



Minutes of the Executive Committee Meeting held on Wednesday, August 17th, 2011, 10:00 hrs. at Asian Trails Ltd.

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
M.L. Hathaijanok Kritakara	Secretary
Mr. Bob James	Treasurer
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Blair Speers	Chairman, IT Committee
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Duncan Jamieson	Chairman, Membership Committee
Ms. Chollada 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
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Marcel Sawyere	Committee Member
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee Member
Ms. Panada Chanitwat	Convention & Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

	ACTION
<p>1. Minutes of the ExCom Meeting held on July 20th, 2011</p> <p>The Minutes were reviewed and approval.</p>	
<p>2. Chairman’s Report</p> <p>The Chair reported, with the support of Ben, about the efforts of Chiang Rai’s tourism industry to start a Chapter and about the meeting that took place with Ben, Luzi, Duncan and himself</p> <p>Bert informed the meeting that it was agreed to endorse the Mangrove Action Project submitted by Jim Enright on “Coastal Community Resource Centre Development and Nature Guide Training, on Koh Phra Thong in the north Andaman region of Thailand”.</p> <p>The meeting approved that the Thailand Chapter will pay for the ticket for Bert to attend PATA Global Chapter Meeting on September 9th, 2011, New Delhi, India at Baht 18,900</p>	<p>Secretariat</p> <p>Secretariat</p>

	ACTION
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>3.1.1. Customer Satisfaction Survey by ABAC</p> <p>Pending the attendance of Dr. Jutamas Wisansing.</p>	Dr. Jutamas
<p>3.1.2. Kusa Panyarachun's Scholarship</p> <p>Joan reported that despite following up with the College of Innovation we are still waiting for them to set up the scholarship procedures and to launch this scholarship as follows –</p> <ol style="list-style-type: none"> 1. (one) Best Continuing Student at Baht 20,000 effective September 2011 2. (two) Best Incoming Students in a Tourism and Hospitality at Baht 15,000 each scholarship effective June 2012 <p>The reason for this change is because right now, they only have continuing students. The next incoming students will be during June 2012.</p>	Secretariat
<p>3.1.3. Update on Papers to Practise - Pending</p>	Dr. Jutamas
<p>3.2 Marketing Inbound Tourism Committee</p> <p>3.2.1. Marketing Membership Survey</p> <p>Blair presented the updated Membership Survey form and Bert will prepare a cover letter requesting our members to participate in this survey.</p> <p>Jim suggested that PATA HQ should promote the Membership Survey with other PATA Chapters.</p>	Bert Ben
<p>3.2.2. Next Quarterly Luncheon and Forum on “Meet the Ladies on Top in Thai Tourism” on September 21st, 2011</p> <p>Jim confirmed the programme for the Forum on “Meet the Ladies on Top in Thai Tourism” on September 21st, 2011 at the Rembrandt Hotel.</p>	Jim
<p>3.2.3. Tourism Behavior Workshop “RICHI 2”</p> <p>Bert informed the meeting that he is trying to contact Joop Ave to speak on the Indonesian market and Dr. Adith Chairattananon, CEO, Golden Live Travel, on the China market.</p>	Bert

	ACTION
<p>3.2.4. Joint PATA/SKAL Xmas Luncheon, December 14th, 2011</p> <p>Jim will meet with SKAL International – Bangkok to prepare an exciting programme for this lunch at a conveniently location on December 13th or 14th, 2011.</p>	Jim & Brinley
<p>3.2.5. CRS Seminar</p> <p>Bert informed the meeting that Nicole Haeusler of MAS/Contour Berlin requested the Thailand Chapter to organize a seminar on CRS for the tourism industry along the same lines as Mapping the Future organised for TAT by PATA Thailand Chapter.</p>	Bert
<p>3.3 Marketing Outbound Tourism Committee</p> <p>Bert informed the meeting we now have our first outbound member – Khun Vorawan Kanlayanasukho, General Manager – International, S.P.K. Travel Co., Ltd., and we will plan to invite this new member to serve as Chairman, Marketing Outbound Tourism Committee.</p>	Bert
<p>3.4 P.R. Committee</p> <p>3.4.1. e-Newsletter</p> <p>Ken has issued the e-Newsletter for August as well as covering the Quarterly Luncheon Meeting on September 21st, 2011.</p>	
<p>3.5 Membership Committee</p> <p>3.5.1. Approval of Membership Application</p> <p>The meeting approved the membership application for Special Journey Co., Ltd.</p>	
<p>3.5.2. Outstanding 2011 Membership Payments</p> <p>Joan reported there are 4 outstanding membership payments for 2011. We have issued a new invoice for Travel Center Asia Co., Ltd., and the meeting requested the Secretariat to inform the remaining 3 members with outstanding memberships – Mono Travel, Red Ginger, PT. Garuda, their memberships will be cancelled on September 21st, 2011.</p>	Secretariat

	ACTION
<p>3.5.3. PATA Thailand Chapter ExCom Meeting in Phuket and Membership Drive on September 23rd-24th, 2011</p> <p>Blair will finalised arrangements for accommodations, the ExCom Meeting, and programme for the visit of the ExCom to Phuket which will be coordinated with SKAL Club of Phuket. The ExCom members were requested to send their RSVPs to the Secretariat soonest.</p> <p>Ben informed the meeting that the objectives of this visit to Phuket will be to organize a membership drive and in future to form a PATA Phuket Chapter.</p> <p>Ben informed the meeting that it is the aim of PATA HQ to organize an annual meeting of the Thai Chapters in the near future.</p>	<p>Blair</p> <p>Ben</p> <p>Ben</p>
<p>3.6 Industry Relations Committee</p> <p>Bert welcomed Khun Chollada Pasutanawin to the PATA Thailand ExCom and thanked her for accepting the appointment of Chairman, Industry Relations Committee. She agreed to represent the Thailand Chapter at meetings of travel industry associations. She will share this responsibility with M.L. Hathaijanok Kritakara, Secretary.</p>	
<p>3.6.1. TAT & Round Table Meeting</p> <p>Bert informed the meeting that the four Chairmen of the Brainstorm Committee will call a meeting with their Co-Chairmen as soon as possible in order that a report can be prepared by the end of the year.</p>	<p>TAT</p>
<p>3.6.2. Pending Visit with Perm. Sec. MoTS</p> <p>M.L. Hathaijanok will follow up on this visit.</p>	<p>M.L. Hathaijanok</p>
<p>3.6.3. Pending Meeting with BMA, Tourism Division</p> <p>M.L. Hathaijanok to follow up on this meeting.</p>	<p>M.L. Hathaijanok</p>
<p>3.7 Information Technology Committee</p> <p>3.7.1. Status of the PATA website update</p> <p>Blair presented the new website layout with banners and buttons which he plans to launch on January, 2012. At present we have 4 banner ads in the PATA website and the Secretariat will follow up on payments.</p> <p>The Secretariat also to prepare a mailing to inform the members about the banner opportunities on our website</p>	<p>Secretariat</p> <p>Secretariat</p>

	ACTION
<p>The meeting extended our thanks to Blair for all the work his organization does for the website and the Thailand Chapter offered his company a complimentary banner for 2011 and 2012.</p> <p>PATA HQ Website – Ben reported to the meeting that a circular will be sent to the members of the Thailand Chapter inviting all Chapter members to create their personal profile on www.PATA.org</p>	<p>Blair</p> <p>Ben</p>
<p>4. Financial Report</p> <p>Bob reviewed the Financial Report for July 2011.</p> <p>The Secretariat was requested to document outstanding invoices on a monthly basis and to follow up those amounts regularly</p> <p>The meeting requested that Bob should meet with our auditor, Sukhothai Inter Law, in order to ensure that our accounts also include pending revenues and expenses.</p> <p>Joan informed the meeting that she will contact Khun Kusa in order to closed the 2nd account of PATA Thailand Chapter with a balance of Baht 43,790 at the Kasikorn Bank.</p>	<p>Secretariat</p> <p>Secretariat</p> <p>Secretariat</p>
<p>5. PATA HQ Items</p> <p>5.1. Update on PATA Chiang Mai Chapter</p> <p>Ben thanked the Thailand Chapter ExCom for their support on the formation of the PATA Chiang Rai Chapter. Special thanks were extended to Luzi for his support of air transportation to and from Chiang Rai for our ExCom members.</p> <p>Ben reported that there is a group who has volunteered to form the ExCom of the PATA Chiang Rai Chapter now that this new Chapter has been established.</p>	
<p>5.2. PATA Student Satellite Chapter</p> <p>Ben informed the meeting that the first PATA Student Satellite Chapter has been established at Assumption Campus. She requested the support of the ExCom members to be guest speakers at a seminar to be organized by Scott Smith.</p>	<p>ExCom</p>
<p>6. Next ExCom Meeting</p> <p>The next ExCom Meeting will be held on September 21st, 2011 at 1000 hrs., before the Quarterly Luncheon Meeting and Forum at Rembrandt Hotel.</p>	<p>Secretariat</p>