
Wittika Thangchan, Ph.D.
Lecturer
Department of Hospitality and Event Management
Faculty of Business Administration and Accountancy

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Qualification: SA

Academic Background

Ph.D. Khon Kaen University, 2014.

M.A. Naresuan University, 2007.

B.B.A. Khon Kaen University, 2005.

Professional Certifications

Certificate in English for Specific Careers (Hotel Work), Sukhothai Thammathirat Open University, 2006, Thailand.

Work Experience

Teaching

Courses Taught

Courses from the Teaching Schedule: ACCOMODATION DESIGN, BUSINESS RESEARCH METHODOLOGY, HOTEL ROOM DIVISION MANAGEMENT, INTRODUCTION TO HOSPITALITY AND EVENT BUSINESS, ROOM DIVISION MANAGEMENT FOR ACCOMMODATION, ROOM DIVISION OPERATION FOR ACCOMMODATION, SEMINAR HOTEL AND EVENT, STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS

Courses taught, but not in the Schedule:

Doctoral :

Strategic Management for Competitiveness in Hospitality and Event Business

Master :

Business Research Methodology

Strategic Management for Competitiveness in Hospitality and Event Business

Bachelors :

Introduction to Hospitality and Event Management

Hospitality Business Management

Room Division Operation for Accommodation Business

Room Division Management for Accommodation Business

Room Division Operation

Room Division Management

Food and Beverage Planning and Cost Control

Seminar for Hotel and Event Business

Teaching Schedule

Term	Course	Course Title	Cr	Enroll	Total	Session	Sec	Campus	Eval	Grade	Dist	TR%
2019/semester1	PhD967113	STRATEGIC MANAGEMENT FOR COMPETITIVENESS IN HOSPITALITY AND EVENT BUSINESS	3	5	15		SEC02					0.14%
2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	11	33		SEC01					0.47%
2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	17	51		SEC01					0.47%

2019/semester1	PhD907112	BUSINESS RESEARCH METHODOLOGY	3	8	24		SEC01						0.47%
2019/semester1	BBAHOT962221	INTRODUCTION TO HOSPITALITY AND EVENT BUSINESS	3	77	231		SEC01						1%
2019/semester1	BBAHOT965491	SEMINAR HOTEL AND EVENT	3	15	45		SEC02						1%
2019/semester1	BBAHOT965321	HOTEL ROOM DIVISION MANAGEMENT	3	30	90		SEC01						1%
2019/semester2	BBAHOT963343	ACCOMODATION DESIGN	3	25	75		sec01						1%
2019/semester2	BBAHOT963341	ROOM DIVISION MANAGEMENT FOR ACCOMMODATION	3	74	222		sec01						1%
2019/semester2	BBAHOT962224	ROOM DIVISION OPERATION FOR ACCOMMODATION	3	40	120		sec02						1%
2019/semester2	BBAHOT962224	ROOM DIVISION OPERATION FOR ACCOMMODATION	3	40	120		sec01						1%
Totals			33	342	1026								

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1	3		4
Publications in Refereed Conference Proceedings	7			7
Grants - Funded (both refereed and non-refereed)	1			1
Totals	9	3		12

Refereed Articles

Applied or Integrative/application Scholarship

Tosajja, P., Thangchan, W., & Morachat, C. (2018). Tourism Development Strategy to Support the Development of Special Economic Zone of Mukdahan Province. *UMT-Poly Journal*, 15 (2), 178 – 189.

Dinkoksoong, S., Thangchan, W., & Thani, S. (2018). The Pattern of Eco-cultural Tourism along the Chee River Basin for Conservation and Recovery of Local Lifestyle in Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Journal of Graduate School*, 13 (2), 213 – 221.

Chantawara, R., Thangchan, W., & Thanh Tùng, N. (2016). The Study of Feasibility for Compared Qualifications of Hotel Curriculum of Dalat Tourism College, Vietnam for Admission to Hotel Business Program of Ubon Ratchathani Rajabhat University, Thailand. *International Journal of Integrated Education and Development*, 1 (1), 25 – 32.

Basic or Discovery Scholarship

Homchuen, P., Thangchan, W., & Morachat, C. (2018). Potential of Community-based Tourism Management of Thai-Lao Border Villages of UbonRatchathani Province, Thailand and of Champasak Province of Lao PDR. *Rommayasan Journal*, 16 (2), 249 – 274.

Refereed Proceedings

Basic or Discovery Scholarship

Boonpat, O., Poltanee, I., Thangchan, W., & Nawatnatee, T. (2017). Home Stay Tourism Management at Baan Nong Dern, Nong Kom Koh, Nong Khai Province, Thailand. *Paper presented at The International Conference on Sustainable Tourism and Development at the Chinese University of Hong Kong; 2017 May 24 – 26; Hong Kong.*

Thangchan, W., Rooyai, C., Phankasem, K., & Srithares, P. (2017). Assessment of Understanding for I-san Cultural Learning of Youth

in Chetuan Sub-district, Kuangnai District, Ubon Ratchathani Province. *Paper presented at the 1st Tourism National Conference.*

Thangchan, W. (2016). Indicators of I-san Cultural Tourism along Mekhong River Border for Sustainable Development. *The 4th National Conference on Humanities and Social Science at Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University; 2016 August 26; Thailand.*

Thangchan, W. (2016). The Factors Relating to Desirable Characteristic of Graduates of Bachelor of Arts in Hotel Business, Ubon Ratchathani Rajabhat University. *The 4th National Conference on Humanities and Social Science at Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University; 2016 August 26; Thailand.*

Morachat, C., & Thangchan, W. (2015). Attitudes of the Hosts in the Areas of a Cultural Mega-Event, Ubon Ratchathani Annual Candle Festival, Thailand. *Paper presented at the 3rd International Symposium (STRE 2015). Malaysia: University of Malaya.*

Thani, S., Thangchan, W., Dinkoksoong, S., & Duangsri, R. (2015). The Pattern of Eco-cultural Tourism along the Chee River Basin for Conservation and Recovery of Local Lifestyle in Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Poster presented at the 9th National Conference at Ubon Ratchathani University; 2015 July 2 – 3; Thailand.*

Thangchan, W., Thani, S., & Dinkoksoong, S. (2015). Potential of Eco- Cultural Tourism of Ta Sa La Village, Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Paper presented at the 1st National Conference on Tourism at Ubon Ratchathani University; 2015 May 25; Thailand.*

Grants

Other

2019: Thangchan, W. Thailand School Healthy Index Project. Regional Leader of Upper-Northeastern, Principal Investigator, Thai Health Promotion Foundation.

Research

2018: Thangchan, W. Happiness Assessment for Community-Based Tourism Case Study in Destination Communities, Principal Investigator, Thailand Research Fund.

2017: Morachat, C., Thangchan, W., Hongthong, P., & Pocharee, L., Integrated Marketing Strategy for Community-Based Tourism to strengthen the Economic Foundations of Local Communities, Co-Investigator, Research Funding of research and innovation project to transfer technology to foundation communities, Higher Education Network in the Lower Northeast.

2016: Thangchan, W., Roobyai, C., Phankasem, K., & Srithares, P., The Developing of Young Tourist Guide for I-san Cultural Learning Tourism, Principal Investigator, National Fund.

2016: Thangchan, W., Panyapa, R., Roobyai, C., & Boongthong, Y., Homestay Management of Ta Sa La Village for Sustainable Community-Based Tourism Development, Principal Investigator, Community Based Research Fund, Ubon Ratchathani Rajabhat University.

2016: Thangchan, W. The 21st Century Learning and Teaching Model of Housekeeping Management to Develop 5 Learning Skills base on Thailand Qualification Framework, Principal Investigator, Learning and Teaching Fund, Ubon Ratchathani Rajabhat University.

2016: Thangchan, W., Hongthong, P., & Thane, P., Organic Agro-tourism Management of Ta Sa La Village for Supporting Sustainable Community-Based Tourism, Principal Investigator, Research Funding of research and innovation project to transfer technology to foundation communities, Higher Education Network in the Lower Northeast.

2015: Morachat, C., Sriwongwana, J., & Thangchan, W., Cultural Tourism Product Life Cycle Case Study of Ubon Ratchathani Annual Candle Festival, Co-Investigator, National Fund.

2015: Thangchan, W. Strategic Management for Small Hotel Business in Ubon Ratchathani Province for Creative Economy Development, Principal Investigator, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University.

Service

Service to the Profession

Chair: Committee / Task Force

2018 – 2019: Chair of educational quality assessment committee in Hotel and Tourism Management Program, Nakornratchasima Rajabhat University (National).

Reviewer - Book / Textbook

2018 – 2019: Journal of Business Administration, Chaiyaphum Rajabhat University (National).

2015 – 2019: Journal of Humanities and Social Science, Ubon Ratchathani Rajabhat University (National).

2018: Journal of Research Institute, Silpakorn University (National).

Reviewer: Book / Textbook

2015 – 2018: Journal of Graduate School, Pitchayatat, Ubon Ratchathani Rajabhat University (National).

Professional Development

DS: Research-Related Conference/Seminar

2019: Qualitative Research: Institute for Population and Social Research, Mahidol University.

2019: Research Ethics: Faculty of Social Science and Humanities, Mahidol University.

2018: Analyzing Qualitative Research: Institute for Population and Social Research, Mahidol University.

Other Professional Development

2019: Digital Transformation 2019: Learning and Teaching Innovation Center.

2018: Coach the Coach for Hotel Lecturer, Dusit Thani Hotel.

2018: Event Professional Program 2018.

2015: Analyzing data by R programming: Faculty of Science.

Professional Seminars / Workshops

2019: Event Professional Program 2019.

2019: Analyzing Quantitative Data by Lisrel: Sukhothai Thammathirat Open University.