

The 5th International Joint Conference on Hospitality and Tourism 2025 (5th IJCHT-25)
Theme: Convergence of Tourism, Hospitality, and MICE in Action
3-5 July 2025
Songkhla, Thailand

Agenda

Day One: July 3, 2025

Morning Session	
08.00 AM	Registration and Coffee on Arrival
09.00 AM	Welcome Remarks by Dr. Songsin Teerakunpsut, IJCHT2025 Conference Chair
09.10 AM	Welcome Remarks by Assoc. Prof. Theerawat Hungsapruet, Dean of Faculty of Management Sciences
09.20 AM	Opening Remarks by Asst. Prof. Dr. Niwat Keawpradub, President of Prince of Songkla University
09.30 AM	Performance Show
09.50 AM	Keynote: “AI and the Future of Smart Destinations” By Prof. Dr. Cihan Cobanoglu, Virscend University, USA
10.30 AM	Morning Refreshment Break
10.45 AM	Panel Discussion: “Convergence of Tourism and MICE in Action” Moderated by Assoc. Prof. Dr. Suwaree Namwong
	- Professor Eric Laws, " Elephant Welfare in Global Tourism " - Assistant Professor Lt. (F) Dr.Kaedsiri Jaroenwisan, Songkhla Convention and Exhibition Bureau, Prince of Songkla University, "MICE Education: A Catalyst for Tourism Sustainability" - Mr.Kamonsak Reungjarearnurng, COO RSU International Hospital, “MICE Meets Medical: Evolving Tourism Synergies” - Mr. Pattanachai Singhavara, Thailand Convention and Exhibition Bureau South Director, "Driving Destination Value: National MICE Policy in Tourism Convergence" - Associate Professor Dr. Azila Azmi, Universiti Teknologi MARA Cawangan Pulau Pinang, Malaysia, “The Casino Industry in Malaysia and its Impact on the Tourism Landscape” - Dr. I Putu Utama, S.E., M.M., Bali Tourism Polytechnic, Bali, Indonesia, “Bali’s Blueprint for Tourism Success” Moderated by Associate Professor Dr. Suwaree Namwong, NIDA, Leading Expert in Wellness Tourism
12.00 PM	Lunch and Coffee, Drinks

Afternoon Session	
01.00 PM	Session 1
02.30 PM	Afternoon Refreshment Break
02.45 PM	Session 2
04.30 PM	Wellness Showcase: “Where Wellness Wisdom Meets Academic Excellence” Featuring Yoga, Chakra Energy, and Sound Therapy

Day Two: July 4, 2025

Morning Session	
08.30 AM	Registration and Coffee
09.00 AM	Keynote Speaker “Transforming Thai Tourism, Hospitality, and MICE through Practical Research and Innovation” By Emeritus Professor. Soottiporn Chittmittrapap, M.D. Royal Academician, and Chairman of the Committee for the Promotion of Science, Research, and Innovation
10.00 AM	Morning Refreshment Break (15 minutes)
10.15 AM	Keynote Speaker “Exploring Spiritual Tourism in the Himalayas” By Professor Dr. Saket Kushwaha, University of Ladakh
11.15 AM	Special Session “Future-Ready Talent in Tourism, Hospitality & MICE” By Assistant Professor Dr. Supontep Teerakanok, and Assistant Professor Dr. Wanamina Bostan Ali (Moderator), Prince of Songkla University
12.15 PM	Lunch and Coffee, Drinks
Afternoon Session	
1.15 PM	Session 3
2.30 PM	Afternoon Refreshment Break (15 minutes)
2.45 PM	Session 4
4.30 PM	Closing Remarks
5.30 PM	Registration Networking and Gala Dinner Under the Theme of “Chic Lake Elegance”
6.00 PM	Welcome Remarks by the IJCHT 2025 Committee Team
6.15 PM	Performance by the international music band from Thaksin University, Songkhla
7.45 PM	Best Presentation Best Paper Best Costume Awards

8.00 PM	Official Transfer of the IJCHT2026 to Bali Tourism Polytechnic, Indonesia & Farewell Remarks by the IJCHT 2025 Committee Team
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Note: The Concurrent Forum Discussion Title: **“Hospitality and Tourism ESG Good Practices Towards Sustainability”** Time: 2.30 pm – 4.00 pm

Panellists:

- Dr. Luh Yusni Wiarti, A.Par., S.E., M.Par., M.Rech., Bali Tourism Polytechnic, Indonesia
- Assistant Professor Dr. Morakot Ditta-Apichai, Thaksin University, Thailand
- Dr. Putu Diah Sastri Pitanatri, S.ST.Par., M.Par., Bali Tourism Polytechnic, Indonesia
- Silverina Kibat, Senior Lecturer, Universiti Teknologi MARA Cawangan Sabah, Malaysia
- Assist. Prof. Dr. Wanamina Bostan Ali, Prince of Songkla University, Thailand
- Dr. Anderson Ngelambong, Senior Lecturer, Universiti Teknologi MARA Penang Branch Malaysia

Day Three: July 5, 2025 (Optional Program)

Morning Session	
05:45 AM	Registration and Technical Tour Briefing
06:00 AM	Depart from the hotel
06:00 – 06:40 AM	Travel to Node Na Le Community Learning Center
06:40 – 07:00 AM	Prepare to board the boat at Node Na Le
07:00 – 09:00 AM	Local Fisherfolk Lifestyle Tour at Node Na Le
09:00 – 11:00 AM	Activities at Node Na Le Community Learning Center
11:00 AM – 12:10 PM	Travel to Khao Kho Hong Hill
12:10 – 12:45 PM	Visit Khao Kho Hong Temple
12:45 – 01:05 PM	Travel to Kim Yong Market
01:05 – 02:00 PM	Explore Kim Yong Market
02:00 – 02:20 PM	Travel to the International Convention Center (ICC), PSU
02:20 – 03:20 PM	Site Visit at ICC, PSU

03:20 – 04:00 PM	Return to the hotel
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Remarks:

1. The Conference Schedule is subject to change.
2. All lunches, coffee breaks, and gala dinner during July 3-4, 2025 are included in the conference registration.
3. The Theme of “Chic Lake Elegance” A dress code blending chic elegance with the serene beauty of Songkhla Lake—lightweight, luxurious attire suited for a refined lakeside Gala Dinner.
4. The cost of the technical tour on July 5, 2025, will be charged separately at a friendly price.