network Integrated Management Capacity Building Guideline Development among ASEAN+.



Traditional Farewell Party was organized at the end of the day.



On January 23, 2015, this activity started with Class Chairman and Committees.



Assoc. Prof. Dr. Pham Truong Hoang, Head of International Cooperation Department, Lecturer of Faculty of Tourism and Hospitality, The National Economics University, Vietnam and Head of the Vietnamese Delegation (fourth from left) was elected as the Class Chairman.

5 Vice Chairpersons were as follows (from left).

Mrs. Suwanna Doty, Head of the Thai Delegation

Mr. Phouthone Dalalom, Head of the Laotian Delegation

Mr. Aung Din, Head of the Burmese Delegation

Ms. Kun Chanbeauty, Head of the Cambodian Delegation

Mr. Chui Tsz Shing, Head of the Chinese Delegation

After that, there were presentations on Tourism and Sport Organization Network Integrated Management Capacity Building Guideline Development among ASEAN+ by All groups of Delegates.



Comments by

Prof. Dr. Chira Hongladarom

Mr. Tumnong Dasri

Dr. Chiradej Diskaparakai



Later, there was Certificates Awarding Ceremony.








Next, Mr. Aung Din, Head of the Burmese Delegation and the Class Vice Chairman delivered speech on behalf of the GMS delegates.



Finally, Prof. Dr. Chira Hongladarom delivered the closing remark.



Please follow Chira Academy's Medias for knowledge development.

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

Special Thanks to



STOCK *Review*



Human Talk Radio Program

Human Talk Radio Program: Lessons from GMS and ASEAN Development Seminar Episode Broadcast on Sunday 25 January 2015

While this radio program was being recorded, Prof. Dr. Chira Hongladarom was on the Maekhong Delta Cruise along the Mekong River from Chiang Saen. He was taking the delegations from 6 GMS countries like Myanmar, Laos, Cambodia, Vietnam, Thailand and China on study visit. Prof. Dr. Chira Hongladarom organized tourism and sport activities. This was an opportunity for continuous works. In this project, the participants stayed in Chiang Rai. They got on vans to Chiang Saen Pier for Maekhong Delta Cruise, a large yacht for about 100 passengers. Then, they had lunch cruise. On this cruise, Khun Manop also welcomed the group.

This was a follow-up project as the third phase. In the first phase, the research on tourism and sport sectors preparation for AEC was conducted. In the second phase, this knowledge was publicized to many clusters or groups of provinces in several regions. This year, Thailand runs “2015 Discover Thainess” campaign. Our strength is Lanna and Golden Triangle scenery. Instead of land transport, we went sightseeing on cruise. In this project, there were delegations from 6 countries. Each country comprised of 3 groups of stakeholder: 1 academic, 1 Ministry of Tourism civil servants and 1 entrepreneur.

This project was opened on January 20, 2015. The Director General of Department of Physical Education represented the Minister of Tourism and Sports. This time, the delegations had an opportunity to go on study visit. They wanted to create international tourism and sport network among GMS countries. Thai delegation came from clusters developed by Prof. Dr. Chira Hongladarom. Some came from the East like Chantaburi and Rayong. Some came from remote areas like Phuket and Songkhla. Some came from the central region. This was a short seminar which lasted only 4 full days. There were not many participants so they could be close to one another. The scenery of the North was very charming for supporting ASEAN Community. Chiang Rai should be strategic point. This cruise was excellence.

GMS must be continuously linked to maximize the benefit. After finishing cruising, there were seminar and recommendations on future networking. For example, a Burmese delegate said when Thailand became the network creation leader, Myanmar would like to have academics, civil servants, local leaders and entrepreneurs to work together as network.

From this radio program recording, it reflected that IT on the Mekong River worked well. We can come by bus or boat to the Golden Triangle. Khun Manop who took care of the group on cruise said if Thais were interested in cruising to the North, there was another route to Xishuangbanna. This yacht could cruise along the Mekong River as far as 300 Kilometers and anchored at a China’s pier.

Some ASEAN delegates were Prof. Dr. Chira Hongladarom’s former networks while he was working on behalf of Foundation for International Human Resource Development (FIHRD) serving Ministry of Tourism and Sports. Among the Burmese delegates, there was a professor from Yangon University who used to visit FIHRD during the study visit on tourism education at Silpakorn University, Thammasat University and Mahidol University. Now,

Myanmar tourism is greatly expanding so they demand for human resource. Sometimes, investment in human resource in Thailand is difficult because public and private sector leaders expect short-term benefits from tourism. Therefore, they focused only on tourism attractions. If they do not emphasize on people, they cannot win.

Another topic which Prof. Dr. Chira Hongladarom presented on the next day was ethics. People's ethics in tourism sector is a problem. Some are greedy. Some release waste water into the sea. Some do not protect environment. Some craze for money. Finally, they will not achieve sustainability.

Another topic which was research finding and presentation topic by the Director General of Department of Physical Education was sport tourism. Tourism and sport relationship should be promoted together. Chinese delegation said that Beijing Olympic Games could attract a lot of tourists so tourism and sport should go together. The Director General of Department of Physical Education cited the case study of Asian Beach Games in Phuket. There was a conclusion that there were increasing 50,000 tourists. After Beijing Olympic Games, there were 800,000 visitors including tourists and 5-star hotel guests. The Director General of Department of Physical Education said that, in the future, Thailand will organize the bicycle racing across the Mekong River called "Tour de Khong". This Director General of Department of Physical Education used to be an athlete. He said that, one day, Thailand would host Formula One which Singapore hosted. Prof. Dr. Chira Hongladarom would like to get permission from the Ministry of Tourism and Sports to visit GMS countries to promote good relation.

Besides natural tourist attractions, new tourist attractions are local wisdom and culture can be developed as a selling point. If we do not take care of Samui and Phuket, they will disappear one day. Community-based tourist attraction standard must be upgraded with the support by the Government. They need to have road construction. Besides backpackers, high-end tourists must be covered. Some have high income and can live with standard service instead of 500-Baht daily rate home stay with poor standard restroom. In the next 10 years, ASEAN must cooperate to establish cultural tourist attraction. A Vietnamese said we needed training for people to understand UNESCO. World Heritage can arise in many places. Thailand has Sukhothai, Ayudhaya and Kampangetch. We need to develop more in the future. We need to get permission from UNESCO to have more of these tourist attractions. He said that, instead of focusing on one country UNESCO training must be done by ASEAN cooperation. Human capital development for tourism and sport capacity building must be continuously done. This cooperation will lead to future cooperation.

For networking, the most important network is ASEAN network. At ASEAN level, instead of public sector meeting, there should be academic and people level meeting. Local leaders in Thailand like administrative organization leaders and TAO leaders have poor language skill. This seminar involved local leaders from all groups. When they experienced tourism and sport, they were brave to speak. To be good at English, they need to practice to become fearless of English. The Southern Muslim leaders who are brave to speak English can link with other countries.



Kid Pen Kao Pen with Dr. Chira TV Program

Kid Pen Kao Pen TV Program Column was written to summarize interesting points of this program. On Thursday 12 February 2015, this program broadcast ASEAN Citizens-World Citizens Episode.

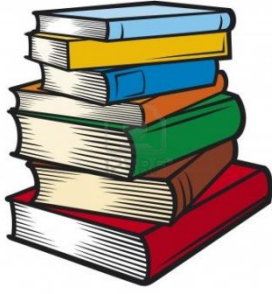
As a Roadmap Session presented ASEAN citizenship. According to Prof. Dr. Chira Hongladarom, General Prayuth Chan-ocha clearly said that that National Peace and Order Maintaining Council and the Government had to seriously pay attention to ASEAN. He assigned Permanent Secretary, Ministry of Education. Then, the Permanent Secretary, Ministry of Education assigned Bureau of International Cooperation to take care all of these such as ASEAN, APEC and UNESCO. Prof. Dr. Chira Hongladarom has been working with Bureau of International Cooperation, Ministry of Education for a long time. They organized large seminar in the morning where he joined. H.E. Admiral Narong Pipatanasai, Minister of Education presided over the opening ceremony. Ms. Duriya Amatavivat, Director of Bureau of International Cooperation set up challenging agenda on education for supporting ASEAN. Instead of what aspect of ASEAN education will support, she asked “Why we do become ASEAN as we are Thai and ASEAN citizens after joining ASEAN?” Besides ASEAN citizens, we are in the world so we are world citizen. We must drive Thailand and ASEAN to sustainability. When Prof. Dr. Chira Hongladarom got this opportunity I said that, in ASEAN, we should not neglect Thainess. We are still Thai. When we gather, we are also ASEAN citizen. It is called “Unity within Diversity”. Among ASEAN members, Laos, Myanmar and Cambodia differ. We have unity because we have economic, trade, investment and tourism linkages. Then, we have cultural and security linkages. Therefore, Thais must be ready to fully become ASEAN member. Thais’ weakness is communicative language skill. Another weakness is the lack of learning culture. We do not pay attention to learning about other countries.

Prof. Dr. Chira Hongladarom recommended Bureau of International Cooperation to set up simple story presenting culture and interesting things about each ASEAN country and publicize it on Smartphone. Besides Smartphone, they should let their students to have interactive questions and answers. This can help them understand better. We must firstly understand diversity that the Southern Thais are Muslim and Filipinos are Catholic. The diversity is not conflict but becomes unity. Therefore, ASEAN must join the world and strongly live in the world. There are some external influences. One example is the King’s Sufficiency Economy. ASEAN economy is only 3% of the world’s GDP. However, ASEAN strengths are culture and monarchical system. In the former episode, Dr. Chiradej Diskaprakai said that His Majesty the King helped the hill tribes lessen opium growing. Afghanistan uses this as model for development. It reflects that Thailand can have influence on other countries in the world. Meanwhile, Thailand must learn from the world. The examples are innovations and Japanese punctuality. Thailand must learn how to fight with corruption from other countries. We must cooperate with one another to solve religious, economic, environmental and global warming conflicts.

Now, Thailand's top priority is education. It is not formal education in school but non-formal education like self-study to improve ourselves. This is learning culture and taking that knowledge to solve problems and create value added.

In 8K's+5K's for Human Capital Development Session, Prof. Dr. Chira Hongladarom presented Sustainability Capital. It means that individual current behaviors should enable them to survive in the long run. When they survive, they must expand. The growth during bubbled economy was not sustainable because Thailand borrowed money from other countries. We thought that the interest which we saved from overseas could help us survive. However, the exchange rate was not fixed. We borrowed at exchange rate of 25 Bahts a dollar but had to pay back at exchange rate of 50 Bahts a dollar. In the U.S.A., Subprime was in Hamburger Crisis. Financial business allowed private sector and people to buy the real estate. Prime was good customer. Sub was low quality customer. When low quality customers were approved loan, they became NPL. His Majesty the King warns that whatever we do, on the left is morality and ethics and on the right is knowledge. If Thais have morality and ethics on the left, knowledge and learning culture on the right, reasonableness, risk management and moderation on the above, the bubble will not burst. They do not have to hurry to be rich. They do not have to hurry to borrow. I am influenced by his teaching that, whatever we do, if we are smart, ready and good, we will not have problem in the future. Thais especially the new graduates become in depth due to overspending. They have knowledge from universities. They do not search for more knowledge. They should focus on long-term survival. The important thing is that when we have morality and ethics, we must also have wisdom. The wisdom must come after morality and ethics. If our friends are our well-wishers who provide useful suggestions, we can sustain.

Sustainability is a K which is important for our lives and country. We should apply His Majesty the King's Royal Initiatives.



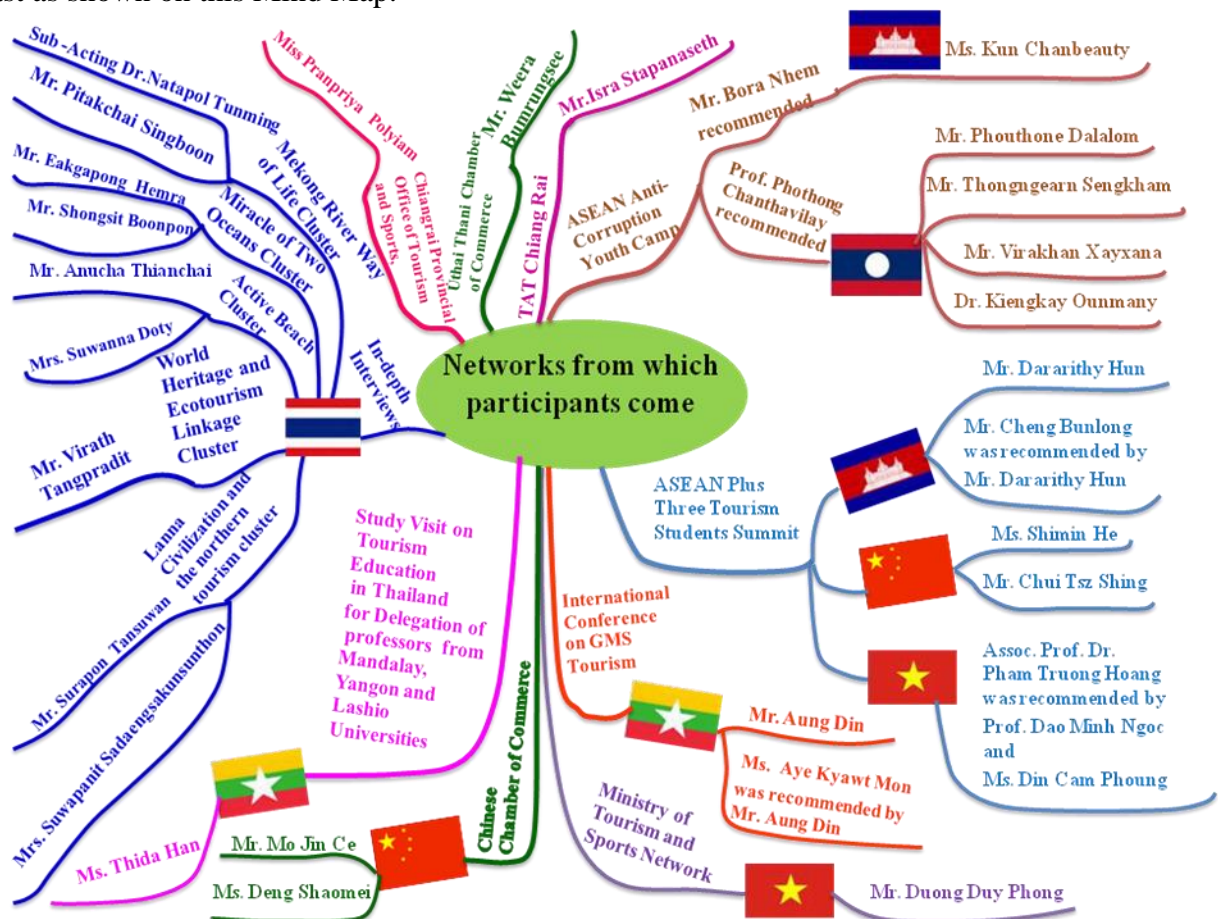
Prof. Dr. Chira Hongladarom's Concepts

C&E Theory

Prof. Dr. Chira Hongladarom's Concepts Column of this newsletter would like to present C&E Theory comprising of these components.

Connecting

Seminar on "Integrated Management Capacity Building for ASEAN Community" of Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community is a good example reflecting that 6 GMS countries like Cambodian, China, Laos, Myanmar, Thailand and Vietnam are connecting with one another. The participants from each country came from the networks connecting with FIHRD in the past as shown on this Mind Map.



The organizers created Seminar on “Integrated Management Capacity Building for ASEAN Community” blog on (<http://www.gotoknow.org/posts/584135>), the activity Fan Page on (<https://www.facebook.com/pages/Integrated-Management-Capacity-Building-for-ASEANCommunity/1539192439690921?pnref=lhc>) and set up the participant line group called (Tourism and Sport GMS) as channels for connecting and linking to all of the participants during and after this activity. The objectives were to promote good relationship with one another and continue follow-up projects with sustainability.

Engaging

This activity promoted all 4 tourism stakeholder groups like public, private, academic sector and local community to engage. Therefore, the participants came from these 4 groups. Besides, the organizers surveyed the participants on the 4 stakeholders groups as their current network and the future network they would like to involve in tourism sector work.

Current GMS tourism sector network are as follows.

Public	Private	Academic	Communities	Others
1.Ministry of Tourism 2.Ministry of Environment 3.Ministry of Culture	1 Business Entrepreneurs Travel Association 2. Association of Tourism Heritage Guides	1.Tourism Training Center 2. National College 3.Universities 4.Tourism researchers 5.Chira Academy 6. Srivikorn School	Villages	International Development Cooperation Organizations like 1.UNESCO 2.ILO 3.WWF 4.JICA

This table reflects that organizations which are directly and indirectly responsible for tourism sectors have been engaging in GMS tourism sector work. An interesting group is international development cooperation organization group which has already engaged in working with GMS tourism sector. This is a good basis for promoting international and regional cooperation.

The groups which GMS tourism sector wants to engage in work are as follows.

Public	Private	Academic	Communities
Ministry of Education	1. Ecotourism Societies 2. Real Estate Agencies in Thailand	Universities or Colleges in ASEAN	1. Community-based Tourism Destination Network 2. OTOP villages in Thailand 3. Ethnic groups in Chiang Rai and Chiang Mai

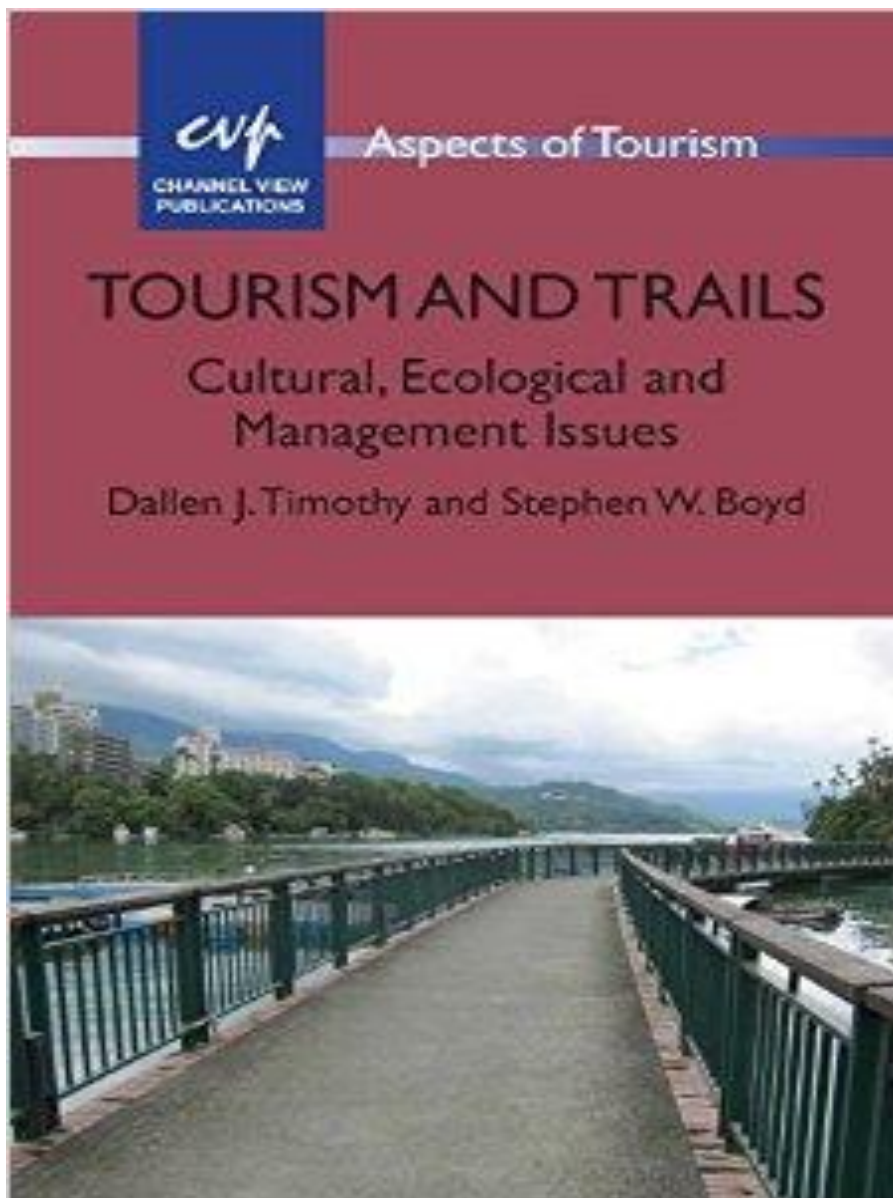
This table reflects that GMS tourism sector wants to engage universities or colleges in ASEAN to engage in work. Another interesting point is that GMS tourism sector wants several groups of communities to engage like Community-based Tourism Destination Network, OTOP villages in Thailand, ethnic groups in Chiang Rai and Chiang Mai and organization in other sectors like Real Estate Agencies in Thailand.

In conclusion, C&E Theory is an important theory for promoting good relationship and cooperation at individual, organizational, national and international levels because it is a starting point like connecting and how to make it successful as engaging all groups.



Recommended Book

Tourism and Trails, Cultural, Ecological, and Management Issues



On the occasion of the Seminar on "Integrated Management Capacity Building for ASEAN Community" of Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community, this column would like to recommend a book which matches this activity and is useful for tourism development. This book is called *Tourism and Trails, Cultural, Ecological, and Management Issues* by Dallen J. Timothy and Stephen W. Boyd.

Trails and routes have been necessary for travel and tourism over the centuries, promoting the development of the basis of mobility patterns of the past and the present.

Today, linear corridors remain essential for travel both as transportation passageways and as attractions and resources for tourists and recreationists. They offer a variety of cultural and nature-based opportunities, which many communities and regions throughout the world are starting to make money and devote their efforts to marketing.

In most cases, trails and routes are regarded by destinations as a tool for natural and cultural environment protection, promoting community members' participation in decision-making, gaining increasing supporting budget and tourism income, and elevating the standard of living residents through job creation and the development of a resource they too can use for enjoyment or transportation purpose.

This book starts with the overview of kinds of linear resources that are important tourist attractions and recreation resources and investigates different types of trails, their influences on the attractions system and important matters of scale that help define linear routes and trails.

The definition of trails in this book is quite broad and covers all natural or manmade linear corridors in rural or urban areas set up as trails, paths or routes for the use of recreationists, tourists or travelers regardless of their means of transportation. Thus, the description includes many scales and goes beyond perfectly a natural area definition to cover cultural areas, cities, the countryside and other types of transportation besides foot or bicycle.

This book focuses on lines, or linear resources, with the presentation on that point of attractions and small areas can also be part of wider linear spaces. With respect to scale, a discussion is then presented on trails and routes that range from what can often be termed mega trails covering, many thousands of kilometers to very short walking trails. The various settings of routes and trails are introduced, forming the basis of more in-depth discussions in later chapters on heritage, nature and mixed trail corridors in both urban and rural contexts.

This book ends with presentation on conceptual model for consideration, the supply and demand characteristics of routes and their settings, scales, types, managerial structures and their wider macro policy environment.

The book will be useful for both researchers and students who want to learn more about cultural heritage-based tourism, recreation and leisure studies, landscape and change, human mobility, geography, environmental management, and broader interests in destination planning, development and management.



Special Article

Learning from GMS Friends' Tourism Sector

In Seminar on "Integrated Management Capacity Building for ASEAN Community" of Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community, GMS delegations presented interesting tourism sector case studies as follows.

Cambodia

The Cambodian delegation presented Case Study on ASEAN Clean Tourist City Standard Based on Cambodian Clean Tourist City Standard which focused on these objectives.

1. To increase quality of cleanness and green in all cities in the country through Clean City Competition Movement
2. To sustain the environmental resources and ecological system
3. To ensure security, safety, and welfare in any particular city for tourists
4. To foster and encourage all tourism organizations, restaurants, services , including accommodation, and tourism transports to be environmentally friendly

The Background of this Standard

This standard was initiated by Cambodia based on the Cambodian Clean Tourist City Standard. It was approved and supported by ASEAN Tourism Ministers during the ASEAN Tourism Forum 2012 in Indonesia Its audition process called "Training on Master Auditors and Pilot Testing of ASEAN Clean Tourist City Standard" was recently held on September 25-27,2014 in Phnom Penh Cambodia. It was presented for adoption on ATF2015 in Myanmar

Assessment Criteria consisted of 7 indicators with 108 criteria as follows.

1. Environmental Management -28 criteria
2. Cleanness – 16 criteria
3. Waste Management – 20 criteria
4. Awareness raising about environmental protection and cleanness – 9 criteria
5. Green Space – 5 criteria
6. Health safety, security and urban planning – 12 Criteria
7. Tourism Infrastructure and Facilities – 18 criteria

These are **Supportive Missions and Activities at National Level.**

1. Yearly Clean Tourist City Competition Movement
2. No Plastic Bag Campaign held at all shopping centers in Phnom Penh, Cambodia, from August 1st to 31st, 2014
3. Beach Clean-up Day in all coastal areas of Cambodia
4. Workshops on awareness on environmental preservation and Clean City Competition

These are **Future Supportive Missions and Activities at ASEAN Level.**

1. ASEAN Clean Tourist City Competition Movement
2. ASEAN No Plastic Bag Campaign
3. ASEAN Beach Clean-up Day
4. ASEAN Workshops on awareness on environmental preservation and Clean City Competition

China

The Chinese delegation presented Case Study on Impacts of Beijing Olympic Games on tourism sector of China as follows.

China has plenty of tourism and sport examples such as World Formula 1, Olympics, etc. There is a huge potential about sport tourism and it can be broken down into five main categories: attractions, resorts, cruises, tours and events. With these potentials they can bring a big impact into the country.

Before the Beijing Olympic started not much, people think that how big is the impact that Olympic game can bring to different areas in China. Chinese government has used large amount of resources to build different stadiums for the Olympic such as Beijing National Stadium, Beijing National Aquatics Center, etc.

According to Xinhua, Beijing recorded 6.52 million tourist arrivals, including 382,000 from abroad, during the Olympic Games. Scenic sites in the city reported total revenues of 162 million Yuan (23 million U.S. dollars), according to the joint monitoring by the Beijing Statistics Bureau, the National Bureau of Statistics' Beijing survey team and the Beijing Tourism Bureau. The results showed key attractions such as the Forbidden City, the Summer Palace and the Great Wall each received more than 230,000 tourists during the Olympic Games. Star-level hotels accepted around 80,000 guests each day. The five-star hotels had an occupancy rate of 81 percent with an average price of 3,604 Yuan (525 U.S. dollars) per room per day.

After the game, Chinese government had decided to use the stadium for different purposes such as rent out the stadium for Brazil vs Argentina football match. Now, part of the National Aquatics Center has been turned into a water park which attracted nearly 2.1 million visitors in 2011.

For Sustainable development in China, healthy sports tourism should ideally support and enhance the social cultural dimension of the community and maintain the balance of society, economics and environment.

□ Culture, Nation, Sports, Integrated, Create or building Brand are 4 complementary and optimize resources in term of form and scale complementary, time series complementary, natural and human and sports resources complementary and sport tourism resources and geographic differences complementary.

According living resources, culture and nation differences to design sports tourism products point to point development, center radius development, area communicate and network development.

There are researches on consumer behaviors, sales techniques, environment management and building tourism and sports tourism brand by using creativity.

Laos

The Laotian delegation presented Laos tourism sector potentials and sustainable tourism development case study as follows.

Laos has great tourism potentials based on its excellent cultural, natural and historical assets. Laos has 49 hospitable ethnic groups with diverse lifestyles, cultural practices and customs living together in peace and harmony.

Laos has total of 1,493 designated Tourist Attractions. There are 435 Cultural Sites, 849 Natural Sites and 209 Historical Sites. 364 sites are currently opened for business

Laos has Two World Heritage Sites: Wat Xieng Tong, Luang Prabang and Wat Phou, Champasak. European Council on Tourism and Trade (ECTT) awarded Laos as the World's Best Tourist Destination for 2013.

The number of Tourist Arrivals to Laos by Region 2010 – 2013 was 3,779,490. Most tourists come from GMS countries. Revenue from Tourism 2013 was 595,909,127 U.S. dollars.

For tourism network creation, Laos has information exchange with Phayao University and Khon Kaen University to prepare Laos for AEC. These universities offer scholarships to Laos. Laos also has international tourism network with ADB, PATA and UNWTO.

For sustainable tourism development, Laos emphasizes on ecotourism, community-based tourism and human resource development as follows.

1. Ecotourism

Laos will become a world renowned destination specializing in forms of sustainable tourism that, through partnership and cooperation, benefit natural and cultural heritage conservation, local socio-economic development and spread knowledge of Lao's unique cultural heritage around the world.

2. Community-based tourism (CBT)

It comprises of home stay, trekking, F&B services, handicraft and local guide service.

3. Human resource development

Laos prepares for AEC by human resource development based on Mutual Recognition Arrangement (MRA) on Tourism Professionals. Laos has 7 ASEAN Master Trainers and Assessors and 9 Assessors. At the national level, Laos has 34 Master Trainers and 36 Assessors.

Myanmar

The Burmese delegation presented situation, human resource development and challenge of tourism sector in Myanmar as follows.

Tourism Situation Overview

In 1990, the Hotels & Tourism Law was enacted. According to the law, the private sector was allowed to participate in hotels and tourism business.

Tourist arrivals from January to May, 2014 were 1.02 million and tourism income was US\$ 552 million.

The estimated tourist arrivals in 2015 are 3 million.

The average travelling day in Myanmar per tourist is 7 days and the expense is US\$ 145 per head.

The expected tourist arrival in 2020 is 7.5 million.

According to CNN, Myanmar will be the best tourism destination in 2015.

Myanmar tourism sector has very high growth after the opening up of the country. This leads to the establishment of many hotels. Nay Pyi Taw, the new capital of Myanmar has a lot of income after SEA Games. Nay Pyi Taw SEA Games promoted sports to become popular. Golf competitions are organized.

Chinese and Thai tourists are top visitors to Myanmar. Hotel rooms in Myanmar are few comparing to the number of tourists. Myanmar has a lot of international airlines. There are not many local airlines in Myanmar but with high frequency. Ministry of Hotel & Tourism promotes sustainable tourism development in Myanmar.

Human Resource Development in Tourism Industry

In Public Sector

1. A proper hotel and tourism training centre was opened with the initiative of Myanmar Hotels and Tourism Services under the Ministry of Trade in 1982.
2. Basic Tourist Guide Courses are being implementing at the Hotels and Tourism training centre in Yangon.
3. Regional Guide Training Courses are also being conducted in States and Regions.
4. Hotel Training Courses at the Hotel and Tourism Training Centre of Kandawgyi have been conducted since 1993.
5. Ministry of Education started a post graduate diploma course for tourism in Yangon in 2005; then, extended to Mandalay.

In Private Sector

1. Myanmar Human Resource Management Institute (MHR) conducting Diploma in Travel, Tourism and Hospitality Management recognized by Association of Business Executives (ABE), UK.
2. STI conducting diploma courses recognized by Queens field- International Business School, Australia.
3. Myanmar Accounting Academy (MAA) offered “Diploma in Tourism and Hospitality Management” recognized by Singapore.
4. Summit Centre Development (SCD) Hotel School recognized by City and Guild, UK.
5. Star Resources train students joining the Hospitality Sectors.

Future Plan for HRD in Tourism

1. Ministry of Education is setting up a strategic plan to upgrade the Diploma and Bachelor courses in tourism studies and management.
2. Closer co-operations among tourism related academic institutions are sharing their experiences each other.
3. Organizing tour operators for their supports in integrated management capacity building activities.
4. Finding opportunities of funding sources as well as technical supports from international organizations for HRD.
5. Exchange programs for knowledge sharing among academic institutions.

Challenges for Myanmar Tourism Industry

1. Greatest challenges: lack of ability to respond and adapt the changes, especially at managerial levels.
2. High technology sector: insufficient knowledge in IT. And, poor situation of internet access.
3. Tourism curriculum: Needs updating regularly with inputs and supports of the Industry.
4. Limited capital to undertake the necessary programs for tourism development.
5. Weakness of tourism knowledge and awareness in the community.

6. Lack of trainings with upgraded information at public and private sectors.

Vietnam

The Vietnamese delegation presented experience in tourism personnel training cooperation with UNESCO as follows.

Tourism is important for World Heritage development. Training for World Heritage development by combining tourism, training, and World Heritage development became UNESCO Cultural Heritage Specialist Guide Program launched in 2005 by UNESCO Bangkok. There were many projects like this in Laos, Cambodia and other countries. There was tour guide Training for the Trainers for Vietnam, Thailand, Laos, Cambodia, Bhutan, Indonesia, China and Malaysia.

The outputs of this project are tour guides certified by UNESCO and national tourism organization in each country. The importance of this certificate depends on each country. In Xieng Khouang Province, Laos, tour guides are required to have this certificate. However, this certificate has not been required in Vietnam yet. From experience in joining the training program, this kind of project was organized in Vietnam 4 years ago.

Vietnam currently has 8 World Heritage sites and 10 intangible World Heritage entries. World Heritage is a very important resource for this region. Vietnam had a pilot project in a city. There were more than 100 participants with 120 certificates.

The expenses comprised on speaker compensation, study visit at actual sites, learning from World Heritage experts and Familiarization Trips.

The participants shared the feedbacks on this project. The tour guides were very interested in this project. Even though they had a lot of knowledge, this project formally and informally provided a lot of useful and accurate knowledge about World Heritage like Do's and Don'ts, updated information and information from scientific methodology. These are very important. The tour guides expected to gain more experience, work approach and tour guide skill for World Heritage. Local communities proposed to have this project specifically for one tourist attraction because they wanted tourists to understand and love World Heritage.

After this project, visitors from other places came for study visit. For World Heritage, people need to have good information. This kind of training improves skills and tour guide experience related to World Heritage. The project participants demanded for more curriculum for World Heritage tour guides. Tour guides must understand, love and preserve World Heritage. World Heritage tourism is not just an ordinary kind of tourism because tourists want to take knowledge to apply to tourism sector works. The project participants learn ASEAN and world cooperation. This project came from the global concept for those who focus on practice. Knowledge is very important. These people must be provided with knowledge. Besides, the authorities must be involved because they are success factors. Finally, stakeholders must be engaged and synergized to be future cooperation.

We can see that case studies presented by GMS friend are important lessons for Thailand to learn and understand to create proper cooperation with these countries to ensure win-win results which lead to good relation and sustainable development in the future.



FIHRD's Activity in Memory

GMS Projects

Besides the Seminar on "Integrated Management Capacity Building for ASEAN Community" of Tourism and Sport Organization Network Integrated Management Development Project for Entering ASEAN Community, Foundation for International Human Resource Development (FIHRD) organized projects for other sectors of GMS as follows.

Projects for Cambodia

Learning Forum on “Sufficiency Economy and the New Agricultural Theory in Cambodia” on 28-29 October 2002 at Phnom Penh, Cambodia



The follow-up project of the Learning Forum on "Sufficiency Economy and New Agricultural Theory in Cambodia" on December 1-10, 2003, Thailand



The Follow-up Project II Learning Forum on "Leadership Development in Sufficiency Economy for Agriculture Value Added" in Siem Reap, Cambodia on May 19-21, 2004



Project for China

Learning Forum on "Sufficiency Economy and New Agricultural Theory in Kunming" on March 14-15, 2006



Project for Vietnam

Learning Forum on "Sufficiency Economy and New Agricultural Theory in Ho-Chi Minh City, Vietnam" on September 29, 2006



Project for Myanmar

Learning Forum on "Sufficiency Economy and the New Agricultural Theory in Myanmar" on June 5, 2007



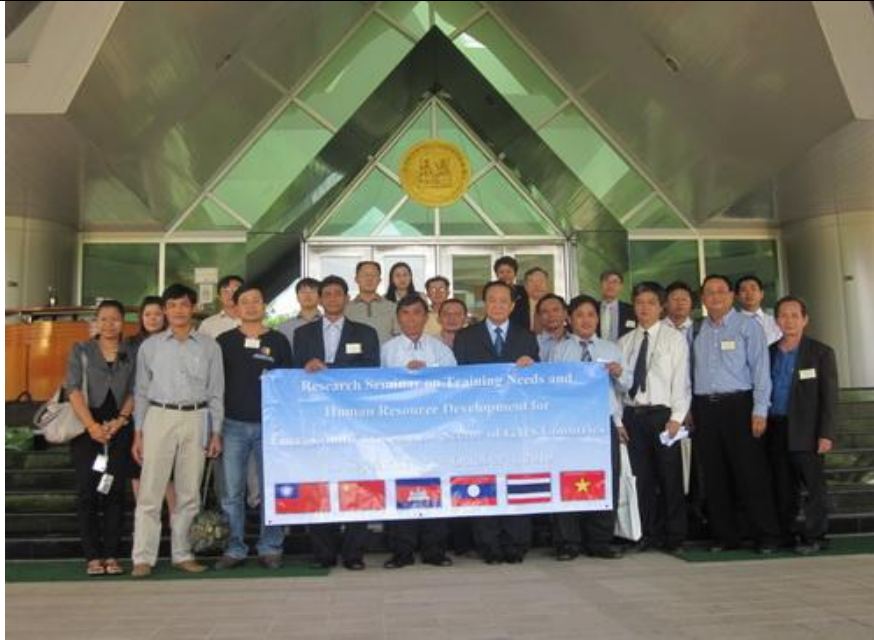
Projects for all GMS countries

Impact Study for GMS Countries. In 2005, Foundation for International Human Resource Development cooperated with Khon Kaen University and Chiang Mai University



Projects for Energy and Environment Sector

2010 (Year 1) Research Seminar on Training Needs and Human Resource Development for Energy and Environment Sector of GMS Countries on September 28 - October 4, 2010



2011 (Year 2) Intensive Workshop on Energy and Environment Sector Cooperation among GMS Countries (Phase 2) on May 17- June 5, 2011 in Thailand



2012 (Year 3) International Conference on Energy and Environment Sector Cooperation of the GMS Countries (Phase 3) on May 19-28, 2012



These projects not only build capacity for sectors which Foundation for International Human Resource Development (FIHRD) organized, but can also be network integrated with tourism sector. In community-based tourism, tourism sector has to work with local communities who live on agriculture. In sustainable tourism, tourism sector has to work with energy and environment sector to preserve natural resources and environment. The abundance of natural resources and environment can always attract and support tourist arrivals. This promotes sustainability in tourism.

In addition to shifting paradigm in tourism integration among 4 groups of stakeholders like public, private, academic sectors and local communities directly related to tourism, it becomes integration across sectors and generates Value Diversity.

Carefully study the Eastern Leader like China's Xi Jinping.

I mentioned about leaders several times. Last time, I pointed out that Obama made a wrong decision to be absent from ISIS protesting parade to show a peaceful stand point in Paris.

Obama's Global popularity decreased despite the improved domestic popularity due to improved unemployment and U.S. economy.

France's Hollande has been suffering economic crisis. Euro plunged to the lowest point during the past 7 years. However, his bravery against violence greatly improved his domestic popularity from 22 to 40%.

Why do I often mention about leaders? Leader is a crucial success factor for human capital. Leaders must lead people. People are the most important asset of the society. If the leaders have low quality, the society will get into troubles.

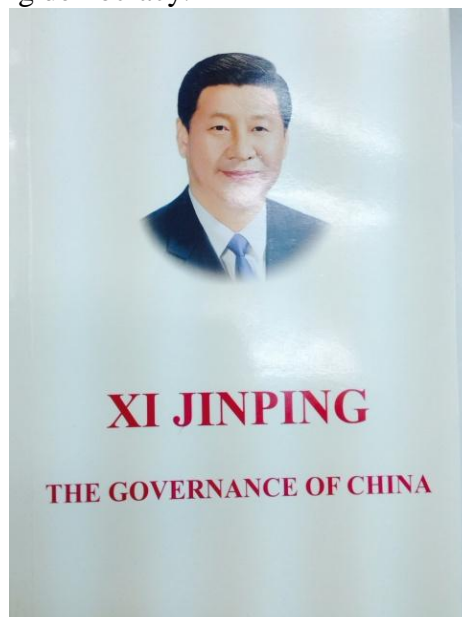
For example, 49-day Prime Minister Yingluck could not lead but also a bad model. She mispronounced Thai words by reading "Concrete" as "Kho-Nok-Reet". She read "Welcome" as "Overcome" and embarrassed Thailand.

This week, I would like to cite a leader who should be a good role model like China's Xi Jinping.

There are several points to be discussed.

-The future world won't rely on the West only. We must also look at Asia especially the East. China understands that coup d'état in Thailand is an interior affair. However, the U.S. and Europe hate it because they think that only election is the world standard.

-Election leads to serious cheating with law violation. It is not a good solution for Thailand because it is cheating democracy.





**“Xi Jinping: The Governance of China” Book
From the picture, Xi Jinping is a family man who is down-to-earth
and gets along well with people.**

This time, Xi Jinping book was published in English. I gave it to many people. I have recently given it to Mr. Chuan Leekpai, former Thai Prime Minister. This book helps me understand more about leader like Xi Jinping’s roles.

This book focuses on Xi Jinping’s speeches on several occasions.

I think that he is a leader who has thinking ability. Some Thai leaders let their staffs draft their speeches. The contents of can be profound practical approaches.

I would like to summarize 4-5 main points.

-He has good background. He studied engineering and became leader. He has scientific thinking unlike most Thai leaders who lack systematic thinking.

-While he was young, he was painful. Due to political problem in China, he was sent for internship in the rural area. He lived with local people and became down-to-earth. He saw the reality of the society. He is different from former Prime Minister, Abhisit Vejjajiva is good but does not know deeply about society and Thai ways of life.

-He has good principles and practical approaches. The success factor is China’s unchanging principle like Socialism which equally distributes income. This differs from Thaksinomics which promotes only wealth regardless of income sources.

-He praised Deng Xiaoping for allowing China to have 2 political systems and attract Capitalism to be the world’s economic superpower.

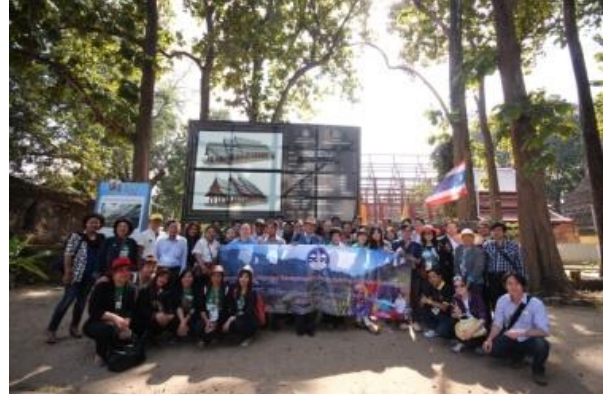
He promotes morality and ethics before wealth. His “The Governance of China” book reflects that China is a transparent country which does not allow corruption. He is an admirable leader. In his period, several powerful leaders are in jail and punished without fear of any influences.

What I like most is human capital. He focuses on 2 aspects.

-Human Capital is basics. Ethics comes first like 8K’s.

-Human Capital must be developed to become professional with excellent standard. This differs from Thais. They fail in both. They do not focus on wisdom and study for professionalism.

I would recommend this book to libraries. If I have time, I will elaborate more on the next article.



**Seminar on "Integrated Management Capacity Building for ASEAN Community"
Tourism and Sport Organization Network Integrated Management Development
Project for Entering ASEAN Community
at Lanna civilization and the northern tourism cluster
on January 20-23, 2015, Chiang Rai, Thailand**

Finally, I would like to thank Dr.Patanachart Kridiborworn, Director-General, Department of Physical Education, Mr. Promchote Traivate, Bureau of Policy and Strategy Director, Ministry of Tourism and Sports of Thailand, Ms. Saengchan Kaewprathoomrussamee and team for kindly supporting GMS seminar in Chiang Rai. The focus was on 4 groups of network I developed in Thailand as follows.

1. Public Sector
2. Private Sector
3. Academic Sector
4. Local Communities

GMS/ASEAN networks are promoted.

-Existing good international relations must be strengthened like cement.

-Thai-GMS cultural exchange must be promoted to continue and sustain.

-There should be cooperation follow-up projects.

Prof. Dr. Chira Hongladarom

Source: Learning from Reality with Dr. Chira Column. **Naewna.**
Saturday 24 January 2015, p.5