

**2006 PATA Education & Training Forum**  
**22 April 2006**  
**Pattaya Exhibition and Convention Hall, Pattaya, Thailand**

08:30 -	<b>Registration (Venue: PEACH Hall C Foyer, 1<sup>st</sup> Floor)</b>
09:00 – 10:30	<b>Opening Ceremony &amp; Plenary Session (Venue: PEACH Hall C, 1<sup>st</sup> Floor)</b>
	<p>Welcoming remarks by:</p> <p><b>Prof. Kaye Chon</b> <i>PATA Education &amp; Training Committee Chairman</i></p> <p><b>Mr. Peter Semone</b> <i>PATA Vice President - Development</i></p>
	<b>Plenary Session “Human Capital Development and Ways Forward ”</b>
	<p>Moderator: Prof. Kaye Chon. The Hong Kong Polytechnic University</p> <p><b>Panelists:</b></p> <p><b>Mr. Bert van Walbeek</b> <i>Managing Director, The Winning Edge</i></p> <p><b>Dr. Perry Hobson</b> <i>Director, International Centre for Excellence in Tourism &amp; Hospitality Education, Australia</i></p> <p><b>Dr. Thomas Bauer</b> <i>Assistant Professor, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University</i></p> <p><b>Mr. Anthony Wong</b> <i>Group Managing Director, Asian Overland Services Tours &amp; Travel</i></p> <p><b>Andrew John Wood</b> <i>General Manager, Chaophya Park Hotel &amp; Resorts</i></p>
10:30 – 11:00	<b>Refreshment Break (Venue: PEACH Hall C Foyer, 1<sup>st</sup> Floor)</b>
11:00 – 12:45	<b>Paper Session I-A (Venue: PEACH Hall C, 1<sup>st</sup> Floor)</b>
	<p>Session Chairman: Manat Chaisawat, Prince of Songkla University, Phuket Campus</p> <ul style="list-style-type: none"> <li>▪ A Paradigm Shift from Pedagogy to Andragogy in Hotel and Tourism Management Education in a Service-Learning Course: Applied Adult Learning Assumptions to Students at Hong Kong Polytechnic University <i>Joseph Koppel, The Hong Kong Polytechnic University</i></li> <li>▪ A Strategic Approach to M.I.C.E. Account Management for Tourism Organizations <i>David L Jones, San Francisco State University</i></li> <li>▪ A Study of Tourists' Motivation in Visiting Phuket after the Tsunami <i>Bongkosh Ngamsom Rittichainuwat, Siam University</i></li> <li>▪ An Economic and Conceptual Approach to Carrying Capacity <i>Rod Allan A. de Lara &amp; Chris Ong Siew Har, KDU College</i></li> </ul>

	<p><b>Paper Session I-B (Venue: Pattaya 9, G/F)</b></p> <p>Session Chairman: Ilian Assenov, Prince of Songkla University, Phuket Campus</p> <ul style="list-style-type: none"> <li>▪ Caring for and Developing Successful Tourism Educators <i>Philip L. Pearce, James Cook University</i></li> <li>▪ Curriculum and Educational Program Design in Tourism Management, with Observation of Market Demands, Sustainable Tourism Practices; and Consideration of Current Industry Developments <i>Zadok Severin Lempert, Srinakharinwirot University</i></li> <li>▪ Developing Lifeguard Services for Tourist Resorts: Legal, Training and Quality Service Considerations <i>Jeff Wilks, The University of Queensland &amp; Surf Life Saving Australia</i></li> <li>▪ Experiential Learning Approach in Hospitality and Tourism Graduate Programme: In Search of a Learning Mechanism at Assumption University of Thailand <i>Jutamas Wisansing &amp; Kitti Phothikitti, Assumption University of Thailand</i></li> </ul>
12:45 – 14:00	<p><b>Lunch (Venue: Panorama Restaurant, Royal Cliff Beach Resort)</b></p>
14:00 – 15:45	<p><b>Paper Session II-A (Venue: PEACH Hall C, 1<sup>st</sup> Floor)</b></p>
	<p>Session Chairman: Bongkosh Ngamsom Rittichainuwat, Siam University</p> <ul style="list-style-type: none"> <li>▪ Green Globe 21 for Events: An Environmental Accreditation Scheme for the Event Sector <i>Charles Arcodia &amp; Scott Cohen, The University of Queensland</i></li> <li>▪ International Buyer-Seller Relationships for Participation in Tradeshow/Exhibition Sponsorship: A Conceptual Model for Decision Making <i>David L Jones, San Francisco State University &amp; Eunju Suh, University of Nevada, Las Vegas</i></li> <li>▪ Managing An Emerging Risk: Education to Prevent Child-Sex Tourism <i>Anita Dodds &amp; Anneka Farrington, Child Wise</i></li> <li>▪ Perceptions of Hospitality and Tourism Students Toward Study Motivations and Preferences: A Study of Korean Undergraduate and Graduate Students <i>Myong Jae Lee &amp; Samuel Seongseop Kim, The Hong Kong Polytechnic University</i></li> </ul>
	<p><b>Paper Session II-B (Venue: Pattaya 9, G/F)</b></p> <p>Session Chairman: Jutamas Wisansing, Assumption University of Thailand</p> <ul style="list-style-type: none"> <li>▪ Popular Participation as a Tool for Optimizing Community Action in Tourism Planning and Development: A Case Study of Two Community-based Tourism Destinations in Thailand <i>Kitsada Tungchawal, University of Surrey</i></li> </ul>

	<ul style="list-style-type: none"> <li>▪ SMS as a Communication and Feedback Tool for Tourism Students: A Pilot Study <i>Graham Miller, University of Surrey</i></li>   <li>▪ The Hospitality and Tourism Education in Thailand: The Best Practice at Prince of Songkla University, Phuket Campus <i>Manat Chaisawat, Prince of Songkla University, Phuket Campus</i></li>   <li>▪ The Importance of Professional Health Care and Spa Therapist Training in the Tourism Industry <i>Sarah Kajonborrirak, School of Aerobic Dance and Spa</i></li> </ul>
15:45 – 16:15	<b>Refreshment Break (Venue: PEACH Hall C Foyer, 1<sup>st</sup> Floor)</b>
16:15 – 17:45	<b>Committee Meeting – PATA Education &amp; Training Committee (Venue: Executive Meeting Room)</b>