



MESSAGE FROM
**PRESIDENT OF
THAI HOTELS
ASSOCIATION
(THA)**

Practically, hotel business composes of several defined detail, while the problem of hotel business at the moment is the personnel deficiency in some work positions such as technician and kitchen staff since there are so many restaurants opening in Thailand, while many skillful personnel have gone working aboard to cause this problem to become even more critical. Therefore, this is the main mission that Thai Hotels Association (THA) has made efforts to solve it by asking collaboration from educational institutes to send their students to train in hotels, and after those students graduate, they can immediately work in hotels.

Since tourism industry is considered as the key mechanism to generate the great amount of revenues to the country, while THA has realized that MICE business has played a big important role to drive tourism industry as well. Now, we are very pleased to hear that for the budget year 2017, Thailand Convention and Exhibition Bureau (TCEB) has aimed to get additional budget from the government no less than 300 million baht for developing Mice business toward digital era even more in order to respond to the competition of the worldwide Mice industry that is now paying attention with IT approach as well as government's policy that wants to propel Thailand toward Thailand 4.0 era. In addition, TCEB now is aiming to pull in some world class exhibitions to raise awareness that from now on Thailand is ready to step into MICE industry 4.0 era. This effort has expected to attract some Asian countries such as Japan, South Korea, China, Singapore, Malaysia as well as the group of European countries, and it makes believe that if this mission is accomplished, it will help increasing the number of MICE travelers by 10%, while the spend per head rate will also increase no less than 10% as well.

As we pull our efforts to work for the success of Thai MICE, I wish to express my gratitude to the publishers of Thailand Convention and Exhibition Directory, Green World Publications and Marshall Cavendish Business Information, for publishing its vital resource book on Thai MICE.

A handwritten signature in black ink, appearing to read 'Supawan'.

Miss Supawan Tanomkiattipume
President
Thai Hotels Association