

**Jinnapas Pathumporn, Ph.D.**  
**Lecturer**  
**Department of Tourism Industry Management**  
**Faculty of Business Administration and Accountancy**

[ptheuwe@kku.ac.th](mailto:ptheuwe@kku.ac.th)

Qualification: Scholarly Academic (SA)

**Academic Background**

Ph.D. Silpakorn University.  
M.B.A. Khon Kaen University.  
B.B.A. Khon Kaen University.

**Work Experience**

**Teaching**

**Courses Taught**

**Courses from the Teaching Schedule:** BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION, COMMUNITY-BASED TOURISM, HEALTH TOURISM MANAGEMENT, MARKETING FOR TOURISM, MEETING, INCENTIVE, CONVENTION AND EXHIBITION MANAGEMENT, PLANNING AND MANAGEMENT FOR SUSTAINABLE TOURISM AND MICE DESTINATION, RESEARCH METHODOLOGY IN TOURISM, SPA MANAGEMENT, TOURIST BEHAVIOR

**Teaching Schedule**

| Term           | Course        | Sec   | Course Title   | Cr | Enroll | Total | Session | Campus | Eval | Grade | Dist | TR%   |
|----------------|---------------|-------|--|----|--------|-------|---------|--------|------|-------|------|-------|
| 2019/semester1 | MBATOUR947111 | SEC01 | PLANNING AND MANAGEMENT FOR SUSTAINABLE TOURISM AND MICE DESTINATION | 3  | 11     | 33    |         |        |      |       |      | 0.34% |
| 2019/semester1 | PhD907101     | SEC02 | BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION                           | 3  | 2      | 6     |         |        |      |       |      | 0.13% |
| 2019/semester1 | PhD907101     | SEC02 | BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION                           | 3  | 2      | 6     |         |        |      |       |      | 0.13% |
| 2019/semester1 | PhD907101     | SEC02 | BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION                           | 3  | 3      | 9     |         |        |      |       |      | 0.13% |
| 2019/semester1 | PhD907101     | SEC02 | BASIC KNOWLEDGE OF BUSINESS ADMINISTRATION                           | 3  | 3      | 9     |         |        |      |       |      | 0.13% |
| 2019/semester1 | BBATOUR943017 | SEC01 | MARKETING FOR TOURISM  | 3  | 118    | 354   |         |        |      |       |      | 1%    |
| 2019/semester1 | BBATOUR942020 | SEC02 | MEETING, INCENTIVE, CONVENTION AND EXHIBITION MANAGEMENT             | 3  | 25     | 75    |         |        |      |       |      | 1%    |

|                |               |       |  |           |            |              |  |  |  |  |  |       |
|----------------|---------------|-------|--|-----------|------------|--------------|--|--|--|--|--|-------|
| 2019/semester1 | BBATOUR942020 | SEC01 | MEETING, INCENTIVE, CONVENTION AND EXHIBITION MANAGEMENT | 3         | 80         | 240          |  |  |  |  |  | 0.74% |
| 2019/semester1 | BBATOUR942025 | SEC02 | HEALTH TOURISM MANAGEMENT                                | 3         | 25         | 75           |  |  |  |  |  | 1%    |
| 2019/semester1 | BBATOUR942025 | SEC01 | HEALTH TOURISM MANAGEMENT                                | 3         | 40         | 120          |  |  |  |  |  | 1%    |
| 2019/semester1 | BBATOUR964401 | SEC03 | RESEARCH METHODOLOGY IN TOURISM                          | 3         | 22         | 66           |  |  |  |  |  | 1%    |
| 2019/semester2 | BBATOUR943010 | sec01 | COMMUNITY-BASED TOURISM                                  | 3         | 118        | 354          |  |  |  |  |  | 1%    |
| 2019/semester2 | BBATOUR943004 | sec01 | TOURIST BEHAVIOR   | 3         | 111        | 333          |  |  |  |  |  | 1%    |
| 2019/semester2 | BBATOUR942021 | sec01 | SPA MANAGEMENT   | 3         | 45         | 135          |  |  |  |  |  | 1%    |
| <b>Totals</b>  |               |       |  | <b>42</b> | <b>605</b> | <b>1,815</b> |  |  |  |  |  |       |

## **Intellectual Contributions**

### **Intellectual Contributions Grid: 1973 through 2023**

| Category  | BDS      | AIS      | TLS | Total     |
|---|----------|----------|-----|-----------|
| Articles in Peer-Reviewed Journals                | 4        | 2        |     | 6         |
| Publications in Conference Proceedings (Refereed) | 5        | 4        |     | 9         |
| Other Research, Non-refereed                      |          | 2        |     | 2         |
| <b>Totals</b>                                     | <b>9</b> | <b>8</b> |     | <b>17</b> |

### **Refereed Articles**

#### **Applied or Integrative/application Scholarship**

Pathumporn, J., & Nakapaksin, S. (2016). Accommodation Management for Integrated Sustainable Tourism Management. *International Journal of Sustainable Development and Planning*, 11 (3).

Pathumporn, J., & Supan, K. (2016). Behaviors of Medical Tourists, Who Use Medical Tourism Agencies in Thailand. *International Business Management*, 10 (4), 512-516.

#### **Basic or Discovery Scholarship**

Kotchare, T., Pathumporn, J., & Esichaikul, R. (2020). Tourism Factors Influence The Loyalty of Gay Tourists Visiting Thailand. *Palarch's Journal of Archaeology of Egypt/Egyptology*, 7 (6), 7508-7521.

Khongsong, T., & Pathumporn, J. (2020). Sustainable Community Based Tourism Management : A Case Study of Ban Suennuea Bannonkom, Phuphaman, Khon Kaen Province. *KKBS Journal of Business Administration and Accountancy*, 4 (2), 21-36.

saipet, N., & Pathumporn, J. (2020). Tourism Marketing Planning for Udon Thani Province To Support Lao Tourists. *Journal of Nakhonratchasima College*, 14 (1), 88-98.

Siribowonphitak, K., Pathumporn, J., & Esichaikul, R. (2018). . Effects of Urban Tourism from Urbanization in Khon Kaen Province, Thailand. *Veridian E-Journal Silpakorn University, International Humanities, Social Sciences and Arts.*, 14 (4), 32-46.

### **Refereed Proceedings**

#### **Applied or Integrative/application Scholarship**

Supan, K., & Pathumporn, J. (2019). Developing a management model for the sports tourism industry. *Proceeding of 4th Tourism and Hospitality International Conference 2016(THIC)*.

Suwanna, A., Pathumporn, J., & K, D. (2019). Business Supply Chain Management Model Organizational Meeting. *Proceeding of 4th Tourism and Hospitality International Conference 2016(THIC)*, 600-613.

Ratthasamut, R., & Pathumporn, J. (2018). Factors Affecting Sport Tourists' Decision Making on Travelling to Buriram Province. *International Conference Proceedings: 2018 Innovation and Education for Sustrainable Development Goals (IESDG 2018)*, 31 Aug 2018: Naresuan University, Thailand, 588-601.

Pathumporn, J., & Nakapaksi, S. (2016). Sustainable Community Based Tourism Development: Key Success Factors for Tourism

Implementation. *Proceeding of The European Sustainable Development in Business, Tourism, Social Sciences, Education, Technology Sciences Research Conference. University of London: United Kingdom. At Imperial London Hotel, Russell Square, London, UK. 17-20 February, 2016, 166-172.*

### **Basic or Discovery Scholarship**

Arj-duangdee, L., Pathumporn, J., & Jutaporn, P. (2020). Factors Affecting Adventure Tourism: Case Study of Bouldering Climbing Zoolander, Khon Kaen Zoo. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand., 60-70.*

Kotchare, T., & Pathumporn, J. (2020). Conceptual Factor of Motivation Influencing The Loyalty of Gay Tourists in Thailand. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand., 71-80.*

Polnyotee, M., Pathumporn, J., & Leruksa, C. (2020). Development Guideline of Sustainable Cultural Tourism Management Based on People's Participation of Klong Yao Village, Baan Whay Subdistrict, Wapipatum District, Mahasarakham Province, Thailand. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand., 81-93.*

Tantipanichkul, T., & Pathumporn, J. (2020). Tools for Visitor Management in Tourism Destinations for Creating Sustainable Tourism. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand., 212-218.*

Suphan, K., & Pathumporn, J. (2020). Analysis of E-san Identity Approaching to Tourism Destination Branding. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand., 219-224.*

### **Other Research**

2018: King, R., & Pathumporn, J., *Heritage and the Dispersal of Culture: The Phutai. Heritage and Identity in Contemporary Thailand. Singapore: Mainland Press Pte Ltd.*

2018: Siribowonphitak, C., Pathumporn, J., & Esichaikul, R., *Effects of Urban Tourism from Urbanization in Khon Kaen Province, Thailand. International Journal (Humanities, Social Sciences and Arts): Veridian E-Journal, Silpakorn University.*

### **Service**