PATA-BU HR Pitching Deck

The PATA DNA:
Development & Networking Academy

November 14, 2018
Bangkok University (Rangsit Campus)

EMPOWERING young tourism professionals (YTPs) for their future career development by getting them EXPOSED, CONNECTED and INVOLVED directly with industry professionals.
**Objective:**
1. to provide students with understanding employers’ needs and expectations
2. to provide the students appropriate ways as a guideline to apply jobs in the service industry

<table>
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| 0900 – 0905 | Welcome Remarks  
Ms. JC Wong, YTP Ambassador - PATA                               |
| 0905 – 0910 | Welcome Remarks  
Asst. Prof. Duangthida Nunthapirat, Dean for School of Humanities and Tourism Management – Bangkok University |
| 0910 – 0935 | Hospitality: Siam Kempinski  
Ms. Suporn Boonburapong, Training Manager                           |
| 0935 – 1000 | Tourism: YAANA Ventures  
Mr. Willem Niemeijer, Founder & CEO                                |
| 1000 – 1025 | Airline: Thai Airways  
Mr. Vutcharaphong Wisuthiphong, Manager of the Personnel Administration & Development Department |
| 1025 – 1110 | Panel Discussion: Opportunities and Challenges in the 21st Century  
Speakers from Hospitality, Tourism and Airline.  
Ms. JC Wong, YTP Ambassador – PATA  
Ms. Suporn Boonburapong, Training Manager  
Mr. Willem Niemeijer, Founder & CEO – YAANA Ventures  
Mr. Vutcharaphong Wisuthiphong, Manager of the Personnel Administration & Development Department – Thai Airways |
| Moderators: | Ms. Madeleine Recknagel, Lecturer – Bangkok University  
Ms. Jennisa Alamsa-ard, Student – Bangkok University - Thai  
Mr. Andhika Pradaba, Student – Bangkok University - International |
| 1110 – 1130 | Closing Remarks  
Asst. Prof. Duangthida Nunthapirat, Dean for School of Humanities and Tourism Management – Bangkok University  
Ms. Jennisa Alamsa-ard, Student – Bangkok University - Thai  
Mr. Andhika Pradaba, Student – Bangkok University - International |
Asst. Prof. Dr. Duangthida Nunthapirat – Dean for School of Humanities and Tourism Management - Bangkok University

Duangthida is the Dean of School of Humanities & Tourism Management, Bangkok University. Duangthida developed her interest in tourism and hospitality industry during her undergraduate. Then, she went to study Post Graduate Diploma in Montreux, Switzerland. She had experienced working in hotel and restaurant in Switzerland, UK and Thailand. Duangthida started her career as a lecturer in the year 2002, teaching various subjects related to hotel and tourism fields. She completed her master’s degree at University of Birmingham in year 2001 and her PhD at University of Surrey, UK in the year 2014.

Duangthida was one of member in Hotel Standard Committee, she had monitored and audited hotels standard giving star rating to the hotels. She has experienced in teaching over 10 years, her research interests are hotel branding, online marketing, and other topics relevant to hospitality industry. She published some papers in journals, national and international conferences. Duangthida has been appointed as Dean of School of Humanities and Tourism Management in the year 2018, and recently she received research fund from National Research Council of Thailand to conduct a research on strategy for opening Thai restaurant business in China.

Ms. JC Wong, YTP Ambassador – PATA

JC Wong moved to Thailand from Malaysia to explore career opportunities and pursue her passion in Human Capital Development (HCD), which was inspired from her time as the first Chairperson of the PATA Malaysia Taylor’s Student Chapter.

Prior to becoming PATA’s Young Tourism Professional (YTP) Ambassador, she spent three years in the Communications and Marketing Department for PATA Headquarters where she manages the Association’s digital platforms and organised numerous PATA conferences and workshops throughout the Asia Pacific region, including the PATA/UNWTO Ministerial Debate.

In relation to her passion, JC has initiated various social media platforms to connect PATA Youth, brought youthful voices to annual committee meetings, and formed partnerships with several PATA member organisations to empower youth for their future.

Ms. Madeleine Recknagel, Lecturer – Bangkok University

Madeleine is currently a lecturer at the International Tourism management department at Bangkok University International, where she advises on internships and mentor students who are taking on their own entrepreneurial journey. Over the past 3 years, she has also become a public speaker, workshop facilitator and consultant on zero waste living, circular economy and mobile learning while overcoming the challenges of different cultural backgrounds around these subject matters. Just before joining Higher Education in Bangkok, Thailand, she spent more than 17 years in International Marketing, Corporate/ Sport events and teambuilding in Europe and the US.
Mr. Willem Niemeijer, Founder & CEO – YAANA Ventures

Willem is the CEO of YAANA Ventures, an owner, partner and operator of entrepreneurial travel and hospitality ventures in Asia. Through YAANA, Willem builds brands that share real experiences that are grounded in the cultural richness of Asia. More importantly, Willem drives each venture to champion the triple-bottom-line: to nurture the people with whom YAANA works, to sustain the planet we all share, and to pursue profits to expand YAANA’s mission.

Willem founded Khiri Travel in 1993 with a vision of creating a travel company delivering Thailand and Indochina as “4 countries, 1 destination”. He created Khiri Reach, Khiri Travel’s dedicated foundation, which adopted twelve projects that aid underprivileged communities, promotes animal welfare, protects local heritage and stewards the environment.

Over the following years, he expanded Khiri Travel into Indonesia, Sri Lanka, Myanmar and the Maldives. With Khiri Travel continuing to grow sustainably, Willem formed the core of YAANA Ventures: Anurak Community Lodge, GROUND, Khiri Travel and Cardamom Tented Camp.

Ms. Suporn Boonburapong, Training Manager – Siam Kempinski

With eight years of experiences in training and development, Suporn is now the Training Manager at Siam Kempinski – Bangkok’s only luxury hotel offering a resort-like experience in the city centre. She has been keeping the brand promise of Siam Kempinski by overseeing and managing talents from the back to the front end.

Suporn’s experiences built on from working in various luxurious hospitality brands like Dusit Thani Bangkok, Grand Hyatt Erawan Bangkok, and Westin Grande Sukhumvit.

Mr. Vutcharaphong Wisuthiphong, Manager of the Personal Administration & Development Department – Thai Airways International PLC

Vutcharaphong is the Manager for the Personal Administration & Development Department within the Catering Department for Thai Airways International PLC. Prior to his current role, he was the Special Instructor at Suan Dusit University, Rajamangala University of Technology Para Nakhon, Suan Sunandha Rajabhat University, Thammasat University, and Burapha University.