



Adapting to Global Shifts: Innovating Tourism and Hospitality Education for a Sustainable Future

THE-ICE 18th IPoE Forum 2025

To be proudly hosted by

Mae Fah Luang University

333 Moo1, Thasud, Muang, Chiang Rai 57100 Thailand

DAY-0: Sunday, 19 October 2025

Time	Activity	Location
12:00pm – 1:30pm	THE-ICE Board Meeting (<i>THE-ICE Board of Directors only</i>)	
1:30pm – 3:00pm	THE-ICE College of Fellows Meeting (<i>THE-ICE College of Fellows only</i>)	
3:00pm – 3:45pm	THE-ICE Assessment Panel Annual Meeting (<i>THE-ICE Assessment Panel only</i>)	
3:45pm – 4:30pm	Symposium: An Onsite Audit Through the Eyes of an Auditor Presenters: Dr John Fong , Deputy Chair & Auditor, THE-ICE Assessment Panel Dr Andy Nazarechuk , Auditor, THE-ICE Assessment Panel This symposium is open to all delegates.	
5:30pm	Welcome Reception	



DAY-1: Monday, 20 October 2025

Time	Activity	Location
8:00am – 9:00am	THE-ICE 18 th IPOE Forum 2025 Registration & Concierge desk open	
9:00am – 10:00am	Welcome & Official Opening <ul style="list-style-type: none"> • Introduction by MCs • Welcome by Ms Gienke Osinga, Chair, THE-ICE Board of Directors • Welcome by Mae Fah Luang University VP • Keynote Address: TBC 	
10:00am – 10:30am	Morning Refreshments	
10:30am – 12:00pm	Plenary Panel Session Focus: Re-examining the Triple Bottom Line – Balancing Social, Environmental, and Economic Influences on the Tourism and Hospitality Industry Chair: Dr Matej Balen (TBC), Mae Fah Luang University Panellists: <ol style="list-style-type: none"> 1. Ms Ben Montgomery, Chairperson for Thailand Chapter, Pacific Asia Travel Association (PATA), Thailand 2. Asst. Prof. Dr Kaewta Muangasame (TBC), Mahidol University International College (MUIC), Thailand 3. Prof. Dr Oswin Maurer, Free University of Bozen-Bolzano, Italy 4. TBC 	
12:00pm – 1:00pm	Lunch	
1:00pm – 1:25pm	Strategic Partner Presentation: Etio, THE-ICE ISBSB 2025 results	
1:30pm – 3:00pm	Roundtable World Café Session / Panel 2 Focus: Globalisation Trends and Cross-Cultural Competence in Tourism and Hospitality Education Chair: Dr Chun Jiang, Mae Fah Luang University Panellists: <ol style="list-style-type: none"> 1. Asst. Prof. Dr Sangkae Punyasiri, National Institute of Development Administration (NIDA), Thailand 2. Assoc. Prof. Dr Jorge Arnanz, Campus Dean, César Ritz Colleges, Switzerland 3. Ms Kris Srisatin, Founder & Managing Director, SEA Stream Events Asia, Thailand 4. TBC 	
3:00pm – 3:30pm	Afternoon Refreshments	
3:30pm – 3:55pm	Business Alliance Partner Presentation	
4:30pm	Campus Tour Experience	



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DAY-2: Tuesday, 21 October 2025

Time	Activity	Location
8:30am – 9:00am	Welcome Refreshments	
9:00am	Introduction by MCs	
9:00am – 10:30am	Roundtable World Café Session / Panel 3 Focus: Asian Hospitality – Is it the Future of Hospitality? Chair: Aj. Proychai Klakayan, Mae Fah Luang University Panellists: <ol style="list-style-type: none"> TBC Mr Aekphon Phothiphrom, General Manager, Le Meridien Chiang Rai, Thailand Miss Supapan Isarankura Na Ayudhya (TBC), Director of Spa and Wellness, The Peninsula Bangkok, Thailand TBC 	
10:30am – 11:00am	Morning Refreshments	
11:00am – 11:30am	THE-ICE Research Grant Scheme (RGS) 2025 Presentation 1: <i>Transforming Hospitality and Tourism Education Through Challenge-Based Learning.</i> Presenter: TBC	
11:30am – 12:00pm	THE-ICE Research Grant Scheme (RGS) 2025 Presentation 2: <i>Bridging Sustainability and Education: Integrating Sustainable Development Goals (SDGs) in Tourism and Hospitality Curricula.</i> Presenter: TBC	
12:00pm – 12:15pm	Corporate Social Responsibility Partner Presentation: Mr Jimmy Pham AM, Founder and Executive Chairman, KOTO, Vietnam	
12:15pm – 12:30pm	Business Alliance Partner Presentation	
12:30pm – 1:30pm	Lunch	



DAY-2: Tuesday, 21 October 2025

Time	Activity	Location
1:30pm – 3:00pm	Roundtable World Café Session / Panel 4 Focus: Innovations and Technological Advancements in Tourism, Hospitality, and Aviation Chair: Asst. Prof. Teeris Thepchalerm, Mae Fah Luang University Panellists: <ol style="list-style-type: none"> Mr Tanus Kertsombut (TBC), Senior Regional Manager of Customer Happiness, AirAsia Thailand Ms Anchalee Gulati (TBC), Administrative Associate, ICAO APAC (Asia and Pacific Office) Mr Krid Kusumawalee, Director of Business Development, Asia Region (excl. China), Kempinski Hotels Assist. Prof. Dr Pornprom Suthatorn (TBC), Director of Innovation and Transformation Center, National Institute of Development Administration (NIDA), Thailand 	
3:00pm – 3:30pm	Afternoon Refreshments	
3:30pm – 4:00pm	Wrap up session Rapporteur: Ms Gienke Osinga, Chair, THE-ICE Board of Directors	
4:00pm – 5:00pm	Annual General Meeting (AGM)	
7:00pm – 11:00pm	Gala Dinner	Le Méridien Chiang Rai Resort

IPOE 2025

CHIANG RAI 19–21 OCT



International Centre
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DAY-3: Wednesday 22 October 2025

Time	Activity	Location
9:00am – 10:30am	Strategic Board Meeting (THE-ICE Board of Directors only)	
11:00am	Cultural Tour Day (Temple and City Tour, Golden Triangle + Elephant Tour)	

THE-ICE 18th IPoE Forum 2025 Dress Code:

- Panel sessions, meetings, daytime activities – **business casual**
- Welcome Cocktail party – **smart casual**
- Gala Dinner – **classic (national dress) or colourful**
- Tours – **casual & comfortable**

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