



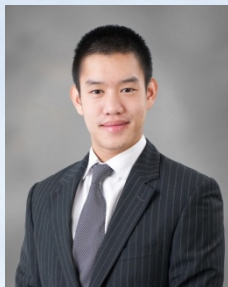
The Future of Tourism: Industry Perspectives from Thailand

Moderator

Dale Lawrence
President – SKAL
International Bangkok



Panelists:



Siradej Donovanik
Manager - Operations
& Profit Improvement
Dusit International
Thailand



Arrut Navaraj
Managing Director
Sampran Riverside
Thailand



Chittimas Ketvoravit
Managing Director
Universal Hospitality
Thailand



COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY



The future of tourism: Industry perspectives from Thailand



Facts & figures

- **Govt targets two trillion baht in tourism revenues by 2015**
- **PM calls for 30 million international arrivals by 2015**
- **Ministry denies cap at 26 million**
- **Ministry to present 'tourism roadmap' to Cabinet on 30 April**



Ministry says.....

- **It is time to revise the plan.
Laws and regulations do not
match; now out of date**
- **New plan will help to create
tourism competitiveness in
Thailand**



Classic conflicts

- **Quantity vs quality**
- **Tourism revenues vs protection of natural and cultural assets**
- **Sustainable growth vs increased tourism revenues ‘at any cost’**
- **Public sector protectionism vs private sector profits**



What is best for Thailand's tourism?



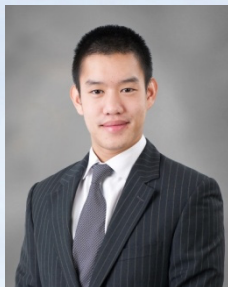
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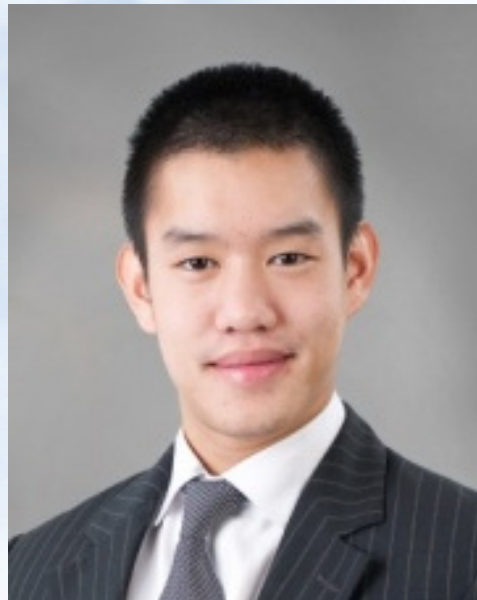
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SAMPRAN
RIVERSIDE



- 1 Entrance
- 2 Arusaya Spa
- 3 Vanda Restaurant
- 4 Inn Chan Restaurant

- 5 Ruen Pae
- 6 Nopparat Function Room
- 7 Rose Corner Function Room.
- 8 Hotel and Rimnam Restaurant

- 9 Meeting Room
- 10 Cafe Rim Klong and Gift hop
- 11 Pedal Boat and Bicycle Rental
- 12 Kao Gaeng Cafeteria

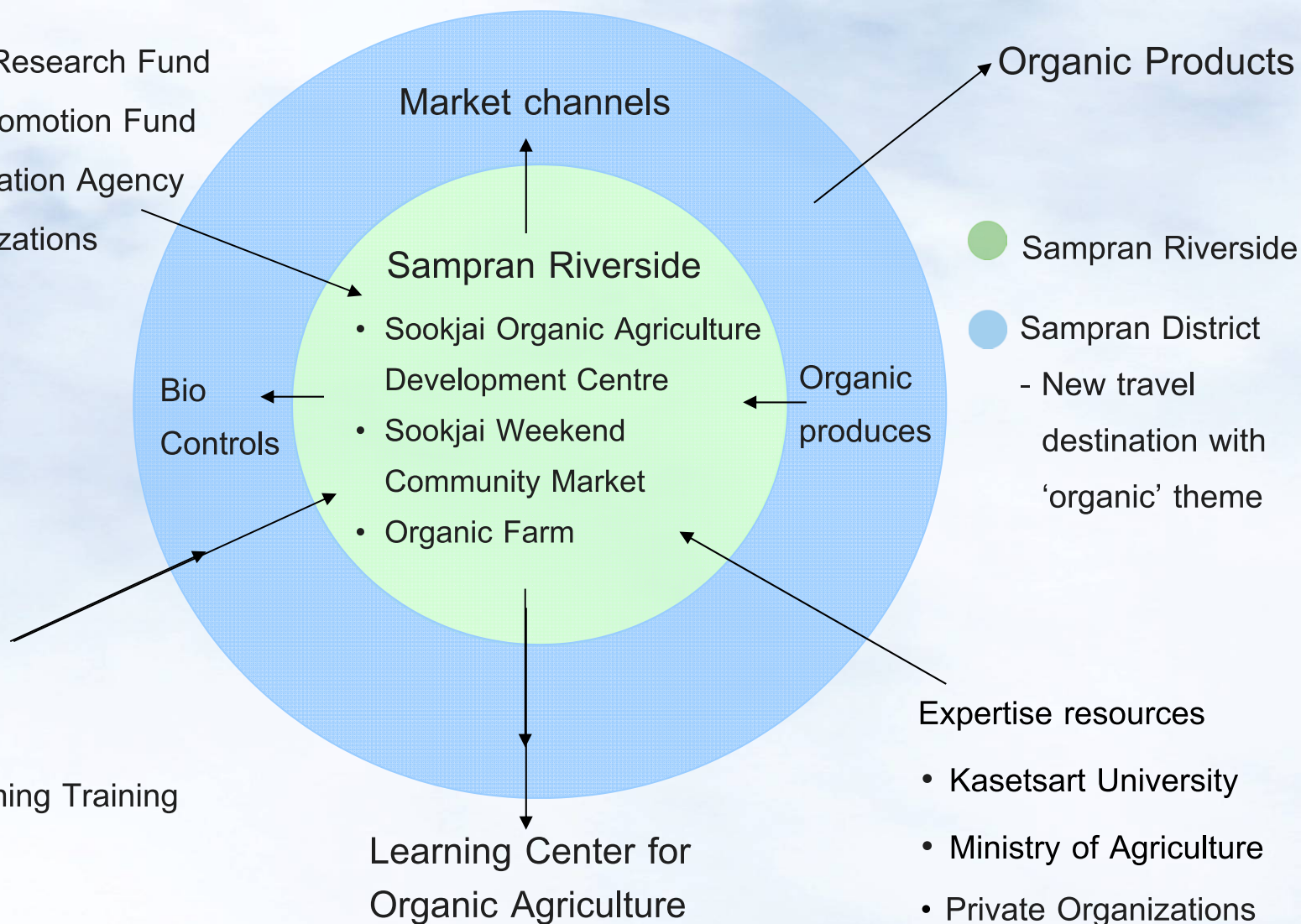
- 13 Sookjai Weekend Farmers' Market
- 14 Ruen Kaew
- 15 Lapset Playground



Sampran Model – A Social Enterprise

Funding

- The Thailand Research Fund
- Thai Health Promotion Fund
- National Innovation Agency
- Private Organizations



General Public

- Tourism
- Organic Farming Training



***Is there an inevitable conflict
between drive for growth and
revenues...***

***...and the need to preserve and
protect the nation's tourism
heritage?***



***The need to communicate
effectively with stakeholders
groups is greater than ever
before.***

***But - are we communicating
effectively?***



***What are we looking for
from tomorrow's tourism
leaders?***