

PATA Thailand Chapter's ExCom Meeting Minutes

March 27, 2013, 10:00h at Asian Trails' Board Room

Present:

Mr. Bert van Walbeek	Chairman Executive Committee
Mr. Luzi Matzig	Vice Chairman
M.L. Hathajnok Kritikara	Hon. Secretary
Ms. Ben Montgomery	Committee Member
Mr. Justin Malcolm	Committee Member
Ms. Sirima Eamtako	Committee Member
Ms. Patsupa Lelanapaparn	TAT Committee Member
Ms. "Tangmo" - Pheereeya Anusonthi	PATA HQ

Mrs. Gisi van Walbeek	Secretariat
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Excused:

Mr. Bob James	Treasurer
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Mr. Ken Scott	Chairman PR Committee
Mr. Blair Speers	Chairman IT Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Mr. Marcel Sawyere	Chairman Inbound Marketing Committee
Mr. Duncan Jamieson	Chairman Membership Committee
Ms. Kritsanee Srisatin	Chairman Industry Relations Committee
Ms. Chureerat Kongtrakul	TAT Committee Member

Unexcused:

Ms. Anoma Romyanan	TG Committee member
Ms. Panada Chanitwat	Representing the TG Committee member

Guests:

Kanokwan Koetkaen (Ploy) †	AU Student Chapter
Nichanun Tantanarewin	AU Student Chapter
Ivy Chee	PATA HQ

The Chairman opened the meeting at 10:05 AM, welcomed the 3 guests and asked them to introduce themselves.

Minutes of ExCom meeting on February 27, 2013 were reviewed and approved.

Chairman's Report

He informed the meeting that this would be one more "free flow" meeting, and as of April all meetings will have agendas again.

He recapped the last meeting and highlighted the three points which were mentioned all the time:

Networking, Perception, Relevance

He suggested that the main focus of today's meeting should be:

- How can we make the Chapter more relevant and what actions should be taken
- How can we change the perception of what the Chapter stands for.

He mentioned the responsibilities of the various sub committees.

He asked the ExCom members to think about 2 actions each could undertake, meetings could also be held via Skype.

He informed the meeting that Khun Kris had resigned the day before.

The Chairman suggested to go through each committee, step by step, since there was no agenda.

Since Dr. Jutamas was not present he spoke on her behalf and explained the upcoming TEAM meeting, together with TCT and TAT which will concentrate on the secondary level of schools and do a presentation about tourism.

Some of the money raised for the Khun Kusa foundation will be used to reward students during a planned competition.

A third project under the Education umbrella is an academic conference, which is organized by the Siam University on May 25 and 26. After the conference, May 27, SU together with the PATA Thailand Chapter plan an Industry Day where 4 of the attending professors will talk to the private industry.

Justin raised the question how do we define the relevance of the Chapter and suggested that representatives of different hotels present their views on that topic.

The chairman recommended that this could be done during the next quarterly luncheon and invite also Kasikorn Bank, ADB and the World Bank to talk about the CVE, maybe at the end of May or begin of June.

However, the TTM+ takes place during the first week of June, 5 – 7. During the TTM+ the Chapter and the TAT will organize a forum on June 5 from 13:45 - 15:45. He explained in great detail.

Ben elaborated more on CVE.

Kh. Narierut was excused and the chairman reported that the planned event together with DZT (Deutsche Zentrale fuer Tourismus) is cancelled.

Sirima suggested that one topic could be of interest for the Chapter members as well:

Educate the members on the use of Facebook, i.e. the difference of profile or page, and create understanding of the importance of websites and social media.

The chairman asked her to draft a letter which will be mailed to the members.

The Chairman would like to revive the YPT, together with Ben, Ivy responded and explained in great detail about Young PATA.

The Chairman then addressed the students from the AU Chapter and stressed the point that they have to work closer together with the local Chapter, he also suggested a meeting to formalize the Student Chapter.

A lively debate started between the visiting students and the ExCom members.

Justin spoke in detail about adding value to the Student Chapters.

One idea was to start an exchange program, another to organize a career day and involve the PATA Thailand Chapter members.

It was agreed that there should be a Chapter advisor from the University's faculty for the Student Chapters.

The Chairman also suggested that Sirima should meet with Blair.

Luzi will assist the Chapter in gaining some information regarding the banner sale on the website.

Bob was excused and the secretariat apologized for not presenting the financial statements.

Membership fee paid to date 48, total members 102.

The Chapter registration is still ongoing.

Committee Reports

Education Committee

Marketing Inbound Tourism Committee

Marketing Outbound Tourism Committee

P.R. Committee

Membership Committee

Industry Relations Committee

Information Technology Committee

Treasurer

Secretariat matters

PATA Headquarters items

PATA HQ, Khun Tangmo reminded the meeting of the upcoming summit and mentioned also that the Hub City Forum will take place from October 10 – 12 in Indonesia.

Any Other Business

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 11:22hrs.

Next meeting

Wednesday, May 22, 2013
10:00h at Asian Trails' Board Room