IPoE 2025
CHIANG RAI 19–21 OCT

International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)

MAE FAH LUANG UNIVERSITY

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** *(THE-ICE Board of Directors only)*	M-Square, 4th floor, Aviation Mock-up Room
1:30pm – 3:00pm	**THE-ICE College of Fellows Meeting** *(THE-ICE College of Fellows only)*	M-Square, 4th floor, Aviation Mock-up Room
3:00pm – 3:45pm	**THE-ICE Assessment Panel Annual Meeting** *(THE-ICE Assessment Panel only)*	M-Square, 4th floor, Aviation Mock-up Room
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.	M-Square, 4th floor, Aviation Mock-up Room (lecture area)
5:30pm	**Welcome Reception**	M-Square, Rooftop at Singha Park

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DAY-1: Monday, 20 October 2025

Time	Activity	Location
8:00am – 9:00am	**THE-ICE 18th IPoE Forum 2025 Registration & Concierge desk open**	M-Square, 5th floor, Conference Area
9:00am – 10:00am	**Welcome & Official Opening** • **Introduction by MCs** • **Welcome by Ms Gienke Osinga,** Chair, THE-ICE Board of Directors • **Welcome by Assoc. Prof. Dr Darunee Wattanasiriwech**, Vice President, Mae Fah Luang University • **Welcome by Dr Piyatida Pianluprasidh**, Dean, School of Management, Mae Fah Luang University • **Keynote Address: Ms Eurblarp Sriphiromya**, Executive Director, Tourism Products Department, Tourism Authority of Thailand (TAT)	M-Square, 5th floor, Conference Area
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,** Mae Fah Luang University **Panellists:** 1. **Ms Ben Montgomery,** Chairperson for Thailand Chapter, Pacific Asia Travel Association (PATA), Thailand 2. **Ms Narumon Nilmanon,** Owner and General Manager, Chayadol Resort, Thailand 3. **Prof. Dr Oswin Maurer,** Chair of Marketing, Free University of Bozen-Bolzano, Italy	M-Square, 5th floor, Conference Area
12:00pm – 1:00pm	**Lunch**	M-Square, 4th floor, M the Food Restaurant
1:00pm – 1:25pm	**Strategic Partner Presentation:** Etio, THE-ICE ISBSB 2025 results	M-Square, 5th floor, Conference Area

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DAY-1: Monday, 20 October 2025

Time	Activity	Location
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:** 1. **Ms Orachorn Wongpan-ngam,** Director of MICE Capabilities Development Department, Thailand Convention and Exhibition Bureau (TCEB), Thailand 2. **Asst. Prof. Dr Sangkae Punyasiri,** Dean of Graduate School of Tourism Management, National Institute of Development Administration (NIDA), Thailand 3. **Assoc. Prof. Dr Jorge Arnanz,** Campus Dean, César Ritz Colleges Switzerland 4. **Ms Kris Srisatin,** Founder & Managing Director, Stream Events Asia, Thailand	M-Square, 5th floor, Conference Area
3:00pm – 3:30pm	**Afternoon Refreshments**	
3:30pm – 3:55pm	**Business Alliance Partner Presentation:** Hosco	M-Square, 5th floor, Conference Area
4:30pm	**Campus Tour Experience** – Immerse yourself in the ancient Lanna Kingdom culture, learn the story of Her Royal Highness Princess Srinagarindra ("Mae Fah Luang"), and discover her vision of sustainability to "restore forests and develop people," which forms the guiding philosophy of MFU.	Pickup in front of M-Square (visit includes MFU Botanical Garden, Mekong Basin Civilization Museum), drop-off at M-Square

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DAY-2: Tuesday, 21 October 2025

Time	Activity	Location
8:30am – 9:00am	**Welcome Refreshments**	M-Square, 5th floor, Conference Area
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: Mr Proychai Klakayan,** Mae Fah Luang University **Panellists:** 1. **Mr Jean-Marc Pougnet,** General Manager, Anantara Golden Triangle Elephant Camp & Resort, Chiang Rai, Thailand 2. **Mr Aekphon Phothiphrom,** General Manager, Le Meridien Chiang Rai, Thailand 3. **Miss Supapan Isarankura Na Ayudhya,** Director of Spa and Wellness, The Peninsula Bangkok, Thailand 4. **Mr Jeff Strachan,** AVP Business Operations, Dubai College of Tourism, United Arab Emirates	M-Square, 5th floor, Conference Area
10:30am – 11:00am	**Morning Refreshments**	
11:00am – 11:15am	**Corporate Social Responsibility Partner Presentation:** Mr Jimmy Pham AM, Founder and Executive Chairman, KOTO, Vietnam	M-Square, 5th floor, Conference Area
11:15am – 11:45am	**THE-ICE Research Grant Scheme (RGS) 2025 Presentation 1:** *Transforming Hospitality and Tourism Education Through Challenge-Based Learning.* **Presenters:** **Dr Kijung Choi,** Senior Lecturer, William Angliss Institute, Australia **Dr Myla Medrano Loreto,** Assistant Professor, Dusit Thani College, Thailand	M-Square, 5th floor, Conference Area
11:45am – 12:15pm	**THE-ICE Research Grant Scheme (RGS) 2025 Presentation 2:** *Bridging Sustainability and Education: Integrating Sustainable Development Goals (SDGs) in Tourism and Hospitality Curricula.* **Presenters:** **Dr Abram Emmanuel R. Peralta**, Executive Dean, Lyceum of the Philippines University – Laguna, Philippines **Dr Harold B. Bueno**, Dean, Far Eastern University – Manila, Philippines	M-Square, 5th floor, Conference Area
12:15pm – 12:30pm	**Business Alliance Partner Presentation:** Russell Partnership Technology	M-Square, 5th floor, Conference Area
12:30pm – 1:30pm	**Lunch**	M-Square, 4th floor, M the Food Restaurant

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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:** 1. **Ms Ying Chittipatanakulchai,** Chief Service Officer, SKY ICT Public Company Limited, Thailand 2. **Mr Chaiphattana Rattanaphan**, Senior Aerodrome Safety Officer at Phuket International Airport, under Airports of Thailand Public Company Limited (AOT) 3. **Mr Krid Kusumawalee,** Director of Business Development, Asia Region (excl. China), Kempinski Hotels, Thailand 4. **Asst. Prof. Dr Pornprom Suthatorn,** Director of Innovation and Transformation Center, National Institute of Development Administration (NIDA), Thailand	M-Square, 5th floor, Conference Area
3:00pm – 3:30pm	**Afternoon Refreshments**	
3:30pm – 4:00pm	**Wrap up session** **Rapporteur: Ms Gienke Osinga,** Chair, THE-ICE Board of Directors	M-Square, 5th floor, Conference Area
4:00pm – 5:00pm	**Annual General Meeting (AGM)**	M-Square, 5th floor, Conference Area
7:00pm – 11:00pm	**Gala Dinner**	Le Méridien Chiang Rai Resort

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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)*	M-Square, 4th floor, Aviation Mock-up Room
11:00am – 4:00pm	**Cultural Tour – Temple & City Tour** *(additional registration)* Discover Chiang Rai's treasures: the iconic White Temple, historic Wat Phra Kaew, and the captivating Black House Museum. Enjoy Northern Thai cuisine and immersing yourself in the rich culture and artistry.	

THE-ICE 18th IPoE Forum 2025 Dress Code:

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

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Proudly hosted by

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HAPPY PLUS ice cream

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