

# CONNECT

YEAR 4 ISSUE 12 September 2016



## Proud Moments

39<sup>th</sup> National Graduate Research Conference (39<sup>th</sup> NGRC) + 4<sup>th</sup> International Graduate Research Conference (4<sup>th</sup> IGRC)



## GSB Connectivities

Dr. Aaron Loh's educational visit to Vietnam and Moll signing with 'National Economic University'

## Expert Opinion



Reflections of Mr. Pruet Boobphakam on Thai Tourism and Future Possibilities

## Feature Focus

A basket of Tourism options in Thailand  
A Brief on the AEC Masterplan  
CLMV Tourist attractions

## Technology Insights

New Small Businesses: Make yourself highly adaptable and avoid hefty investment



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History the staid chronicler shines to reveal  
 The exemplary life of Thailand's Revered King  
 Of Him poets mellifluously sing  
 He who in life's deeds has many a noble sequel  
 Seventy years ago in sacrifice to His people  
 He ascended the Throne of Chakri  
 Upholding Royalty's sanctity  
 He promised justice, fairness and peace as life's pinnacle  
 His actions of Generosity, Alms giving, Patience, Impartiality  
 Virtue, Morality, Straightforwardness, Courtesy  
 Self-restraint and Non-anger each day's moral entity  
 Assured in His people's love and loyalty, immortality  
 Thus King Bhumibol Adulyadej The Great reigns supreme  
 Blessed and approved under the Triple Jeweled Crown's gleam

Dedicated in deep loyalty and respect to His Majesty King Bhumibol Adulyadej  
 The Great on the occasion of the 70<sup>th</sup> Anniversary of His Accession to the Throne of Thailand

by Glen CHATELIER, Director of the Office of International Affairs  
 Assumption University of Thailand, the Ninth day of June 2016.

GSB NEWSLETTER

# CONNECT

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## 02 MESSAGE FROM THE PRESIDENT



It has been more than half a year since AEC was constituted and the progress towards its full realization seems to be gathering pace. At the core of the issues to its fuller relevance is connectivity – of infrastructure, systems and people. The Graduate School of Business has chosen to address the key question of connectivity through tourism and therefore, people. Student articles have covered several dimensions of tourism as the strategy of connectivity. This is indeed commendable. What remains to be shaped is the learning systems behind economic and people mobility. I wish the readers useful reading and the related reflections on the future of ASEAN, something which we will have to leave to our future generations to realize further.

**REV. BRO. BANCHA SAENHIRAN**  
F.S.G., PH.D.  
PRESIDENT

## MESSAGE FROM THE DEAN 03



Issue 12 of the AU-GSB Connect newsletter is quite a chronicle of the quality activities of the Graduate School of Business. With this issue the policy of involving more student writings has acquired quite a striking dimension of ASEAN citizens looking into ASEAN through the eyes of tourism while we also have contributions from students from other parts of Asia, appreciating culture and tourism in the ASEAN region. Apart from being Thailand's major income earner, the Tourism Industry is set to become a role model for other ASEAN nations to advance their economies. We do hope that students and our readers will derive deep satisfaction from this issue of the newsletter.

**KITTI PHOTHIKITTI, PH.D.**  
Dean, Graduate School of Business

# 04 70<sup>TH</sup> ACCESSION TO THE THRONE



## CELEBRATION OF HIS MAJESTY THE KING'S 70<sup>TH</sup> ACCESSION TO THE THRONE AT THE AU-GSB

On June 9, 2016, Office of Graduate Studies (OGS), Assumption University of Thailand attended the ceremony to honor our beloved King on the auspicious occasion of the 70th Anniversary of His Majesty the King's Accession to the Throne.

His Majesty the King has been recognized as the "Developer King" for his tireless devotion to improve the quality of life and welfare of his people and for national development, keeping his pledge given when he was crowned King of Thailand that he would "reign with righteousness for the benefit and happiness of the Siamese people."

*Long live his Majesty the King!*



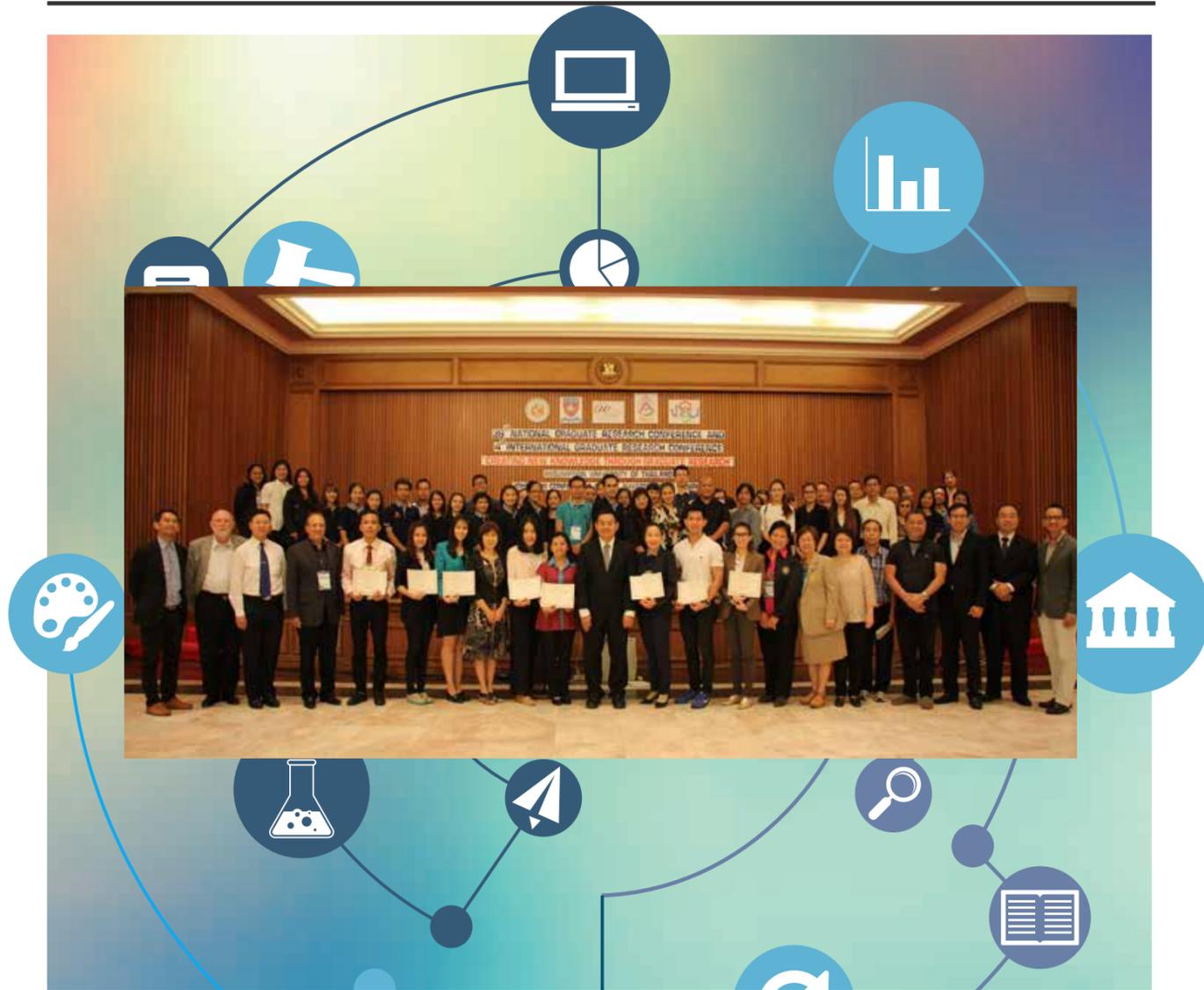
# CAMPUS ACTIVITIES 05



## AU-GSB WELCOMES THE PRESIDENT OF ZHEJIANG SCI-TECH UNIVERSITY, CHINA

Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus and Dr. Kitti Phothisakitti, Dean of Graduate Studies, Assumption University of Thailand were pleased to host a welcoming reception to Prof. Wenxing Chen, President of Zhejiang Sci-Tech University, China on July 11, 2016 at the ABAC Hua Mak Campus. The two institutions were successfully agreed to the provisions to develop international exchange and cooperation programs on their respective academic and educational needs.

# 06 PROUD MOMENTS



## 39<sup>th</sup> NATIONAL GRADUATE RESEARCH CONFERENCE (39<sup>th</sup> NGRC) & 4<sup>th</sup> INTERNATIONAL GRADUATE RESEARCH CONFERENCE (4<sup>th</sup> IGRC)

# 07



On June 30, 2016 and July 1, 2016, Assumption University of Thailand and the Council of the Graduate Studies Administrator of Thailand hosted the 39<sup>th</sup> National Graduate Research Conference (39<sup>th</sup> NGRC) and 4<sup>th</sup> International Graduate Research Conference (4<sup>th</sup> IGRC) on the area of 'Creating New Knowledge through Graduate Research' at the John XXIII Conference Center located at the Suvannabhumi Campus.

The welcoming speech was addressed by Dr. Thanu Kulachol, President, Assumption University of Thailand followed by the opening speech from Dr. Kitti Phothikitti, Dean, Graduate School of Business and Associate Prof. Dr. Akachai Sang-in, President, Council of the Graduate Studies Administrator of Thailand.

The conference brought together thought researchers, graduate students, professors and academia from Thailand and around the world. 137 research papers (both Poster & Oral) were selected to present at the conference from which thirteen (13) papers were selected for the best paper award including four (4) from 'Health Sciences', two (2) from 'Finance', two (2) from 'Management', one (1) from 'Marketing', 'Organizational Development', 'Hospitality & Tourism' and 'Science and Technology' respectively.

# 08 AU-GSB WELCOMES FRESHMEN STUDENTS



## Induction Day 3 / 2 0 1 5



## Freshmen Seminar

3 / 2 0 1 5

The Freshmen Seminar for the academic year 3/2015 was held over the weekend of June 11-12, 2016 at the Amari Hotel located at the Hub of the Pattaya City, Pattaya. Rev. Bro. Dr. Bancha Saenghiran, Rector Magnificus addressed a welcoming speech to this academic year's new incoming students. The Student Organizing Team aka "Team Leaders" and the Freshers participated in many student activities and workshops which led to the creation of friendship and team effort. And it is also a great chance to get each other and is one of the biggest ABAC graduate events that students shouldn't miss.

The Induction Day for the Freshmen students who enrolled in the MBA Day and Evening, MBA Fast-Track, MBA Professional Day and Evening, Double Degree Day and Evening, MBA Exchange, MBA Twinning, MBA TRM, MMOD in Trimester 3/2015 was organized at the Auditorium, 'D'-Building, 2nd floor at the Hua Mak Campus on May 7, 2016

Aj. Glen Chatelier, Director of International Affairs emceed the event. The Welcome Remarks were expressed Rev. Bro. Dr. Bancha Saenghiran, f.s.g., PhD Rector Magnificus of Assumption University. Dr. Kitti Phothikitti Dean, Graduate School of Business in a

Welcome Speech, encouraged all students to enjoy their studies, but also, to graduate well within time. Dr. Witsaroot Pariyaprasert, MBA Program Director introduced academic guidelines to the Graduate Programs. The AU GSB Lecturers were then introduced by the Emcee.

In the Graduate Students Survival Guide, Support Service and Workshop by Dr. Kitikorn Dowpiset, Associate Dean, Graduate School of Business, Students were appraised of the regulations, the facilities and the procedural elements of their student lives in the Graduate School of Business. The June 2016 Freshmen Seminar was Introduced through a Briefing by the Organizing Student Leaders and their team. The induction concluded with refreshments and camaraderie among the Faculty and the new students

# HANDS-ON LEARNING 09



## AN EXPOSURE TO THE THAI AIRWAYS MOCK-UP & TRAINING CENTER



On June 28, 2016 (Tuesday) a number of students from the MBA-TRM program under the supervision of Dr. Adarsh Batra were invited at the Thai Airways (TG) International Cabin Mock-Up and Training Center located at the Laksi District of Bangkok.

AU MBA-TRM students were exposed to the Thai Airways International cabin crew training processes that includes the evacuation on land and water, operating aircraft doors and communicating effectively with passengers. The students appreciated this rare opportunity and felt privileged to experience the 'behind the scene' outlook as how Thai Airways International trains its staff to be professional, competent, and friendly

Sidney Jhingran & Andre Manuel Greiner  
MBA-TRM Students

## visit to the Bang Pa In Royal Palace and Tan Land

On July 06, 2016 a field trip was organized under the coordination of Asst. Prof. Dr. Chittipa Ngamkroekjoti with the International Business Management (IBM) Class, accompanied by Dr. Chih-Cheng Fang with his Operations Management (OM) class and Dr. Thongdee Kijboonchoo paid a visit to the BANG PA IN Royal Palace and TAN LAND (Ichitan Land) located in Ayutthaya.

The Palace was revived by the King Mongkut (Rama IV) in the nineteenth (19th) century. The buildings are laid out along with an artificial ornamental pond. It gave us the opportunity to see the royal style of living.

Tan Land factory is the first factory that processes automatically from the very first production to the final stages of stowage. It was something which was quite new and unconventional to us as everything was automated with only the presence of four to five production workers. At Ichitan, every production process has zero error rate which provides added value to the production process. From the overall perspective of the students, the trip was informative and valuable for further knowledge in culture and operations.

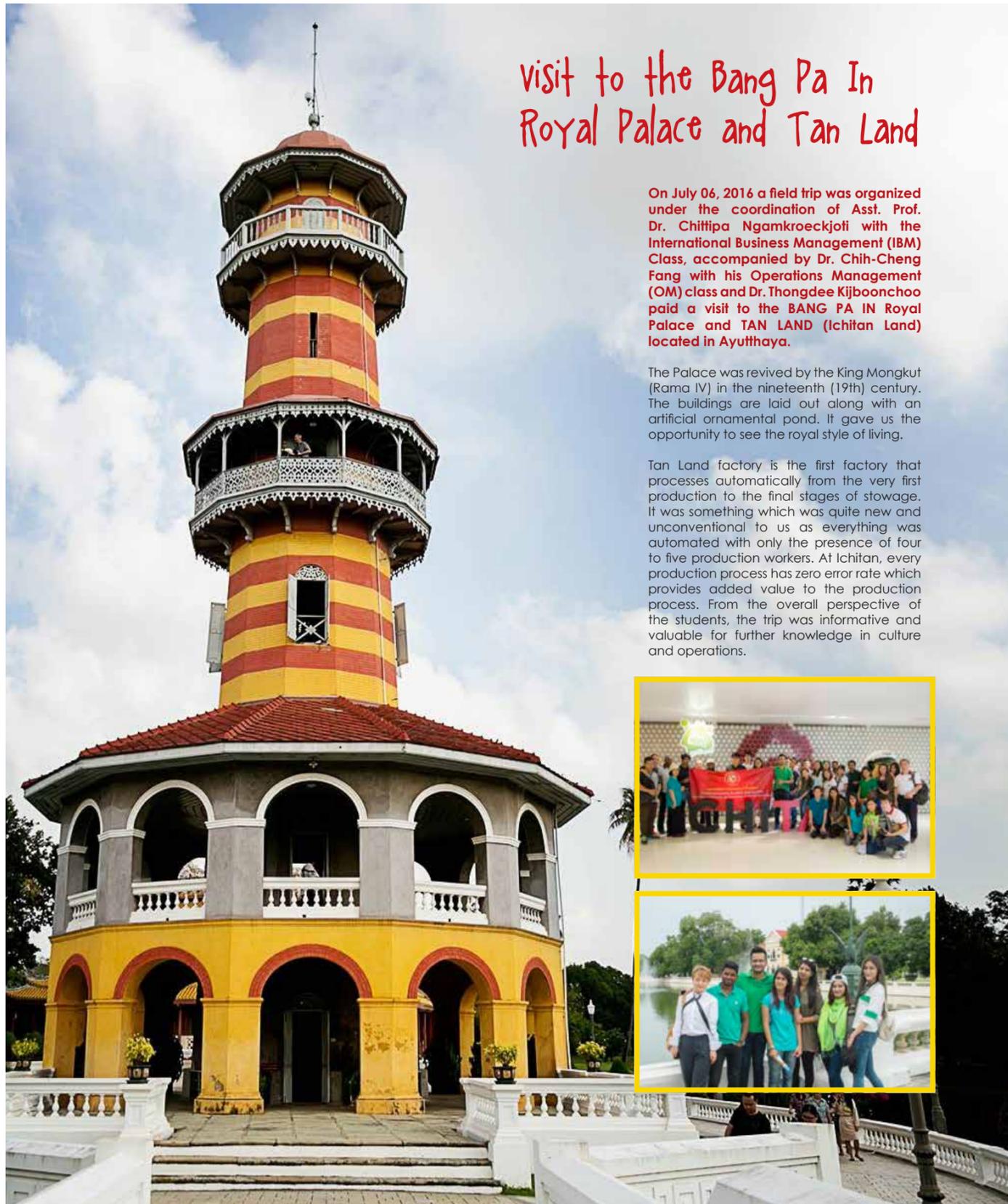


photo : <http://www.onlyadayaway.com>

## 8<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality, and Leisure

24-29 MAY 2016, BODRUM, TURKEY  
HOSTED BY ANATOLIA

### MOTIVES FOR ATTENDANCE:

I have followed the proceedings of Anatolia and attendance has been a long-standing interest of mine. The opportunity to attend an Anatolia conference has, until recently, been a distant desire. With the impending completion of my dissertation, I had finally been afforded the opportunity to attend an Anatolia conference. Serendipitously, Prof. Dr. Metin Kozak, my advisor for my dissertation at ABAC, attended this conference as a co-chair and was there to welcome my attendance. Fortunately, attending the conference resulted in the acceptance of my article for publication in the esteemed Journal of Anatolia.

### CONFERENCE PRESENTATION:

On May 23rd 2016 I arrived at Bodrum, a pleasant seaside town in Turkey. Approximately 50,000 people reside in this village. Situated near the Mediterranean, the annual climate consists of winter and summer seasons. Winters are mild and humid with average temperatures of approximately 15 °C (59 °F), while summers are hot and sunny with average temperatures of 34 °C (93 °F).

La Blanche Island Resort, a 5-star hotel, hosted the conference. La Blanche Island Resort possessed many comforts, amenities, and facilities aimed at tourists, most notably was the large swimming pool. Pre-conference activities commenced shortly after registration and consisted of an information seminar for researchers interested in conducting research in 2016, an official opening ceremony delivered by Prof. Dr. Metin Kozak and the Conference Co-chair.

I presented my research on the topic "Sustainable Cultural Heritage Tourism Development Model at Ban Wangka Mon Village, Kanchanaburi Province, Thailand". Together with my research, three other presentations were provided in the same room. Prof. Dr. John Tribe of the University of Surrey co-directed these presentations; each presentation was allotted a 15-minute timeframe. I presented considerably well, thoroughly detailing my research within the time constraints before an attentive audience. I engaged in a brief question and answer session following my presentation.

### BENEFITS OF ATTENDANCE:

Participation in this event was not constrained to a mere presentation of research. Instead, attending and presenting at the conference provided me an opportunity to confront the anxiety and fear that is natural when performing in front of experts and in an unfamiliar atmosphere and culture. My natural propensity towards self-development and learning new things inevitably overcame any anxieties and I was able to gain a useful experience. Without doubt, given opportunities for future attendance, I will certainly attend.

Ms. Aunkrisa Sangchumng, Ph. D. (Candidate) Hospitality and Tourism Management, Assumption University of Thailand



"Participatory presentation of research results is a valuable learning opportunity there is no substitute for first-hand experience"



# 012 EXPERIENTIAL LEARNING



TCEB shares "INSIGHTS INTO THE THAI MICE INDUSTRY" with the MBA-TRM students

Twenty-Two (22) MBA-TRM students visited the 'Thailand Convention & Exhibition Bureau (TCEB)' corporate office on January 22, 2016 (Friday) at the TCEB Siam Tower, Bangkok. TCEB is the government lead agency that has been the key to success for a wide range of global & regional business events since 2004. With a core strategic model, growth driver; TCEB works as client's strategic business partner delivering creative ideas and providing solutions from their capable resources for every scale and various customized business events (TCEB, Webpage).

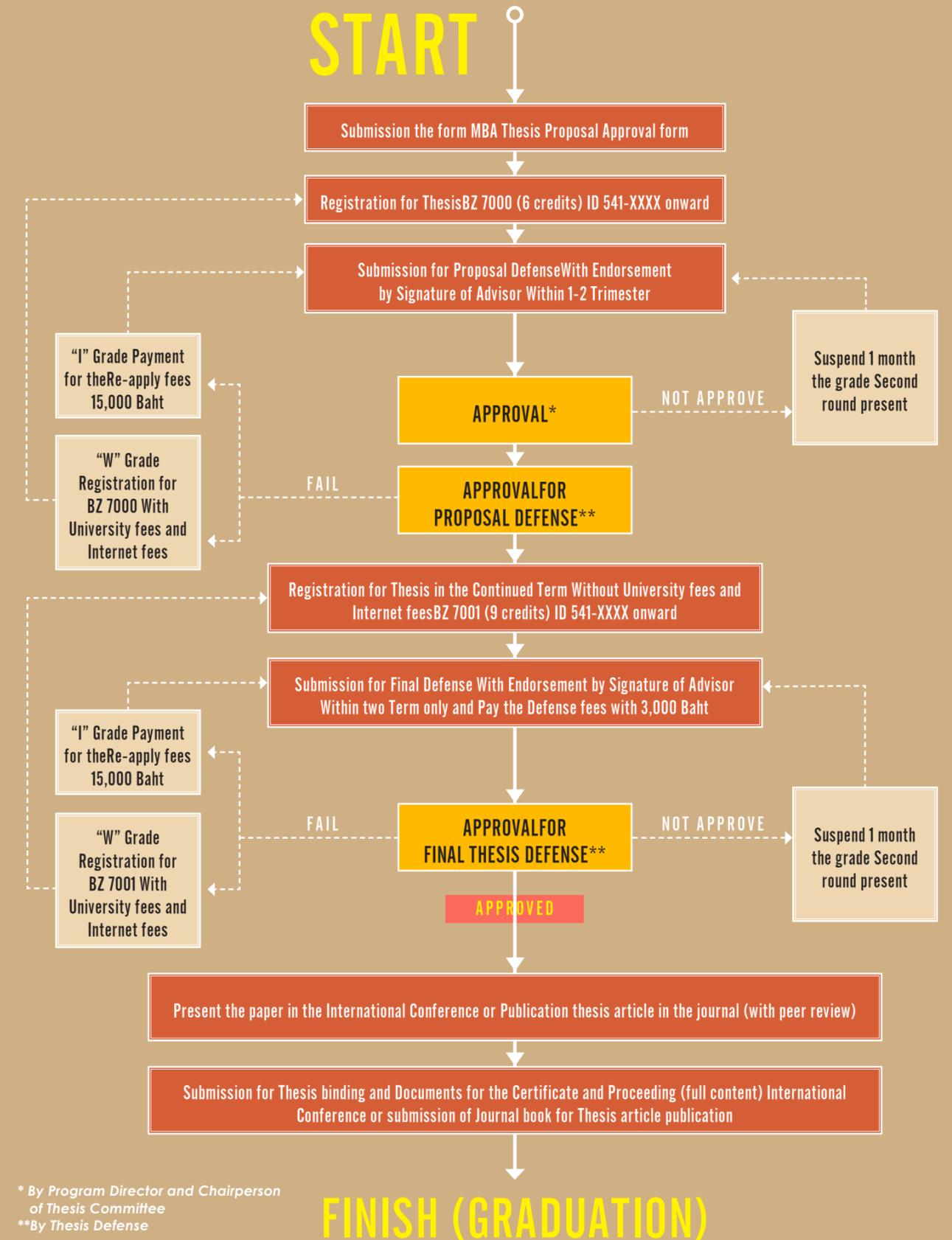
TCEB has formed numerous collaborations and networks to open up brand new chapters of business opportunities, and to strategically enhance every business success with special care, which will spur lasting advancement and achievements. Their goal is to equip business events at the national, regional, and global levels for continuous development, long-term growth and sustainable success (TCEB, Webpage).

After the warm welcome guests the session began around 10.05 AM with VDO Presentation of TCEB Infographics were informed that TCEB is Thailand's Destination Marketing Organization (DMO) responsible for MICE marketing and the main objective of TCEB is to promote and develop Thailand's Meetings, Incentives, Conventions and Exhibitions Industry (MICE). The short presentation was conducted by Ms. Parichat Svetsreni, Director of Marketing and Corporate Images, titled "Overall of TCEB and Business events industry in Thailand and Thailand CONNECT the World" followed by a scintillating presentation by Ms. Waraporn Sornprom, Senior Manager of Corporate Strategy Development who presented the TCEB's Strategy and its vision for 2020.

A short VDO presentation on MICE Capabilities of Thailand MICE Industry was followed by the session of Ms. Pat Satkum, Manager - MICE Capabilities highlighting on the "MICE Sustainability and Commitment to sustainable environment in relation to AEC 2015".

**Dr. Adarsh Batra, Program Director, MBA-Tourism & PHDHTM, Assumption University of Thailand**

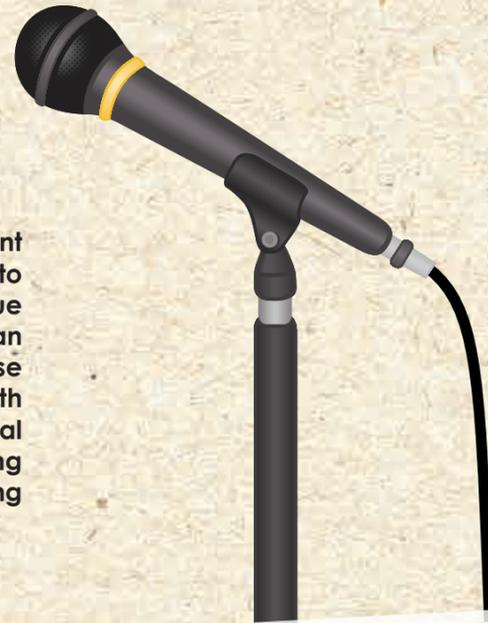
# A PRIMER ON THE THESIS OPTION 013



\* By Program Director and Chairperson of Thesis Committee  
 \*\*By Thesis Defense

# 014 HONOR VISITS TO THE AU-GSB

## SPECIAL LECTURE SESSIONS FOR DOCTORAL AND MASTER DEGREE STUDENTS



A number of tourism academicians and scholars paid a recent visit at the Assumption University Huamak Campus in Bangkok to present on a wide range of areas. Each speaker offered unique areas of expertise and rich academic background to deliver an educational, thought-provoking and inspiring presentation. These seminars were organised to upgrade the tourism students both from the MBA-Tourism and PHD-HTM background on current global travel industry trends, personal interest in area of public speaking or recent research findings conducted back home by the visiting professors.

Students were informed in advance about the topic, presenter, date and venue of the presentation. Distinguished Professors shared their expert knowledge through a range of lectures cum power-point slide presentations as a seminar activity with the tourism students in A-building, 10th floor in hall 102.

Students opportunity asked questions they agreed or disagreed especially in the context of cultural differences between the tourism situation in Thailand and other countries. All of the students thoroughly enjoyed the August gathering, and one student commented that 'they were not just subject-matter experts – they were compelling and engaging speakers!'



# 015

## Dr. Julia Fallon

Head of MBA, Cardiff Metropolitan University, UK was in ABAC Huamak campus to discuss on the theme of Place Promotion Marketing on Monday March 28, 2016. She began with a smile, "It is great to meet you to discuss tourism destination marketing projects you are working on in 2016 and beyond – I would love to hear from you" She discussed on how to humanize a tourism brand in line with the roles of destination marketing organizations and the state sponsored tourism actors.

Dr. Nancy Stevenson from the University of Westminster, London as the Guest Speaker presented on Tourism in London - Challenges and Opportunities on Monday April 4, 2016 in the evening. She elaborated on various aspects of turning historical aspects and legacies of a city as major tourist attractions. She engaged the participants on how to present a city like Bangkok in different ways. A combined group of 27 students from both MBA-Tourism and PHD-HTM students attended this lecture.

## Asst Prof Dr. Jason Swanson

From the University of Kentucky, USA representing School of Human Environmental Sciences & Director of Undergraduate Studies as a speaker was on campus on Wednesday May 18, 2016 to lecture on Transformative Travel: How tourism can change people. He emphasized that a travel experience can inspire and transform people by citing day-to-day examples and observations. He commented that tourism exists to change the lives of travelers and members of host communities. Positive economic impact is a nice side effect. He came up with different factors that are responsible for transforming people. He cautious future travel planners and managers to take note of such upcoming socio-cultural and psychological trends. Students were engaged to write down and comment what travel experience has been transformative for you. Before closing, a video of selected tourist destination was shown to clearly explain the use of concept to pull potential tourists as part of the marketing message.

Dr. Adarsh Batra, Program Director  
MBA-Tourism & PHD-HTM  
Assumption University of Thailand





Sidney Jhingran  
(Tourism Management)

"As international tourist arrivals are forecast to reach around 32 million by the end of the year, Thailand needs to continuously prepare itself for the consequences of increased visitor flow. Many natural environments (especially on the coasts and islands) are already beyond carrying capacity and other harmful effects of mass tourism are evident everywhere. We need to begin more seriously leveraging the economic benefits that tourism brings and channel them into grassroots, community-driven development. It is also imperative that tourists are educated to develop a more critical mind towards the detrimental consequences that their choices may have on the destinations they visit (just look at the news of the Tiger Temple – strong awareness campaigns could have ended this tragedy years ago)."



Andre Manual Greiner

"At the moment Thailand's tourism sector is dominated by tourists from China and Russia. Major destinations being Chiang Mai and Chiang Rai in the North, Bangkok and Pattaya in the center and southern beach destinations lead by Koh Samui and Phuket. Trends are in ecofriendly tourism, Thai cooking classes and homestays. Examples of such are bicycle tours through Bangkok which are getting increasingly popular or cooking classes where tourists are given the chance to shop at local markets and cook with fresh ingredients. I wish for the future that Thailand establishes itself as an ecofriendly destination, several efforts have been already undertaken, however a holistic plan of actions is lacking. Moreover, the country should further work on guaranteeing safety and security for visitors, especially against fraud and scam. Lastly, the Tourism Authority of Thailand should target a wider variety of countries with tailored marketing campaigns in order to prevent certain Thai destinations from saturation by certain nationalities (for example Koh Samui becoming a Russian stronghold).

# Tourism Prospects in Thailand

PERSPECTIVES FROM M.B.A TOURISM MAJORS

Hinako Shirai  
(Tourism Management)

"In my opinion, Thailand, and especially Bangkok, was urbanized very rapidly. Various sectors have been developed, and particularly leisure tourism is emphasized to enhance the increasing number of international arrivals. Tourists want to visit Thailand and experience the beautiful contrast between urban and rural environments. However, through my eyes, urbanization in Bangkok denies job opportunities in the countryside. Perhaps, traditional cultures will be further influenced by urbanization and turned into just tourist attractions. The Thai government needs to manage and operate suitable strategies to ensure a profitable relationship between locals and tourists so as to increase quality of tourism and "authentic Thainess".



Meeporn Oeawpanich  
(Tourism Management)

"Tourism is the main sector that could generate the biggest national income and GDP in Thailand, so it means that tourism is very important to Thailand. Thailand has many attractive tourist destinations where the people around the world travel to visit here. Thailand is rich with the natural tourist destination such as sea, sand, sun, mountains and historical sites featuring local cultures, the unique authenticity of Thainess, greenery, tropical rainforests and service minded people; all of these components make Thailand different from other countries and Thailand has been growing the higher number of repeated guests every year. The Ministry of Tourism and Sports, including Tourism Authority of Thailand, are playing an important role to promote tourism in Thailand. When foreign tourists get to know new destinations more then it leads the tourism in Thailand to expand to new places, it helps to distribute the income into the different local communities in other provinces of Thailand. Regarding the future potential of tourism in Thailand, I think that now the tourists change the trends of travelling, the tourists prefer to travel and get close with the pure nature and real local lifestyles; that's why sustainable tourism becomes famous in the last couple years. Homestays have become a preferable choice for the new trends of tourism in Thailand and neighboring countries. Even though the tourists get less comfort and convenience during their stay, they prefer to experience nature and discover the authentic local lifestyle in the original way. Moreover, the tourists give more the importance to a green environment, they choose accommodations which are concerned with the environment and social responsibilities. There are more and more hotels and resorts trying to promote green and social responsibility activities and the guests are willing to get involved to keep the world being green."



Sai Num Khay  
(Tourism Management)

"As an MBA tourism student I think that Thailand's tourism sector is at its peak, especially in regards to the number of annual international arrivals (nearly 30 million in 2015) and the extent of current infrastructure development. Large amounts of tourists and more development, however, can also bring negative impacts to the local environment, people and the attractions on which tourism depends. I can see room for improvement within Thailand's tourism sector to grow in a sustainable way and many tourism related authorities in Thailand have begun to realize this and are trying to shift from promoting mass tourism towards quality tourism that will maximize the benefits that tourism can bring while also mitigating negative effects."



# 018 OUT-OF CLASSROOM LEARNING



## TRM MBA OUT-OF-CLASS VISIT TO KOH KRED

Dr. John Barnes, Head of Tourism Research, Assumption University of Thailand

This was a student lead out of class learning experience to Koh Kred island on June 19th 2016 located adjacent to Wat Sanam Neua, Pak Kred province, 20 Km north of Bangkok. The island dates from 1722 when a canal was cut to bypass a sharp bend in the Chao Phraya river to ease navigation. The canal has subsequently been widened several times over the intervening years.

The visit was made as part of our TR 6109 International Tourism Management and Environment class. In keeping with the spirit of the class title, our class consisted of Canadian, Myanmar Vietnamese Chinese and Thai students.

The purpose of the visit was that students sought to understand and receive first-hand, the management of different forms of tourism management such as planning and executing the logistics of managing our tour; experiencing the Mon cultural influences and community based tourism, such as unique cuisine-which we sampled first-hand upon arrival and throughout our tour of Koh Kred.

One of our students Mr. Singchai (Korn) Songsanguan whose uncle Khun Nattapon Songsanguan grew up on Koh Kred, arranged for Khun Nattapon's brother, Khun Surachat Chayakorn who continues to live on the island, to act as our guide as he is very active in the Koh Kred community and well versed in the local history. Khun Surachat hosted us throughout the tour and we learned so much from him. We are grateful beyond words for his patient guidance of us all.

At the King Chulalongkorn Museum located adjacent to the pier and within the grounds of Wat Poramai which is decorated with Italian marble and features the first Thai art to employ perspective (to simulate three dimensional space in two dimensions). This is the work of Prince Chumsai whose decedents remain notable in Thai literature and the arts.

We also saw many examples of the skills of Mon villagers in creating unique hand-made timber book cabinets housing the "Buddhist Tripitaka" in English, Thai and Mon languages. These unique bookshelves unlike anything we see today are in the form of a crucifix. Other cabinets housed Buddha statues and associated artifacts and several had beautiful hand-painted (in reverse) on glass decorative back-drop panels (an art form unique to China and Vietnam in the 1880's). Yet other cabinets held antique clock.

We saw a beautiful carved 4-meter high, intricately decorated and gilded funeral casket which took a team of artisans three years to complete. The museum also contains a substantial collection of beautiful grandfather, pendulum clocks. Several of the items housed in this museum were donated by King Chulalongkorn when he visited and commissioned renovation of Wat Poramai Yigawat. The abbot was very happy to meet and talk with us and to learn from the different countries of origin of our students. He was also interested to learn that we came from Assumption University.

Our student's (Khun Korn) mother (Khun Sasikarn Songsanguan) also arranged and funded a launch for us to circumnavigate the island; dropping us off at several Ka-nom (Thai dessert) villages along the way where we dined and took away a variety of unique Mon gastronomic delicacies. As with all things on Koh Kred, prices are very modest compared with Bangkok (a hand woven sun-hat for example costs just 20-30 Baht). The low prices seem to encourage repeat visits as prices fall within the range of affordability of working-class Thai people, who make up the vast majority of weekend visitors to the island.

We also saw a unique launch-based mobile Tanakan Om Sin (Government) Bank which serves the island and adjacent mainland inhabitants. There are no cars on Koh Kred island, so walking, bicycles and a few motor cycles are the normal form of conveyance. The mobile floating bank is of great assistance to local residents.

Upon returning from the launch trip and partaking of local snacks such as Khao Chae and refreshing Jasmin tea, we headed off to see several pottery making villages.

The influence of Hinduism, on the Mon culture was obvious to us as we walked through the narrow laneways leading to the pottery villages. At the first village we were amazed at the remarkable artistic skills of the terracotta potters who could transform a single lump of clay from a vase then to a pot, and then to a bowl, so deftly, yet with apparent ease, with just bare hands and the touch of a small, spatula-like tool.

We were also fortunate to meet another potter, who when not attending his shop, conducts classes for students at a nearby Raja Mangkala Institute at Nonthaburi and at Ramakhamhaeng University in Hua Mark.

I purchased a small traditional terracotta (Khwan Arman) bowl, complete with cover and base plate, which features amazingly intricate artistic decoration. The Ajarn demonstrated the different bell-like tone emanating from different sized bowls when lightly struck with a stick. The Ajarn kindly made a gift of a ceramic bell, to me and we agreed that I would use that at our class coffee break time from here-on.

We were blessed with a clear blue-sky, throughout the day, which facilitated our visit, though the heat and humidity, meant that we just ambled along to take in all of the sights.

Another remarkable sight on the side walk, within the market located close the pier was a sugar-candy artisan, who deftly produced a series of multi-colored sugar candies, figurines from a selection of different colored thick sugar pastes with just a small stick and a pair of scissors and a considerable amount of deft handiwork. From this visit we learnt that strong and active community spirit and a pride in one's cultural and artistic heritage are the keys to explaining the success of Koh Kred's continued unique community spirit.

# GSB CONNECTIVITIES 019



## DR. AARON LOH'S EDUCATIONAL VISIT TO VIETNAM AND MOU SIGNING WITH NATIONAL ECONOMIC UNIVERSITY



Dr. Aaron Loh's trip to the National Economic University (ISME) was accomplished on the 27th June 2016 with the purpose to primarily implement the clauses in the MoU initiated by GSB, which was signed between the Deans of the two academic institutions during the first quarter of 2016. All the 8 clauses listed in the MoU were reviewed and discussed on the first day upon the arrival of Dr. Loh and again on the day before his departure with Ms Jenny Trinh Thi Thu Giang, the Head of the Undergraduate program at ISME who is also the person who had worked closely with him during the drafting of the partnership MoU.

Five out of the eight clauses were implemented on the part of the GSB and partially-implemented by our Vietnamese partner university with the details as follows: GSB fulfilled our part on clause # 1 with the exchange of professors /professional staff members upon Dr. Loh teaching a class at ISME during the period of his visit in June of 2016. Meanwhile, NEU (ISME) on their part, is planning on a Vietnamese professor exchange to GSB during the end of or early 2017.

GSB has also fulfilled Clause # 2 of the MoU on student's exchange when three of our International Marketing Management students attended 4 joint classes and a field study trip with a class of Vietnamese students when to coincide with the visit of Dr Loh. ISME is studying the opportunity of a small group of Vietnamese students accompanying their professor when he or she reciprocates the exchange visit to Bangkok before the end of this calendar year or early 2017.

As for Clause # 3 of the MoU, Dr. Loh was informed by Ms. Jenny Trinh that they are expecting an approval any time soon on their own International MBA programme. With the approval, Ms. Jenny Trinh gave the indication that GSB can then work with ISME for a joint or double degree. In the meanwhile, Dr. Loh also took the opportunity and successfully given the approval to approach their regular ISME graduating students who could not afford to go to the UK for their Master's degree instead to come to Bangkok to join our GSB MBA day and evening degrees at no more than half the expenses in comparison to the British degree.

For Clause # 4 of the MoU, Dr. Loh informed Ms. Jenny Trinh and received her consent that he will also be roping in the Vietnamese students who attended his class to form part of the respondents towards his research paper on "The effectiveness and efficiency of teaching and learning using the social media app in diverse economic environments". The abstract of the paper has been accepted to be presented in an international conference in Albuquerque, New Mexico in the United States in late October 2016.

Finally, Ms Jenny Trinh suggested for clause # 5 of the MoU that she would like to see researchers from GSB and the ISME to collaborate more aggressively in conducting research with topics on teaching and learning between students of the Thai and Vietnamese cultures.

Dr. Aaron Loh, Full Time MBA Lecturer at the Assumption University of Thailand

# 020 SPEAKERS OF THE MONTH

APRIL | 2016

## “CLOUD COMPUTING: WHERE IS THAILAND IN IT NOW?”

On April 7th 2016, GSB held a “Speaker of the Month” Session with the topic: “Cloud Computing: Where is Thailand in IT now?”. Mr. Chalernpol Tuchinda was invited to share his knowledge and experiences on this topic with MBA students.

Mr. Chalernpol Tuchinda is the current Director of Software Park Thailand. He had previously tenured the position of the Director of Technopreneur Development and Services Division under National Science and Technology Development Agency (NSTDA) from 2010 to 2012. During 2009 to 2010, he was the Deputy Director of Software Park Thailand. He presented to our ABAC MBA students on clouding computing, the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer. It reduces cost, because it is run by professional people while increasing security by data center, sales and scalability. The major benefits of cloud computing are rapid elasticity, cost efficiency, time to market and accessible anywhere. Key concerns of cloud computing are security, privacy, service legal agreement, application design and user billings. In case of an emergency situation, if something goes wrong, we have to be ready for recovering our data with enough backup or redundancy. Service stability, managing expectations and change management are key challenges.

Mr. Boopakon Siriwuttikul, from Whitespace Cloud Services Thailand, was also invited to speak about his company insight by offering virtual data center and infrastructure with high availability, high security, self-service on-demand, high speed and elasticity to the public that can be corrected the problems of insufficient know-how, slim business profit margin, and any weak points by focusing on mutual benefits of both businesses and users. During presentation, a VDO clip, by Mr. Book Patrick as a speaker about enabler transforming business of big data to data analytical and consumer application, was presented with correlation and causation of things happened by 3As of Analytical, Attribution and Algorithm. This VDO clip gives a very good sample of predictive policing by using public and community cloud computing to predict any crimes before happened in our area.

Finally, the session was concluded with very optimistic dimension of cloud computing, it makes our World become safer, more intuitive and smoother. Thailand Cloud Computing Ranking is No. 10 with good broadband quality that Virtual Private Cloud (VPC) is available with very high security emerged.



# 021

JUNE | 2016

## MR. SHU TEH KANG DYNAMICS AND TRENDS FOR BUSINESSES IN THE AEC

On June 23rd 2016, the Graduate School of Business (GSB) invited Mr. SHU THE KANG to address a speaker of the month session with the topic “Dynamics and Trends for Businesses in the AEC”. Mr. Shu Teh Kang, is an Independent Non-Executive Director at Success Holding Group International, Inc. He received his undergraduate degree from National Taiwan University and an MBA from Pacific Western University.

Mr. Shu Teh Kang started the session by explaining how technology changes in daily life along with Thai Economic history. In 1960s, the Thai economy is one of the most robust in Asia and it was a predominantly agricultural economy largely dependent on its rich produce of crops. The 1980s to mid-1990s, it boomed and emergence as a diverse, modern, and industrial economy. In fact, in 2000s, Thailand was become highly developed in Infrastructure which plays a crucial role in economic development and various stages of economic development requires different levels of infrastructure upgrades or enhancements to properly accommodate changing types of economic and social activities. According to the report of Trading Nation 2015s, Thailand has an efficient infrastructure network and the business environment and situation in Thailand are also safe and friendly for foreign enterprises.

The speaker then embarked on the session with dynamics and trends for business in AEC. Thailand sets up 4 missions to deal with AEC. 1. Trading nations with Openness- if you are trading with another nations, your market should have enough openness. 2. Manufacture nation with Innovation- Mr. Shu Teh Kang defined innovation as “if you decide you going to start something, it is called innovation”. 3. Investment nation with security and 4. Tourist nation with quality. The speaker explained the “Open Society and Open nation (Connectivity)”, in terms of Thailand, it doesn't have to worry to open the market because Thailand has a lot of resources and possibilities to grow its market very well. And he explained the opportunities and risks of AEC briefly. Through the establishment of the AEC, an ASEAN single market and production base shall comprise five core elements: (i) free flow of goods; (ii) free flow of services; (iii) free flow of investment; (iv) free flow of capital; and (v) free flow of skilled labor. In addition, the single market and production base also include two important components, namely, the priority integration sectors, and food, agriculture and forestry. The speaker encouraged his audience to start business. He also explained the start-up business cycle. Business is the triangle of capability, enthusiasm-do what make you happy and the market and they are connected each other. At the session end, the speaker mentioned the quotes of successful people and one of them is Chakri Dynesty's (His Majesty King Bhumibol Adulyadej) philosophy of sufficiency economy “Economic development must be done step by step. It should begin with the strengthening of our economic foundation, by assuring that the majority if our population has enough to live on....Once reasonable progress has been achieved, we should the embark on the next steps, by pursuing more advanced levels of economic development”.



MAY | 2016

## DR. KIRIDA BHAOPICHITR “ASEAN INTEGRATION” OPPORTUNITIES AND CHALLENGES

On May 26th 2016, Dr. KIRIDA BHAOPICHITR, a research-director for the International Research & Advisory Service, Thailand Development Research Institute (TDRI), is a leading think tank in Thailand was invited to share her insights and experiences by the Graduate School of Business (GSB) to hold a speaker of the month session with the topic “ASEAN INTEGRATION”.

At the beginning of the session, she explained “what is ASEAN Community” briefly. As we know, ASEAN, through the establishment of the AEC, is built to create as a single market and production base characterized by free flow of goods, services, and investments, as well as free flow of capital and skills. And she continued with its opportunities and challenges along with synergy of ASEAN. Insightfully before she explained about ASEAN integration, she emphasized the interesting features of ASEAN. ASEAN is a very diverse region and has exact

different growing rate in terms of GDP. If ASEAN becomes more integrated, there will be more spaces for investments and trading and can get more investors from outside consequently. With different income level, ASEAN countries are diversified and produced different products and services which lead to generate more job opportunities. She also mentioned the Asian Free Trade Agreements (AFTAs) and she highlighted some challenges like there is non-tariff barriers for good still remains as an issue, logistics performance are particularly weak in CLMV, service trade is still quite restricted among ASEAN countries, FDI into service sector is highly restricted in east Asia and labor productivity in service sector is still low in ASEAN.

At the end of the session, she concluded with the optimistic insights of ASEAN. ASEAN market has grown very quickly and is an attractive region for foreign investors. ASEAN market has still more available rooms to grow its share of services, export and plays as a big role in GDP growth. Before the session ended, Ms. Kirida passionately participated in the Q&A session with the students and delivered very useful information and ideas. And she ended the session by bringing up the motto of ASEAN, “One Vision, One Identity, One Community”.

**DEVELOPMENT AND ADOLESCENTS' SLEEP: IMPLICATIONS OF THE SLEEP-SMART PROGRAM**  
**SPEAKER: AMY R. WOLFSON, PH.D. PROFESSOR OF PSYCHOLOGY, VICE PRESIDENT FOR ACADEMIC AFFAIRS, LOYOLA UNIVERSITY MARYLAND**

On 21st July 2016, the Graduate School of Business (GSB) invited Professor Dr. Amy R. Wolfson, the vice president for Academic Affairs Loyola University Maryland to give a speaker of the month on the topic "Development and Adolescents' Sleep: Implications of the Sleep-Smart Program". During the talk, she explained the regulation of sleep over lifespan with a lot of illustrations and good examples which is happening in our daily life and it led to a great talk.

Professor Dr. Amy R. Wolfson started the talk by explaining the change of awake time and asleep time and the reasons of changing sleep schedules with understandable short points. It mainly focused on adolescents' (ages 10-21) sleep needs and sleep changes, especially because of school-time, teens' bed-time changed and delayed. Bedtime changes according to age and school time. We can see a lot of reasons for delaying bedtimes, especially for teens. Sleepover which makes teens easily to stay awake as long as they want, school transition study which makes decrease in sleep time and increase in sleepiness. Media became a strong reason for the damaged sleep schedule these days. We can see how ruin our sleeping time is according to the research. The perfect storm of teens on these days is "Insufficient Sleep and Caffeine Use". Caffeine is the most popular "drug" these days with at least 75% adolescents consuming it. We normally take caffeine to get rid of our sleepiness and we can see what it makes to our sleep schedule. It reduces SWS, increases sleep onset latency and night awakenings, decreases sleep efficiency, decreases sleep duration, increases morning sleepiness, and negative impact on sleep quality. We need to balance the consumption of caffeine to make sure not to ruin our sleep time. So these are the typical reasons for having our damaged sleep schedule and she also talked about the consequences of it. One of the solutions which can help and educate for people is having more sleep education programs which aims are assuming 3 way dynamic interaction between personal/ developmental factors (e.g., sleep need), environmental influences (e.g., bedroom, sleeping arrangement) and behavior (e.g., caffeine, television use) and primary behavioral goals which are developing sense of sleep competence (efficacy) and establish and maintain consistent sleep/wake schedule that allows for adequate total sleep.

To wrap up, Professor Dr. Amy R. Wolfson pointed out the facts that we don't notice to ourselves about our sleep time, what the consequences are and how we can manage it. Before the



session ended, Professor Dr. Amy R. Wolfson joined in the Q&A session with the students. It was a great talk by using a lot of interesting illustrations, easy to understand and different among other topics of the speaker of the month.

After the session, MBA Students, Mr. Ehsan Karim and Ms. Sesiliya Tuladhar had a short discussion with the presenter with the encoded interviews below:

**How can I manage my biological clock and sleeping habits, if I was supposed to sleep at a particular time but suddenly due to pressures and work schedules, I may have shifted my sleeping schedules, do you think this may have an impact on my productivity? What can be your quick recommendations?**

Right! There is couple of things concerned. Light is very significant. One recommendation is if people would like to advance their clock as to say getting up earlier in the morning and feel more alert in the morning than you do. Light has an impact immediately as if you expose yourself to the light in the morning, pulling up the shades, putting on all your light devices on such as electricity and so forth has an impact on your productivity as well. People who have delayed sleep face disorder or syndrome where we most likely do not feel sleepy since 2 or 3 o'clock in the morning on a regular basis and cannot be able to get up until noon and that's your regular sleep-wake habit but you have a job or school to catch at 8 o'clock in the morning then one approach can be the lights thing that I have suggested but also you need to get up on a regular schedule when actually say you are taking a week-long vacation, then you better try to move your sleeping schedule 1 hour back naturally so that you can back to the regular sleeping schedule. In addition, you have to make sure you are keeping caffeine out of your system and follow other sleep hygiene which can be better for your health and work schedules likewise.

**How much hygiene sleep environment can influence the sleepiness of a person compared to the external noise from the neighborhoods?**

Sleep hygiene can be your own practices and can be the environment in which you live in and you have heard that my being increasingly interested in some other works that I have done on social class, sleep and sleep environment and it's a very good question. There are certain individual differences I must say and has been proved by research in terms of how much noise and the type of noise that effects sleep and again lights are more important as sleeping in a dark environment is more conducive to sleep so if you live in a situation where you are in tight quarters and either your sleeping partner and your roommate is putting lights on or using devices or if it's not dark at outside or morning comes and the shades are up, then you are going to have difficulties sleeping.

**Some people have a habit to take a power nap after lunch or at daytime, so is it useful or harmful for health?**

Napping is really interesting and it is a great question. There are stereotypes about napping in terms of bi-physic sleep versus poly-physic sleep and it's really interesting to study. There are different cultural practices around daytime sleeps though in Latina culture there has always been a siesta or afternoon nap and what we know now studying napping is that a nap where you term it approximately under 45-minute long in length and I pick that number for a reason. So when you're going to take a nap in the afternoon so you make sure you are not going to cross the time by the time you fall asleep and it may have a negative implication such as if you want to take a nap at 7 o'clock in the evening when you are supposed to sleep by 10 or 11 o'clock at night.

*Thi Thi Aung  
MBA Student*

## Dhammasekya Day (MYANMAR)

Robe Offering Festival or Dhammasekya Day is celebrated all over the country in full moon day of Waso, the fourth month of traditional Burmese calendar. In Western calendar, it is held in July and it is also a public holiday. On this day, Buddha preached his First Sermon, Dhammasekya, to the five disciples after his enlightenment over 25 centuries ago. For this reason, it is a special month for Buddhist. Some Buddhists keep the eight precepts or the Sabbath by giving up meat, alcohol or smoking once in a week starting from that day memorializing the first day of Buddhist Lent which lasts three months of Monsoon season. After this day, Buddhist monks have to enter their 3-month Lent each year and are forbidden to travel and overnight stay outside their monasteries. So, robe offering ceremony is performed not later than this day to use holy robes and other requirements getting from donation during this period of retreat. There are a lot of religious activities in this day and during the Buddhist Lent in Myanmar. Many Myanmar people go to the pagoda and monasteries, and make merit with good deeds such as donating robes, food, alms, seasonal flowers and others; keeping 8 precepts, listening the preach of the Dhamma from monks, giving food to poor etc. In some rural areas, women are busy to prepare foods to offer the monks in the early morning. After that, they are ready to donate foods to alm bowls of parade monks through the town on Sabbath day. Some young people also participate in volunteer service group to make a donation by cooking rice and curry and offering daily to the monks at monastery during this period.

## Asanha Bucha Day (THAILAND)

Theravada Buddhist festival "Asanha Bucha" is the important festival in Thailand which usually falls in month of July. This day celebrates the Buddha's first sermon after his enlightenment. In the sermon, which is known as 'Setting the Wheel of Dhamma in Motion', the Buddha first spelled out the Four Noble Truths and the Noble Eightfold Path. Asanha Bucha Day is considered as the first day of Buddhism Announcement to the world. From His enlightenment, the Buddha has fulfilled his duty of turning into the founder of Buddhism. This day is a public holiday in Thailand and people mark and celebrate this day by various activities. Thai people celebrates this day by visiting Buddhist temples across Thailand. Many of them return to their home town to donate offerings to temples and participate in sermons. During the day, monks chant mantras and preach the first sermon of the Buddha. In the evening they will often perform a ceremony called 'wian tian', where they walk clockwise around the main shrine of the temple carrying a candle, incense sticks and lotus flowers. Several events are witness during this festival which includes:

In one of the province named "Saraburi", which lie in central Thailand local monks parade through the town with their alms bowls. Instead of the usual offerings of food, people will instead put flowers into their bowls. The monks then return to the temples and offer the flowers in honor of the Buddha. In Saraburi, Asanha Bucha Day is traditionally a popular day for young Thai men to enter the monkhood.

### EVENTS OBSERVED ON ASALAHA BUCHA DAY

**'TUM BOON'**: Making merit by visiting temples for special observances, listening to Dhamma preaching, giving some donations and join in the other Buddhist activities.

**'RUB SIL'**: Keeping the Five Precepts, including abstinence from alcoholic drinks and all kinds of immoral acts.

**'TUK BARD'**: Offering food to the monks and novices (in the alm bowl).

**Practice of renunciation**: Observe the Eight Precepts, practice of meditation and mental discipline, stay in the temple, wearing white robes, for a specific number of days.

**VIEN TIEN'**: Attending the Candle Light Procession around the Uposatha Hall, in the evening of the Vesak full moon day.

*Poe May Thu Thin & Thiri Theingi, MBA Students  
Sesiliya Tuladhar, MBA Student*



*Reflections of*  
**Mr. Pruet Boobphakam**  
*on Thai Tourism and Future Possibilities*

- Ehsan Karim, MBA Student -

On the glorious morning of May 31<sup>st</sup>, 2016, graduate students from the MBA program had the privilege to interview Mr. Pruet Boobphakam, President of 'Thailand Elite' also known as 'Thailand Privilege Card Company Limited' and had a discussion on their niche product offering, privileges for their clients and their contribution to the tourism industry in Thailand.

*What makes "Thailand Elite" unique?*

Thailand Elite is tailored towards a niche market offering lifetime membership along with unlimited privileges and exciting benefits. The company started its operations with single goal of serving its honorable customers the best of Thailand under a unique package. The project was approved by the Ministry of Tourism & Sports, Thailand back in 2003 and it was proposed to implement under the supervision of Tourism Authority of Thailand (TAT). So the uniqueness of our service has its root from the distant past and strict supervision with exclusive quality standards.

*As the target market is niche, what Elite value would you like to provide to your clients?*

So far we are changing our positioning depending on the market condition and market demand. Due to many reasons apart from political instability, we are constantly changing our service pattern. Before we had unlimited membership with our clients but now the market is compressed. We have to change our focus from unlimited to limited but we provide 'privilege entry visa' to our elite members, which is a multiple entry visa with five years validity and can be renewed as long as the membership is valid. We have studied the taste and preferences of the elite class personnel from overseas and all they are worried is of the legislations of the

stay permit in Thailand. We are the very first company that provides the country membership program to its clients starting from immigration, leisure, business and much more that money alone can't buy. These measure the degree of elite-ness to our honorable clients both in Thailand and overseas.

*How would you prefer to promote Thai culture to generate tourism?*

Do you think Thai Culture is sellable in the Market? That's a question. When I used to work for the Airline industry overseas, I got myself involved with the tourism, transportation and passenger movement what so ever, and met different people from different perspectives. People keep saying when they come to Thailand, they love Thai people. Then my question is only the love for Thai people comprises of the Tourism sector growth? In my opinion, tourism in Thailand comprises of many aspects rather than Thai people and Thai culture as a whole. In order to generate tourism, one of the most important things is "Infrastructure". Considering the example of Europe, when I used to drive from Berlin to Paris, even though the language is different, there is one thing which is common and that is the traffic signs. There are many commonalities among the Europeans because of the integration of European Union (EU) even though the member countries have different people, cultures, languages etc. But what about Thailand? If you have to drive through, you need to understand their language first. If you can not provide possible directions to the tourists, how can you attract them in broader terms? We have everything to serve the tourists starting from lavish hotels, Thai culture, Thai cuisine, beaches etc. but we lack in one aspect and that is 'infrastructure'.

*What are the specific sectors in Thailand that are targeting major tourists from other parts of Asia, North America, Oceania and so forth?*

In some countries, tourist attractions are focused on God gifted products such as Sun, Sand, Sea, Culture and People. These are good but not good enough compared to the man made attractions. If we look at the Great Wall of China, the Statue of Liberty, the Eiffel Tower, the Taj Mahal and many other man made wonders, which are existing today more than a decade really attract the traffic from the overseas. Most importantly the countries who have man made infrastructure and attractions have more repeat customers. In my opinion, tourism in Thailand has very high seasonality. During the rainy season, who wants to stay in the sea resorts? It is very hard to sustain in the market if we only focus on the God gifted attractions. There are histories in Thailand has in the distant past one thousand and two thousand years ago which can be marketed. We should make it visible and accessible to our tourists and I think it will help to improve the tourism industry.

*What are the key performance indicators based on which Thai tourism should be measured?*

In measuring Thai tourism, we should look at the perspectives of existing and new customers. We need to figure out what can we do to attract the new pool and what can we also do to convince our existing visitors to come and visit again and these are totally different to each other. We should do more research on our customer base towards Thailand and should put their preferences on top priority.



*Mr. Pruet Boobphakam turned himself into the management track since 1994. He believes in optimism and has always been taking care of businesses with a 'can do' attitude. As a result, he was the youngest employee to be promoted as the 'Executive Vice President-Commercial' at the Thai Airways International. As of today, he is the President of Thailand Privilege Card Company Limited' having the Tourism Authority of Thailand (T.A.T.) as its sole shareholder and holding the status of the state enterprise under the Budget Procedures Act B.E. 2502 (1959).*

*What future plans do you have to promote tourism in Thailand? Which specific areas would you like to focus on?*

In our vision of Thailand Elite towards Thai Tourism, we are prone to deliver premium and B.E.S.T. solutions to our members. As our core competency is on 'Privilege Entry Visa' and we have some of our agents whom we assign as global partners as they have global networks and we encourage them to share our premium packaged services in the residing countries sharing common goals. In that sense we can generate elite customer traffic by encouraging them to stay in Thailand with our visa without any interruption. These will provide them the opportunity to explore Thailand and expand their ventures to Thailand. We prefer to focus on quality rather than quantity. It is true that we need quantified data and we can forecast based on those, but our primary focus must have to be towards the improvisation of the quality standards. If we promote and expose to the world what we have and our expertise, only then I can sense a prosperous future ahead.

*In recent trends, tourism industry is very competitive, how would you like to sustain this mature market? Or do you even think it is a mature market at all?*

I think the seasonality effect makes people travel more. The weather condition supports the tourism industry at its best. We have evidence from 1997 as of to how Disney has shifted their strategic move to Thailand due to the weather condition. Therefore, we have to invest in the tourism industry of Thailand promoting what can we actually deliver to the customers beyond Sun, Sand and Sea. We should fix our unique selling proposition to the outer world and should leverage some unique attractions so that brand awareness of Thailand will be more strong. One example can be we can make our Royal Grand Palace as an icon of the country. In order to sustain in the tourism market in Thailand, it would be wise enough

to come up with unique series of campaign promoting Thai Tourism at its best. Some suggestions can be highlights on explorer activities such as ski-diving, trekking, surfing, bungee jumping etc.

*How does tourism promotes cultural restoration and conservation of Thai culture?*

In my opinion tourism tends to change the culture rather than restore it. If we focus on Thai culture, people in Thailand are quite open to accept change and it leads to the development path and does and so forth.



## A BASKET OF TOURISM OPTIONS IN THAILAND

- Poe May Thu Thin, Thiri Theingi & Thet Thet Swe, MBA Students -

The land of smiles, Thailand offers a large diversity of attractions for tourists; incredible landscapes and beaches, cultural festivities, famous culinary specialties, but also numerous opportunities for shopping and nightlife.

As the first priority, if you land at Bangkok, Thai cuisine and traditional dishes are a must try before anything else. In addition, you can find insects for some sort of food on most street vendors at every corner of the city area, so do not be afraid to try. I am sure that it is one of the most must try things you need to do in Thailand. Do not forget to try some street food and eat lots of Pad Thai which comprises of Thai style noodles. Drinking coconut juice in Thailand is an alternative option to refresh oneself from the scorching heat instead of the usual Fanta in a glass beverage.

Fortunately, minimizing your footprint in Thailand has never been easier, with countless steps to enjoy a greener visit, from homestays with hill tribes and helping with the harvest to supporting endangered wildlife. Hin Tung, the second largest park, is what you can visit and watch from the fields as the bats come out to hunt for their twilight meals. Then, feel the amazing hill tribe life styles that are off the beaten path and traditional unchanged ways of living.

To strength your legs, Thailand can give wonderful treks and amazing swathes of

jungle around the rainforests and waterfalls. One of the best ways to see a bit of jungle life is by hopping on board a bamboo raft and floating down a river. Even though it may not be the most stable of transportations, it definitely is the most fun one. The Kho Yai Park is the home to a vast area of increasingly rare monsoon rainforests and some of Thailand's last remaining wild tigers, gibbons and elephants. And with almost 400 species of bird, it's a bewitching paradise. While nothing beats the thrill of spotting an elephant in the wild, fortunately there are a growing number of elephant sanctuaries in Thailand that offer more ethical interactions such as walking with and bathing the gentle giants. Opting for a homestay over a big resort (even for just a portion of your visit) will give you the chance to experience a more traditional way of life in Thailand.

The next thing to do in Thailand is to take a golf tour to rejuvenate your health and strength. You can relax and enjoy a full resort developed to support the quality course, with a great range of facilities, affordable prices, great weather, safety and the welcoming friendliness of Thailand's people. After playing golf, to make your body and mind relax, you can try a fish spa which is surprisingly good for removing dead skin and impurities. That sounds so weird but one can feel like a native by getting feet nibbled by fish. Enjoy the traditional Thai massage which is quite different from the soothing strokes of other techniques. You can feel peaceful and won't forget the memory that is like a paradise once you experience those amazing two things.

The traditional sport of Thailand, Muay Thai is very popular among teenagers and professional boxers. You should also try Muay Thai which not only makes the body fit in shape for both women and men, but also it is an enthusiastic course which most tourists pursue.

Moreover, you can be amazed at the marketplace where goods are sold from boats, also known as the floating market which supports locals and mainly serves as one of the tourist destinations. The purpose of this market is to allow domestic visitors and international tourists to be able to experience the culture of riverside shopping. Floating markets offer fascinating cultural experiences as well as glimpses into the local way of life of a bygone era. If you like outdoor markets and street-side shopping, you will definitely enjoy a day out at one of the floating markets surrounding Bangkok.

If you like to collect antiques, Thailand is a treasure trove for antique aficionados around the world. Many stores in Bangkok stock both genuine antiques and more modern reproductions intended for less discerning shoppers. Perhaps the most ubiquitous thing is Buddhist art reflecting distinctive styles of the Kingdom's past eras. The river city shopping complex is one of the most established venues for antique shopping. Most of the shops here are well-established and run by people with genuine passion and in-depth knowledge about their goods. This is for sure the perfect time to explore the fantastic activities according to your desire to cluster for your ultimate experience in Thailand's tourism options.



## A BRIEF ON THE 'AEC MASTERPLAN'

- Ehsan Karim and Poe May Thu Thin, MBA Students -

The AEC are established to transform ASEAN into a real economic community by the end of 2015. At first, ASEAN was built as a political alliance to limit the spread of communism in Southeast Asia. ASEAN gradually became a diplomatic organization to manage regional issues and expand trade with the inclusion of Vietnam, Cambodia and Laos and their opening to a market economy.

Through the following implementation of these four pillars for economic growth namely 'Integration', 'Stability', 'Competitiveness' and 'Dynamism', ASEAN is bound to realize the principles of an Economic Community, inspired by the model of the European Union (EU). The single market and production base, competitive economic region, equitable economic development and ASEAN's integration into the globalized economy are the crucial facts to adopt for all ASEAN member states to reduce development gaps. Moreover, there are five core principles to push ASEAN into the final achievement of single market and production base namely free flow of goods, services, investment, capital and skilled labor. ASEAN countries have to reduce and eliminate tariffs and non-tariff barriers that cause to improve trade facilitation to lower factor and transaction costs. ASEAN

member states can ascertain benefits from a broad set of rules for protection, facilitation and promotion of inward investment. The two sectors of capital and skilled labor are closely linked to services liberalization with similar aims. By educating regional players and citizens about the benefits of AEC, the community will help to narrow down development gaps, to promote mutual cultural understanding and connecting the global world.

By creating a competitive economic region, AEC wants to foster a culture of fair competition, which includes protection of consumers and guarantees for intellectual property rights. It also requires infrastructures (highways, airports and rail links, power grids and gas pipelines) under planning and development. The ASEAN can create a region which has the framework to foster competition in a manner that benefits investors, businesses and consumers. ASEAN coordinated competition policy - Consumer protection - Intellectual property rights - Infrastructure development - Taxation and Ecommerce. From now on to the future, they can connect member states with the rest of the world from cooperation of ICT roles and advanced technologies.

In light of ICT development, it has major contribution towards enhanced ASEAN connectivity. It will help to boost production and service trade and efficient allocation of resources with intensified relation with external partners. AEC Master plan on ASEAN connectivity is crucial as it helps connecting one-member state with another and ASEAN

as an identity with rest of the world not only for economic development as a prime concern, but also to strengthen regional and national, physical and institutional linkages and minimizing development gap.

ASEAN's proposed framework for strategic development focuses on three major connectivities namely improved physical connectivity, better institutional connectivity and deeper people to people connectivity. These strategies are aimed towards deeper and wider value chain system for enshrined global and East-Asian production and distribution networks with full support from financial institutions. Furthermore, these initiatives will help flourish the comparative advantages of the developing ASEAN member states through increased opportunities for greater investment, trade and growth. With thorough development and intra-regional linkages, the ASEAN economic community will become deeply integrated with the rest of the world.

To implement the strategies in an efficient and seamless manner, the introduction of ASEAN Coordinating Committee, which comprises the permanent representatives from the ASEAN member states, is proposed in light of the forward integration. The Committee will constantly work with the National Coordinators appointed by the Government of the representative member states. These allied implementations will further strengthen the development and enhancement of ASEAN connectivity at the national and global levels.



History and cultures have always been the key ingredients to spice up the journey, whether during vacation or in religious tour learning and experiencing new culture and history is always fun. Tourists nowadays want to explore the historical sites and are enthusiastic to know about history, religion and culture as well. Thailand received about around 30 million tourists in the year 2015. Many of the tourists who visit Thailand also travel to Cambodia, Laos, Myanmar and Vietnam (CLMV) for religious and cultural sightseeing. Thailand acts as the gateway to CLMV countries as it lies in between these countries and travelling from Thailand makes it easy for the traveler. Easy routes are available for travel in these countries, mostly tourists' travel via bus and low-cost airlines as they are affordable, convenient and time savers as well.

CLMV countries are best known for their ancient history and temples. Buddhism is the major religion in these countries and there are many historical sites that coincide with Buddhism. Out of many destinations in CLMV countries, these are the recommended places to visit for tourists who want to learn and experience CLMV history and culture.

## CLMV TOURIST ATTRACTIONS

- Sesiliya Tuladhar & Pranil Ratna Tuladhar, MBA Students -

### Cambodia:

Cambodia is a beautiful country officially known as Kingdom of Cambodia located in southern part of Southeast Asia. It is worth visiting for its unique history, great temples and monuments, archeological charms, warm hospitality and for the experience of the experience local lifestyles of the people. To explore the beauty of Cambodian culture and history, tourists choose to visit Angkor also known as the "City Temple". It is a sacred destination in Cambodia and is located near Siem Reap. Angkor is filled with splendid archeological sites which is surrounded by thousands of temple ruins. The world's largest religious monument Angkor Wat Temple rests here. The temple was built in the 12th century by the king of a thriving Khmer empire for royal Hindu temples. After the fall of the Khmer empire Buddhist monks took care of the temple and it still remains in one piece. The center of the temple on a hill symbolizes Mount Meru meaning, "the home of gods." The outer walls of temple represents the mountain and is believed to be encircled by the cosmos. The temple has five central shrines and three galleries, the first gallery is decorated by holy nymphs and dancing figures in the walls and pillars. In the second gallery, the inner walls are filled with narrative reliefs and the third gallery consists of five shrines which are decorated by body of snakes and heads of lions. The awesome fact about this temple is that it is actually seen on the flag of Cambodia. The Bayon temple is another famous temple to visit. The temple depicts the junction of heaven and earth. The temple is known for its huge stone faces of the bodhisattva Avalokiteshvara. It faces outward and keeps a look out at each compass point.

Another popular place to visit while in Cambodia is Ta Prohm originally known as "Rajavihara". It is a Buddhist temple built in 1186 A.D. by King Jayavarman VII dedicated to his mother. It is a unique temple under massive roots of huge tree. It is a quiet and magnificent monastery with crumbling towers and walls, courtyards and narrow corridors. The area is surrounded by dense jungle which reminds one of richness and power of jungle. To watch sunlight from great trees towering with filtering leaves is glorious. There are 39 towers at Ta Prohm and these are connected by several galleries. The central sanctuary is another famous spot to see and it is also known as "Tomb Raider Tree" because the famous Lara Croft: Tomb Raider movie was filmed in the location.

### Laos:

Laos is yet another country filled with century-old traditions, heritages and beautiful landscape. Officially known as "Lao People's Democratic Republic (Lao PDR)" it is a landlocked country untouched by modern demands. The country is featured with mountains, tropical forests and a river. It is the religious images and unique art that sets Laos apart from its neighboring countries. Among many places in Laos, Luang Prabang is one of the famous cities tourists like to visit. It is an ancient town located in northern Laos and is selected as a UNESCO World Heritage Site in 1995. The city is famous to witness the Buddhist Alms Giving Ceremony which is a sacred Lao tradition. This ceremony takes place every day at sunrise on main streets of Luang Prabang, the locals and even foreigners are encouraged to participate in the offerings to the monks. The belief in alms giving in Buddhism is to make merit and to become selfless in life. Another point of interest in Luang Prabang is the Buddhist temple called "Wat Xieng Thong". A superb example of Buddhist architecture, located near the confluence of the Mekong and Nam Khan, it was built by the royal instruction of King Setthathirath in 1560. This temple is also known as "Golden Tree Monastery", as it is built elaborating the features and style of trees of mosaic on the rear temple walls. The temple has unique Buddha images which describes the tale of the temple. Another interesting site in the temple is the drum towers, famous for its sheer size and its extraordinary funeral carriage. Nagas and other legendary sculptures complete the extravagant decorations at beautiful Wat Xieng Thong.

Pha That Luang is another sacred stupa located in Vientiane, Laos. It is a huge stupa covered with 500 kilograms of real gold leaf, built in 1566. This monument is a national pride of Laos which represents Buddhism, it is a 45 meters high, pyramidal shape surrounded by 30 small stupas. The three levels in the stupa indicates the way from earth to the heaven. The first level indicates underworld, the second level indicates the 30 perfections of Buddhism and third level indicates the kingdom of heaven. While passing each level, it gets narrow and difficult to pass through. The stupa is considered as one of the best architectural works in Buddhism around the world.

### Myanmar:

Myanmar officially known as "Republic of the Union of Myanmar" is the country of the golden land. It is a new emerging tourist destination mostly famous for pagodas, temples and archaeological sites. The country has a long history of Buddhism, most of the attractions shows how Buddhism was spread all around Myanmar. One of the famous destinations is Shwedagon Pagoda, an almost 2500 years old pagoda which has four covered walkways to the pagoda's platform in the center. The pagoda is full of dazzling stones and colorful stupas. The main stupa is completely made of solid gold studded with diamonds of 2000 carats in the upper parts. The legends states that the Buddha gave eight strands of his hair to Burmese merchant brothers be enshrined in Burma. The Buddha's hair has been stored inside the main stupa. Around the main stupa eight Buddha images are placed representing each day but for Wednesday there are two images representing Wednesday morning and evening. Alongside there are signs of animals representing the days.

### Vietnam:

A country famous for the diverse culture, history and exotic landscape, officially known as "Socialist Republic of Vietnam" has a deep history of war. The Cu Chi Tunnel is well known example of how the Vietnamese Communist forces won the Vietnam/American war. Located in Ho Chi Minh city, it is a must see attraction of Vietnam. The tunnel network of chu chi is a legendary place spread from South Vietnam Capital to the Cambodian border approximately 40 kilometers long. Tourists who love adventure can experience the crawl inside the tunnel, which is several stories deep with numerous trapdoors, weapon factories, hospitals and command centers. For more adventure, tourists can also play real war games with authentic AK rifles used during the war.

Another, famous place, the Tomb of Tu Duc in Hue is beautifully designed among other tombs in Nguyen dynasty. Surrounded by a pine forest the tomb is the final resting place of Emperor Tu Duc (1848-83). The tomb was designed by the Emperor himself before he died, but the most interesting thing about this tomb is that the Emperor was actually buried in a different secret location somewhere in Hue. Still till today historians are busy trying to find the location.

## EXPLORING MYANMAR

*Min-ga-la-ba!*

Our recent trip to Myanmar was historically enlightening and amusing, with lots of pagodas and historical sites to visit. Even with seven days it was still not enough. We were a group of five friends, two friends from Myanmar, one from Thailand and the two of us, from Nepal. We shared different cultures and backgrounds but we belong to same religion "Buddhism". It was amazing to know the in-depth culture about Myanmar. One of my Myanmar friends enlightened us about the true meaning of the name "Myanmar" which means fast, strong and the strength of country towards development as "Myan" means "fast" and "Mar" means "strong and fast".

On our first day in Yangon went on visiting the Shwedagon pagoda. It is said to be over 2500 years old. Shwedagon pagoda is the biggest monument in Yangon standing at 112 meters. It can be seen from almost everywhere in Yangon. The huge monument is clad in gold leaf, diamonds, rubies, and other gems. It is believed that eight strands of Buddha's hair lies in different shrines inside the pagoda. For every pagoda we visited we had to be bare footed on the hot marble or cement (no socks as well) - a little

unpleasant experience when the sun is scorching hot. The best time to visit is at evening time. The other pagoda we visited was Botataung pagoda. A bomb destroyed the pagoda in 1943. After the war the Botataung was rebuilt in a very similar style to its predecessor, but with one important and unusual difference: unlike most pagodas, which are solid, the Botataung is hollow, and we can walk through it. Inside the pagoda it's a maze filled gold-leaf wall and glass casting. Within those casings are ancient relics and artefacts, including small silver-and-gold Buddha images, Buddha's statues and the hair of Buddha.

On the first night after dinner we took a night bus to the Golden Rock known as Kyaiktiyo. The bus was "ok-ish"-comfortable to sleep on, but we woke up couple of times because of the driver kept on playing music and he updated us by hourly announcements all the way to our destination. After reaching our destination early in the morning we had our Myanmar-style breakfast which was delicious and headed to a bus-truck stop to take us up the mountain. There is no other means of transportation other than bus-trucks because of the inclined slopes and inclined turns up the mountain.

*Bagan*

These trucks are only able to carry the passengers to Kyaiktiyo (Golden rock). After reaching our destination we walked to our hotel to rest and refresh ourselves. Later after lunch we hiked down to a small shrine of Buddha and later hiked down to a cave that has the shape of a beak on the top. The belief here is that if anyone could throw coins into the beak then their wish is fulfilled. Only one among the four of us could manage to throw a coin into the beak after several tries. We took a break from the hike in a tea shop and came back to our hotel. In the evening while the sun was setting we went to see the Golden rock because in broad daylight the marble is burning hot. We had learned our lesson from the Shwedagon pagoda. We offered our prayers and stuck golden foils on the rock. There is a belief that only men are allowed to go near the rock to stick the foils whereas women say their prayers outside the gate of the temple. After the sunset the winds streaming up the mountain were really cold. Fresh and cool breeze could be felt throughout the evening. We could hear the chanting of prayers from pilgrims visiting the Kyaiktiyo. The golden rock has a spectacular view in the evening.

Bagan is ancient city full of pagodas everywhere you look. After entering town we were greeted by all sizes of pagodas from small to big. Bagan is a huge plain land covered in pagodas. The weather was very hot to stay outside for long durations. So we stayed inside the temples and pagodas as we enjoyed and explored them. Staying in the shade did bring some cool breezes but out on the sun, was completely different story. We rented a van to visit different places which are spread wide apart from each other. There is plenty to see in Bagan but the main attractions are Ananda temple, Shwezigon Pagoda, Manuha Temple and Bu phaya. Ananda temple is considered to be one of the most outstanding surviving masterpieces of the Mon architecture. After the temple was built the architects were executed so the temple could have a unique style. Each compass side had a huge Buddha statue that is almost 10 meters high, all covered in glittering gold. The Shwezigon pagoda is believed to be a replica of the Buddha's tooth of Sri Lanka. There are four replicas which were enshrined. Now-a-days it is believed that visiting all the four pagodas in one day will bring good luck and prosperity.

Most of the pagodas' second floor are completely sealed off but our guide took us to one where we could go up to the second floor of the pagoda. The passage was dark and narrow. It could fit only one person at a time. After climbing, the view was absolutely beautiful. As far as we could see, we saw countless pagodas in all directions. The view was really spectacular. After all day touring in different pagodas we went to witness the beautiful sunset in Bagan from Shwe San Daw Pagoda. The pagoda had several ladders and it was fun to climb and from the top we could enjoy the impressive 360 degrees view of the entire temple area of Bagan. The area was filled with tourists. Everyone was excited to enjoy the sunset and it was more than wonderful than we had imagined. We managed to take few selfies during sunset. After a tiresome day in Bagan we enjoyed the typical traditional Myanmar food from one of the famous restaurants in Bagan.

On our last day of the trip we explored the local market around Yangon, the China Town, which was filled with foods and fresh fruits. We tried some Myanmar street BBQ and famous Myanmar beer, it was really delicious and relaxing. This is a holiday of memories to last. Filled with enchanting gentle people, beautiful country sides, amazing temples and vibrant markets. We wish to come back and explore more places in Myanmar soon.

**Sesiliya Tuladhar & Pranil Ratna Tuladhar, MBA Students**

New Small Businesses:  
**MAKE YOURSELF HIGHLY  
 ADAPTABLE AND AVOID  
 HEFTY INVESTMENT**

Entrepreneurship is one of the hottest concepts in today's business. Unfortunately, it has also been widely known that its success rate is quite slim. George Meszaros editor and co-founder of Success Harbor mentioned in his article that "There are over 28 million small businesses in the United States, according to the SBA. It's an impressive number. The sad reality is that only about 50% of them survive. What's worse is that only about one-third survive 10 years or more. The life of an entrepreneur is unforgiving. It is a constant challenge. There are many moving parts. Any one of them could put you out of business." In addition, in Australia, between 2003 to 2007 approximately 42 percent of small businesses failed and have been found to be slightly lower since 2008, according to Candice Alex who wrote in this article published in Dynamic Business.

**SO, WHAT IS THE MOST IMPORTANT  
 ISSUE FOR ENTREPRENEURS?**

Today's business happens so fast. In fact, Martin Reeves and Mike Deimler wrote in the article published in Harvard Business Review that we are living in an era of risk and instability. Solutions or the tools to help business to fight with this kind of environment is being able to "adapt" frequently and quickly.

Millions of new ideas/products are released every day. Something that the market wants today might not be tomorrow due to the release of new products to the market. As a result, to survive, business needs to be able to change to adapt as quickly as they can. These rapidly moving businesses lead to a new way of thinking, ideas that really catch the attention of your target group are much more important than trying to do things perfectly.

**I HAVE TO MOVE FAST? HOW DOES  
 THE ORGANIZATION OF MY  
 COMPANY LOOK ?**

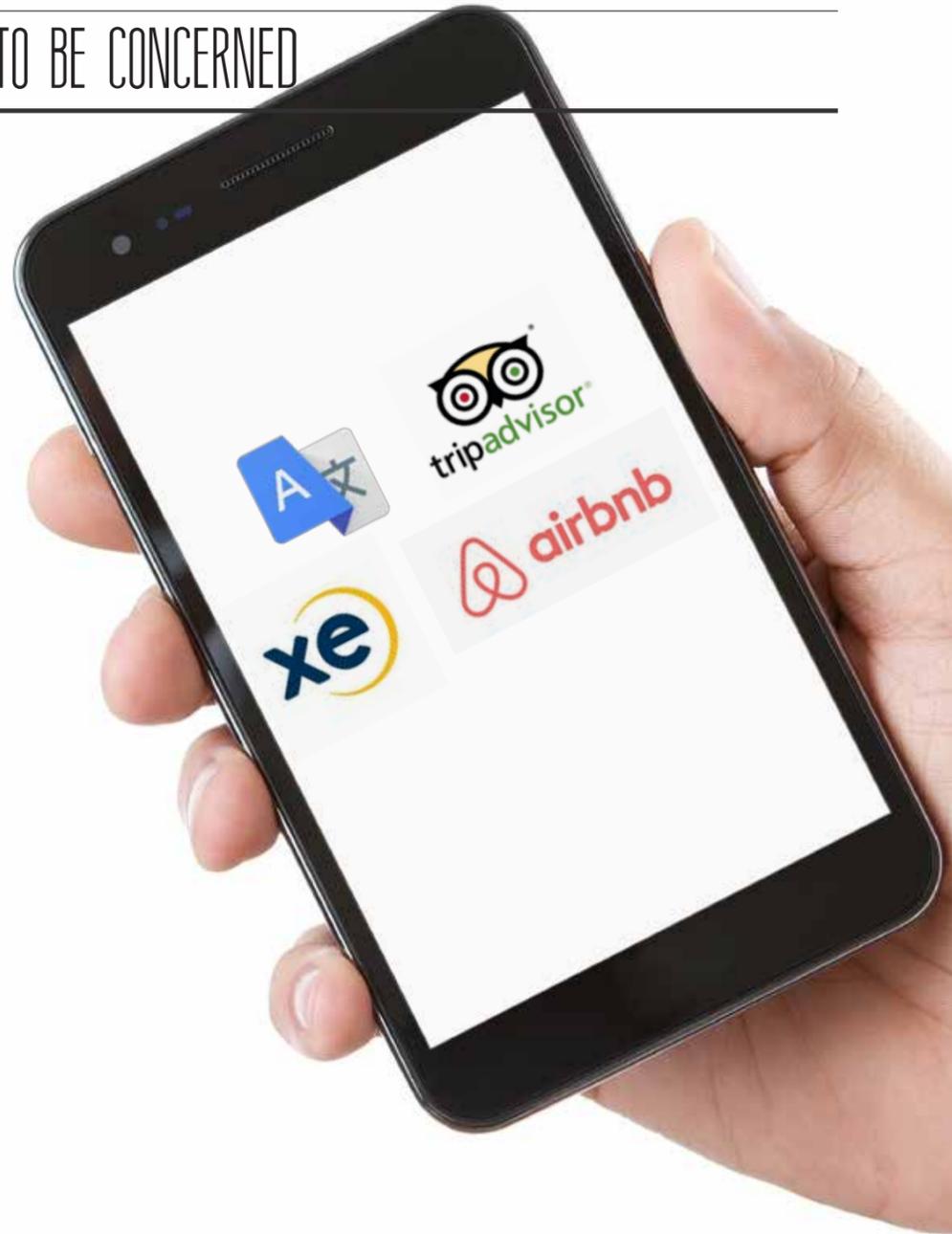
Traditionally organizations are mostly built based on big and deep hierarchy. The deeper the hierarchical structure implies that the more command and control exists in the organizations. Unfortunately, no one can move fast if there are tons of commands and controls to be followed. As a result, in order to be highly adaptable, the traditional deep hierarchical structure has to be removed. In other words, the amount of commands have to be minimized, organizational structure has to be as flat as possible, and operational levels have to be empowered with making decisions.

**WHAT ABOUT SUPPORTING TECH-  
 NOLOGIES? WHAT SHOULD I DO?**

So far, what we point out is that, in today business, things have to move fast. No one really knows if an idea will really catch attention of its target group. If something does not work, we need to adapt or change it as soon as possible, if not immediately. In such situations, all technologies should be rented, rather than making hefty investments upfront when no one yet know if the company will survive. Technologies such as cloud computing that allows you to flexibly utilize all resources just like you utilize your electricity, pay as you use, is highly recommended. Everything from ERP systems that run your entire organization to CRM software, and even decision support systems can be rented. There are hundreds of them to choose from. In such cases, there is no need for you to invest even a PC in your office. All you need is a notebook which can reliably connect to the Internet. That's all you need to run your new businesses in today's environment. There is no big upfront investment needed. Pay your attention and efforts to designing and developing your interesting products. Think of IT as just a basic utility in your day-to-day life, just like water and electricity that you can connect and disconnect anytime you like.

*Dr. Jirapun Daengdei, Full-Time Lecturer  
 at the Vincent Mary School of Science  
 and Technology & Adjunct Lecturer at  
 the Graduate School of Business*

# 036 TOURISM APPS TO BE CONCERNED



In today's generation everyone is living a busy life. A little break is needed to rejuvenate and enjoy. Usually in the past travelling was a luxury, but today it is necessity. From all the technology and planning holidays is just one click away. Apart from this there are various travel apps that has been a cherry on the top for frequent travelers. It has simplified our lives for better. There are numbers of apps which are helpful for a traveling

## Google Translator

Google translator is there to easily translate English language to most of languages in the world. Searching for a bathroom in a midst of people who don't know English? Try the app. Your bathroom runs will be much easier on you.

## XE Exchanger

Traveling to two or more countries at once? Trying to purchase something but want to check who much it costs back home? Have no fear when XE Exchanger is there, for the traveler it is most useful for the simple fact that it's able to convert every world currency. It also works offline by saving the last updated rates, which is great if you're in a place with limited connectivity or trying to save on data.

## TripAdvisor

TripAdvisor needs no introduction. It's a place where people gives reviews and stars on hotels, restaurants and must see attractions around the world. It helps to guide you in a new city or country. Information for long trips to short trips can be easily planned from the Tripadvisor

## Air bnb

Traveling to a new place costs a lot on the hotel bill. Why not stay at an apartment? Home? Villa? Or just rent a room? Best way to enjoy a new place is by living like a local and enjoying the local market. Renting a place has never been made easier

Pranil Ratna Tuladhar  
MBA Student



Thai Tennis Lovers organization was created to share with you our interest, our love and our passion for this beautiful and noble game that is tennis. Our organization is not about the strength of your strokes, your years of practice, or the trophies you have won. What really matters for us as Tennis Lovers is to be able to share different experiences, moments and memories with you, all gathered around our strong passion for tennis.

Thai Tennis Lovers being mostly family-oriented, we organize family tournaments in which everyone can participate: children, teenagers and grown-ups, the main purpose of the tournament being to have fun and to spend wonderful moments all together! So far, TTL already organized 15 tournaments and is looking forward to organize bigger family tournaments with a larger number of participants. This will be possible thanks to you and your deep love for this sport.

Our organization also provides some advice and information about tennis techniques and nutrition to enable every single member to improve, and make all of you bring the best tennis ever!

TTL organizes also social responsibility programs and has been working closely with foundations like the Father Ray Foundation, to help orphans and people with disabilities. The annual donation is organized at the Father Ray Foundation in December of each year, the collection of the material taking place from September to December. These donations have been well supported by AU graduate professors, staff and students donating cloths or school materials such as books and learning equipment.

This year we are planning to expand TTL by organizing more events and tournaments, and add more languages to the ones already suggested. So far, TTL has been operating in English, French and Thai but other languages including Spanish, Dutch and Arabic will be coming soon by the end of this year.



Stay tuned and check out!

[www.thaitennislovers.com](http://www.thaitennislovers.com) for more details about Thai Tennis Lovers upcoming events



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  - M.B.A. Full-time Chinese Track (Suvannabhumi Campus)
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  - M.S. (Communication and Computer Network Technology)
  - Ph.D. (Computer Science)
  - Ph.D. (Information Technology)
  - Ph.D. (Communication and Computer Network Technology)
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  - M.S. (Finance and Economics)
  - Ph.D. (Business Administration)