



Minutes of the Executive Committee Meeting held on Wednesday, July 20th, 2011, 10:00 hrs. at Asian Trails Ltd.

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
Mr. Luzi A. Matzig	Vice Chairman
M.L. Hathaijanok Kritakara	Secretary
Mr. Bob James	Treasurer
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Marcel Sawyere	Committee Member
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Duncan Jamieson	Chairman, Membership Committee
Mr. Blair Speers	Chairman, IT Committee
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee Member
Ms. Chllada Pasutanawin	Committee Member
Mrs. Ben Montgomery	Director, PATA Chapters, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mrs. Sasiwimol Skulyong	Travel Industry Relations Department, THAI
Ms. Panada Chanitwat	Convention & Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert opened the meeting at 1005 hrs and welcomed Marcel Sawyere our new Executive Committee Member representing the Hotel members.

	ACTION
<p>1. Minutes of the ExCom Meeting held on June 15th, 2011</p> <p>The Minutes were reviewed and approval.</p>	

	ACTION
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>3.1.1. Report on Tourism Behavior Workshop, July 12th, 2011</p> <p>Ken reported that we had a very good turnout of 60 delegates.</p> <p>Bert apologised to the meeting that there was a misunderstanding with the China speaker who was unable to attend the Workshop.</p> <p>It was planned for Prof. Pearce to cover the Indonesia market but as the speaker for the Indian market had a lot of material of interest to be presented we did not have the time to touch on the Indonesia market.</p> <p>The evaluation forms from the meeting were reviewed and negative comments received concerned the fact that we only covered the keynote presentation, the Russian and Indian markets.</p> <p>Bert and Ken are preparing a circular to be sent to all the participants (60 persons) apologizing for not being able to deliver to them all 5 markets. It is planned in the immediate future to organise a “RICHI Workshop 2” when we will cover the China and Indonesia markets and we will send an invitation to all the 60 delegates to join the workshop on a complimentary basis.</p> <p>The meeting approved that the profit of Baht 10,435 will be used to provide complimentary registrations for any of the 60 delegates who would like to attend “RICHI Workshop 2”.</p>	<p>Completed</p> <p>Bert/Secretariat</p> <p>Secretariat</p>
<p>3.1.2. Customer Satisfaction Survey by ABAC</p> <p>Bert reported that ABAC and the TAT will be working together on this project in order to meet the Governor’s expectations for the Customer Satisfaction Survey to be up and going by the end of the year.</p>	<p>Aj. Jan</p>
<p>3.1.3. Kusa Panyarachun Scholarship, The College of Innovation, Thammasat University</p> <p>Joan reported to the meeting that we are now waiting for the College of Innovation to set up the scholarship procedure for which Khun Kusa Panyarachun is interested to be involved. It is planned to launch the Kusa Panyarachun Scholarship for 2 Best Incoming Students in Tourism and Hospitality at Baht 15,000 each scholarship effective September 2011.</p>	<p>Secretariat</p>

	ACTION
<p>3.1.4. Papers to Practice, November 2011</p> <p>The Secretariat to follow up with Aj. Jan for a report on this programme.</p>	Aj. Jan
<p>3.1.5. Student's Satellite Chapter</p> <p>Bert reported that Scott Smith has recruited approximately 100 applicants for the Student's Satellite Chapter from ABAC.</p> <p>Scott is planning a workshop on "Very Special Speakers Seminar" on August 7th, and members of the ExCom are invited to attend.</p> <p>Bert informed the meeting there are plans to establish a satellite chapter at the Mae Fah Luang University in Chiangmai.</p>	
<p>3.2 Marketing Inbound Tourism Committee</p> <p>3.2.1. Marketing Membership Survey</p> <p>The meeting requested that Jim and Blair to work on this survey so that we can launch it to our members soonest.</p>	Jim / Blair
<p>3.2.2. Visit to Phuket, September 23rd, 2011</p> <p>Bert informed the meeting that he insists to go ahead with our planned visit to Phuket as planned by Blair.</p> <p>The meeting requested the ExCom members to confirm their attendance at the ExCom Meeting to be held in Phuket.</p> <p>Blair would also like to organize a programme which will include a membership drive function for potential members in Phuket on the occasion of the visit of the ExCom.</p>	Blair ExCom.

	ACION
<p>3.2.3. Next Quarterly Meeting – Female Tourism Executives Panel Discussion</p> <p>Panel Discussion Luncheon Meeting – The meeting agreed on September 21st, as the date for this Panel Discussion.</p> <p>Ken offered to propose an attractive title for this Panel Discussion.</p> <p>The meeting will propose to Jim to organise this Panel Discussion at the Ambassador Hotel and Marcel Sawyere will offer us a very attractive rate for this Luncheon.</p> <p>The meeting requested that we do not send invitations to leading women tourism executives for the VIP table but to encourage our members to register their female staff.</p> <p>Bob also offered to help out with the programme for this visit.</p>	<p>Ken Secretariat / Jim</p>
<p>3.3 P.R. Committee</p> <p>Ken reported that he has issued the July e-Newsletter but response from our members was disappointing.</p> <p>Ben had informed the meeting recently that we can invite our members to create their personal profile on www.pata.org. This applies to Chapter members who are PATA international members as well as Chapter members who are not PATA international members. If anyone needs help to prepare their profile they should contact Ben.</p>	
<p>3.4 Membership Committee</p> <p>The meeting reviewed the list of members who have not paid their membership fees for 2011 and a decision was made that any organization which does not pay their membership fees by the end of July will be informed that their membership is cancelled.</p> <p>The Secretariat was requested to call every member with outstanding membership fees to inform them of the above decision of the ExCom.</p> <p>New Member – the meeting approved the membership application of Om Holiday Tours Co., Ltd.</p> <p>Membership Drive in Phuket – Bert informed the meeting that it is planned for the Membership Committee to organize a Membership Drive during over visit to Phuket on September 23rd. This will be organized by Duncan and Blair.</p>	<p>Completed</p> <p>Duncan / Blair</p>

	ACTION
<p>3.5 Industry Relations Committee</p> <p>Bert informed the meeting that Charles will no longer represent THAI on the ExCom and will be replaced by Khun Chollada Pasutanawin, THAI.</p> <p>The meeting decided that we will invite her to replace Charles as the Industry Relations Committee Chairman.</p>	Secretariat / Chollada
<p>3.5.1. Meeting with Khun Thanitta Savetsila Maneechote, Deputy Perm. Secretary, MoTS</p> <p>Bert informed the meeting that Ben had a meeting with Khun Thanitta which was very productive and they discussed data collection. She stated her interest to work with the Thailand Chapter and to organise training seminars. The meeting requested Ben to organize another meeting with Khun Thanitta to follow up on her visit so that we can work with her to plan training seminars in the future. However, the meeting noted that we should wait until the New Perm. Secretary of MoTS is appointed after the elections.</p> <p>Bert informed the meeting that Khun Thanitta also suggested to Ben that PATA should establish Chapters in Pattaya and elsewhere in Thailand.</p>	Ben
<p>3.5.2 Pending Meeting with BMA Tourism Division</p> <p>The meeting requested M.L. Hathaijanok to follow up on this meeting in August.</p>	M.L. Hathaijanok
<p>3.6 Information Technology Committee</p> <p>Renewal of banners and links in the website – the meeting requested the Secretariat to follow up on the collection of fees for banners and links in the website for 2011.</p>	Secretariat
<p>4. Financial Report</p> <p>Bob reviewed the Financial Report for January to June 2011.</p> <p>The meeting requested that the Secretariat should follow up on closing the second PATA Account in Kasikorn Bank in order that our funds are consolidated.</p>	Secretariat

	ACTION
<p>5. Secretariat Matters</p> <p>5.1. Legal Registration of PATA Thailand Chapter</p> <p>Joan informed the meeting that when Sukhothai Inter Law submitted our application to registration PATA Thailand Chapter they were informed that since the AGM is held in January annually they recommend that we organize the AGM in January 2012 and then register the new ExCom and it will not be necessary to register the Thailand Chapter. Therefore, the meeting agreed that the AGM will be held in January 2012 and then we will register the incoming ExCom members with the registrar.</p>	<p>Completed</p> <p>Secretariat</p>
<p>5.2. Liability of the ExCom Members</p> <p>Joan informed the meeting that the legal liability of the ExCom Members is the same as board of directors of any company.</p>	
<p>6. PATA HQ Items</p> <p>Due to the absence of Ben the meeting was informed that the formation of the Chiang Rai Chapter is well in hand and there will be a seminar on “Chapter Development” on August 6th, with Luzi, Duncan and Bert in attendance.</p>	<p>Luzi / Duncan / Bert</p>
<p>7. Any Other Business</p> <p>PATA/SKAL Joint Xmas Lunch, December 14th, 2011</p> <p>The meeting requested that Jim will work closely with SKAL to plan an exciting programme for the PATA/SKAL Joint Xmas Lunch and the venue should be easily accessible by BTS.</p>	<p>Jim / Secretariat</p>
<p>8. Next ExCom Meeting</p> <p>The next ExCom will be held on August 17th, 2011.</p>	