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**Donruetai Kovathanakul, Ph.D.**  
**Assistant Professor**  
**Department of Tourism Industry Management**  
**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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### **Academic Background**

Ph.D. Silpakorn University.

M.A. Silpakorn University.

B.A. Srinakharinwirot University.

### **Professional Certifications**

Thailand Incentive Travel Professional (TITP), 2019, Thailand.

Thailand Meetings and Conventions Management Professional (TMCMP), 2019, Thailand.

Certified Incentive Specialist (CIS), 2018, Thailand.

Sustainable Event Professional Certificate (SEPC), 2018, Thailand.

Certified in Exhibition Management (CEM), 2016, Thailand.

Coach the Coaches Program for MICE Industry, 2015, Thailand.

IAPCO Regional Seminar The International Association of Professional Congress Organisers - IAPCO, 2015, Thailand.

Exhibition Management Degree (EMD), 2012, Thailand.

Train the Trainer Marketing Expertise, 2009, Thailand.

### **Professional Memberships**

Young MICE PCO PEO Professional Camp 2019, 2019

Author, World Craft City of Ikat (Mudmee), Khon Kaen, Thailand, 2018

Bidding Proposal for Pacific Asia Travel Association PDMF 2018, 2018

Coach the Coaches in MICE Industry 2018, 2018

Co-database, Kavin Intertrade Database for Coffee, Bakery, and Franchise 2018, 2018

Khon Kaen Jazz Festival, 2018

MICE Academic Cluster Forum, Isan MICE Academic Network, 2018

MICE Academy and Career Day 2018, 2018

World Ikat Symposium, 2018

Young MICE Professional Camp 2018, 2018

ACMECS (Ayeyawady - Chao Phraya - Mekong Economic Cooperation Strategy), Supreme Commander of Myanmar, 2017

MICE Isan Moving Forward, 2017

Professional Creative Conference Organizer, 2017

Co-Organizer, 4th International Conference on Hospitality and Tourism Management 2016, 2016

Co-Organizer, Food and Hotelex 2016, 2016

MICE Marketing in Social Media Era, 2016

Thailand Incentive and Convention Association Meeting, 2016

### **Work Experience**

#### **Work Experience**

Chairman, B.B.A. Tourism Industry Management, Khon Kaen University. (2018 - 2019), Khon Kaen, Thailand.

Consultant, Khon Kaen Tourism Industry Council. (2018 - 2019), Khon Kaen, Thailand.

Consultant, Fair Connection Company. (2018 - 2019), Unknown, Thailand.

Assistant Professor, Khon Kaen University. (2017 - 2019), Khon Kaen, Thailand.

Lecturer, Khon Kaen University. (2005 - 2019), Khon Kaen, Thailand.

Special Lecturer, National Institute of Development Administration (NIDA) (2005 - 2019), Bangkok, Thailand.

Special Lecturer, Srinakharinwirot University (2005 - 2019), Bangkok, Thailand.  
 Special Lecturer, Payao University (2005 - 2019), Payao, Thailand.  
 Special Lecturer, Nakorn Panom University (2005 - 2019), Nakorn Panom, Thailand.  
 Special Lecturer, Rajabhat Udon Thani University (2005 - 2019), Udon Thani, Thailand.  
 Special Lecturer, Faculty of Education, Khon Kaen University. (2005 - 2019), Khon Kaen, Thailand.  
 Associate Director, Office of Culture, Khon Kaen University. (2014 - 2015), Khon Kaen, Thailand.  
 Faculty Committee, Khon Kaen University. (2011 - 2013), Khon Kaen, Thailand.  
 Assistant Dean for Academic Affairs, Khon Kaen University. (2011 - 2013), Khon Kaen, Thailand.

## **Teaching**

### **Courses Taught**

**Courses from the Teaching Schedule:** BUSINESS RESEARCH METHODOLOGY, CROSS CULTURAL COMMUNICATION, CULTURAL TOURISM MANAGEMENT, ENTREPRENEURSHIP IN TOURSIM INDUSTRY, INFORMATION TECHNOLOGY FOR TOURISM, INFORMATION TECHNOLOGY FOR TOURISM, MICE AND, PLANNING AND MANAGEMENT FOR SUSTAINABLE TOURISM AND MICE DESTINATION, RESEARCH METHODOLOGY IN TOURISM, SERVICE PSYCHOLOGY, SUSTAINABLE EVENT MANAGEMENT, SUSTAINABLE TOURISM DEVELOPMENT

### **Other courses taught:**

#### **Bachelors :**

Environmental and Social Responsibility Accommodation Management  
 Advance Research Proposal Design I  
 Advanced Management in Tourism, MICE and Hospitality Innovation  
 Advance Research Proposal Design II  
 Planning and Management of Sustainable Tourism, MICE and Hospitality  
 Information Technology for Tourism Management  
 Business Management for Tourism, MICE and Hospitality Enterprise Business Management  
 Advanced English for Tourism, MICE and Hospitality  
 Event and Leisure Management for Tourism  
 Tourism, MICE, and Hospitality Innovation Management  
 Principle of Tourism Resource and Cultural Heritage Management  
 Hospitality and Tourism Industry  
 Information Technology for Tourism  
 Sustainable Tourism Management  
 English for Tourist Guide  
 Research Methodology in Tourism  
 Hospitality and Tourism Industry  
 Principles of Ecotourism Management  
 Cultural Tourism Management  
 Tourism in Asia-Pacific Context  
 Event Management  
 Accounting and Finance for Tour Business  
 Service Psychology

### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	Session	Campus	Eval	Grade	Dist	TR%
2019/semester1	MBATOUR947723	SEC01	INFORMATION TECHNOLOGY FOR TOURISM, MICE AND	3	5	15						1%
2019/semester1	MBATOUR947111	SEC01	PLANNING AND MANAGEMENT FOR SUSTAINABLE TOURISM AND MICE DESTINATION	3	11	33						0.33%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	4	12						0.33%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	3	9						0.33%
2019/semester1	PhD907112	SEC02	BUSINESS RESEARCH METHODOLOGY	3	3	9						0.33%



- Kovathanakul, D. (2011). Casinos VS Historical Tourism Destinations Along RouteNo.9 Savannakhet City. *Tourismos Journal*.
- Xu, Y., Kovathanakul, D., & Piandee, T. (2009). Preserving Ethnic Culture in Sustainable Tourism Development; Mosuo community, Lugu Lake, China. *Annual of International Thai Tourism 2009*.
- Kovathanakul, D. (2007). The World Heritage Tourism Development Guideline for PhuPhrabatHistorical Park. *Journal of Thai Hospitality and Tourism, 2 (2)*, 66-80.
- Kovathanakul, D. (2006). Local Administration Authorities: The Role of Tourism Planning. *Journal of Management Science, 5 (2)*, 31-40.
- Kovathanakul, D. (2006). Impact of Modernization VS Architectural Tourism. *MIS Journal, 1 (1)*, 163-177.
- Kovathanakul, D. (2005). The Dimensions of Economic Development through Cultural Heritagein Tourism Perspective – KhonKaen, Thailand. *E-Journal of International Thai*, 319-326.

## Refereed Proceedings

### Basic or Discovery Scholarship

- Kovathanakul, D. (2017). Isan MICE Cluster, the role of Khon Kaen Business MICE Tourism City to be the center of Greater Mekong Sub Region. *Proceedings of 82nd TOSOK International Conference. 5-7 July 2017, Tourism Sciences Society of Korea..*
- Kovathanakul, D. (2017). Cultural Heritage : The Connection of MICE Cluster Capabilities Plus. *Proceedings of 21thInternational Joint World Cultural Tourism Conference. 25-27 November 2017, World Cultural Tourism Association..*
- Kovathanakul, D. (2017). Isan MICE Cluster, the role of KhonKaen Business MICE Tourism City to be the center of Greater Mekong Sub Region. *Proceedings of 82nd TOSOK International Conference. 5-7 July 2017, Tourism Sciences Society of Korea..*
- Kovathanakul, D. (2016). Tai-Dam Ethnic Groups Tourism Branding, Based on the Authenticity. *Proceedings of 2nd Global Tourism and Hospitality Conference. 16-18 May 2016, Hong Kong Polytechnic University..*
- Kovathanakul, D. (2016). Phutai Ethnic Textile Interpretation and the Adaptive Using of Mekong MICE Travelers. *Proceedings of TIHKM's 3rd Annual International Conference on Hospitality and Tourism management. 26-27 May 2016, Bangkok, The International Institute of Knowledge Management..*
- Kovathanakul, D. (2016). Tai-Dam Ethnic Groups Tourism Branding, Based on the Authenticity. - *Thai Exhibition Association.*
- Kovathanakul, D. (2015). Central Northeastern Thailand Tourism Branding, Supporting the ASEAN Economic Community. *Procedia Economics and Finance. 2nd Global Conference on Business, Economics, Management and Tourism., 23, 291–297.*
- Kovathanakul, D. (2015). Cultural Tourism Management VS Authenticity of Saek Ethnic Group in Thailand. *Proceedings of TIHKM's 3rd Annual International Conference on Hospitality and Tourism management. 5-6 November 2015, Colombo, The International Institute of Knowledge Management..*
- Kovathanakul, D. (2015). Cultural Tourism Management VS Authenticity of Tai-Dam Ethnic Group in Thailand. *Proceedings of Global Conference on Business Management and Social Sciences. 24-25 April 2015, Abasyn University..*
- Kovathanakul, D. (2015). Cultural Tourism Management VS Authenticity of Saek Ethnic Group in Thailand. *Proceedings of TIHKM's 3rd Annual International Conference on Hospitality and Tourism management. 5-6 November 2015, Colombo, The International Institute of Knowledge Management..*
- Kovathanakul, D. (2015). Cultural Tourism Management VS Authenticity of Tai-Dam Ethnic Group in Thailand. *Proceedings of Global Conference on Business Management and Social Sciences. 24-25 April 2015, Abasyn University..*
- Kovathanakul, D. (2015). Central Northeastern Thailand Tourism Branding, Supporting the ASEAN Economic Community. *Procedia Economics and Finance. 2nd Global Conference on Business, Economics, Management and Tourism., 23, 291–297.*

## Books, Monographs, Compilations, Manuals

### Books

- Kovathanakul, D. (2017). *Sustainable Tourism Development. Khon Kaen : Khon Kaen University..*

## Grants

### Research

- 2019: Kovathanakul, D. Developing Plans for the Enhancement of the Upgrading MICE City, to become an Outstanding Flagship, Case Study of the Promotion of the International Silk Festival, the Phuk Siao Tradition, and the Khon Kaen Red Cross Fair 2018. Bangkok : Fair Connection a, Grantee, GOV-National Research Council--Research Associate Programs.
- 2019: Kovathanakul, D. Khon Kaen University : Mudmee Driven World Craft City, Cultural Heritage Tourism Base, Pilot Site : Chonnabot District, Khon Kaen Province. Khon Kaen : Thailand Research Fund. (work in progress), Grantee, GOV-National Science Foundation (NSF).
- 2018: Kovathanakul, D. Knowledge Management Tourism Business MICE in Khon Kaen to become the center of the ASEAN Economic Community. Khon Kaen : Centre of Excellence in MICE and Business Events Industry and National Research Council of Thailand., Grantee, GOV-National Research Council--Research Associate Programs.
- 2018: Kovathanakul, D. Developing Crowdsourcing System Concept, Based on Khon Kaen MICE Entrepreneurs Cluster Model. Khon Kaen : Thailand Research Fund., Grantee, GOV-National Research Council--Research Associate Programs.
- 2018: Kovathanakul, D. Khon Kaen Model of Promoting MICE Buyer Market Experiences, based on Crowdsourcing Entrepreneurs Cluster System. Khon Kaen : Thailand Research Fund., Grantee, GOV-Department of Education (DE).

2016: Kovathanakul, D. MICE Industry Cluster Capability Master Plan Guideline Development for Khon Kaen Province to be the hub of ASEAN. Khon Kaen : Thailand Convention and Exhibition Bureau., Grantee, GOV-Department of Education (DE).

2014: Kovathanakul, D. Khao Yai, Nakorn Ratchasima : Accommodation Marketing Development. Khon Kaen : Business Development Strategy Center, Faculty of Management Sciences, Khon Kaen University., Grantee, GOV-Department of Education (DE).

2014: Kovathanakul, D. Tourism Branding Central Northeastern Provinces Based on ASEAN Economic Community. Khon Kaen, Grantee, GOV-National Research Council--Research Associate Programs.

2014: Kovathanakul, D. Mekong Ethnic Groups Tourism Branding, Based on the Authenticity, to Support ASEAN Tourism Plan. Khon Kaen : Thailand Research Organizations Network., Grantee, GOV-Department of Education (DE).

2013: Kovathanakul, D. Thai Local Textiles Adaptive Using Guidelines for Thai and Foreign Tourists in MICE Business. Khon Kaen : National Research Council of Thailand., Grantee, GOV-National Research Council--Research Associate Programs.

2013: Kovathanakul, D. Adaptive Using Local Textiles Guidelines for Creative Cultural Heritage Tourism Development. Khon Kaen, Grantee, GOV-National Research Council--Research Associate Programs.

2012: Kovathanakul, D. The Legacy of Cultural Heritage Tourism, Integrated Contemporary Cultural Context in Greater Mekong Sub-Region, Evaluator, GOV-Department of Education (DE).

2012: Kovathanakul, D. The Legacy of Shop-houses Life for Integrated Sustainable Cultural Tourism. Khon Kaen : Khon Kaen University, Grantee, GOV-Department of Education (DE).

2012: Kovathanakul, D. The Study of MICE Marketing of Khon Kaen Province. Khon Kaen : Khon Kaen University., Grantee, GOV-Department of Education (DE).

### **Working Papers**

Kovathanakul, D. (2018). "National Conference on Isan Business and Economic Faculty of Business Administration and Accountancy (Former Faculty of Management Sciences, Khon Kaen University)."

Kovathanakul, D. (2014). "CAPTOR Conference on Tourism, Hospitality & Business 2014 Faculty of Management Sciences, Khon Kaen University."

Kovathanakul, D. (2013). "Research Tool, B.A. in Hotel and Tourism Management Prince of Songkla University."

Kovathanakul, D. (2013). "Research Tool, B.A. in Hotel and Tourism Management Payao University."

Kovathanakul, D. (2013). "Journal of Thai Hospitality and Tourism Thailand Tourism Academic Association."

Kovathanakul, D. (2013). "Journal of Research Khon Kaen University."

Kovathanakul, D. (2013). "Research Tool, Ph.D. in Art and Culture Research Faculty of Fine and Applied Arts, Khon Kaen University."

Kovathanakul, D. (2013). "International Convention and Expo Summit (ICES 2013) World Convention on Hospitality, Tourism & Events Research (WHTER 2013)."

Kovathanakul, D. (2013). "Book Khon Kaen University."

Kovathanakul, D. (2013). "Agrotourism and RAMSAR Site Bungkan Province, and Faculty of Architecture, Khon Kaen University."

Kovathanakul, D. (2013). "Research Faculty of Management Sciences, Khon Kaen University."

Kovathanakul, D. (2013). "Research Tool Faculty of Humanities and Social Sciences, Khon Kaen University."

Kovathanakul, D. (2012). "Research Tool, Ph.D. in Integrated Tourism Management National Institute of Development Administration (NIDA)."

Kovathanakul, D. (2012). "National Conference Maharakam University."

Kovathanakul, D. (2012). "Journal of Humanities and Social Sciences Ubon Ratchathani University."

Kovathanakul, D. (2012). "Research Tool, Ph.D. in Tourism and Hospitality Innovation Management Khon Kaen University."

### **Service**

#### **Service to the Institution**

##### **College Assignments**

##### **Faculty Assignments:**

2018-2019: Chairman, B.B.A. Tourism Industry Management

##### **College Assignments**

##### **University Assignment:**

2019: Chairman, B.B.A. Tourism Industry Management

##### **University Assignments**

##### **Committee:**

2012-2013: Faculty Committee

##### **Faculty Advisor:**

2013: Assistant Dean for Academic Affairs

#### **University Assignments**

##### **Other Institutional Service Activities:**

2019: Special Lecturer National Institute of Development Administration (NIDA) Srinakharinwirot University Payao University Nakorn Panom University Rajabhat Udon Thani University Faculty of Education, Khon Kaen University

##### **University Assignment:**

2019: Assistant Professor Khon Kaen University

#### **University Assignments**

##### **University Assignment:**

2014-2015: Associate Director, Office of Culture Khon Kaen University

#### **University Assignments**

##### **University Assignment:**

2019: Lecturer Khon Kaen University

#### **Dissertation Assignments**

##### **Other Institutional Service Activities:**

2018-2019: Consultant Fair Connection Company

2018-2019: Consultant Fair Connection Company

2018-2019: Consultant Fair Connection Company

#### **Dissertation Assignments**

##### **Member:**

2018-2019: Consultant Khon Kaen Tourism Industry Council

#### **Service to the Profession**

##### **Member Academic Committee**

2019: - MICE Khon Kaen Committee (State).

2019: - World Craft City of Ikat (Mudmee) Committee (Regional).

2018: - MICE City Network (Regional).

2018: - MICE Academic Cluster (National).

2018: - Thai Exhibition Association (National).

2018: Thailand Tourism Academic Association (National).

2017: - International Council on Monuments and Sites (International).

#### **Professional Development**

##### **Other Professional Development**

2018: Sustainable Event Professional Certificate (SEPC), Events Industry Council (EIC)..

2018: Certified Incentive Specialist (CIS), Society for Incentive Travel Excellence..

2015 – 2016: Certified in Exhibition Management (CEM), International Association of Exhibitions and Events – IAEE..

2015: IAPCO Regional Seminar, The International Association of Professional Congress Organisers – IAPCO..

2014 – 2015: Coach the Coaches Program for MICE Industry, Thailand Convention and Exhibition Bureau.

#### **Miscellaneous**

2019 - Speaker- PCO PEO Presentation Technique Thailand Convention and Exhibition Bureau and Centre of Excellence in MICE and Business Events Industry

2019 - Speaker- MICE Design Thinking Songkla Province, Thailand & Southern MICE Academic Cluster

2018 - Speaker- Coach the Coaches Prince of Songkla University

2018 - Speaker- Excellence in Service Process Khon Kaen International Convention and Exhibition

2018 - Speaker- Tourist Guide Pacific Asia Travel Association PDMF 2018

2018 - Speaker- Central MICE Students Chapter Central MICE Academic Network

2018 - Speaker- Sustainable Tourism Strategy for Army Tourist Guides Thailand Army Tourism

2017 - Speaker- Tourist Guide ACMECS (Ayeyawady – Chao Phraya – Mekong Economic Cooperation Strategy), Myanmar Army  
2017 - Speaker- Professional Creative Conference Organizer Khon Kaen University  
2017 - Speaker- English, SMART MICE Khon Kaen Vocational College  
2017 - Speaker- Service Contractor Chiang MICE  
2017 - Speaker- Publication Technique Rajabhat Buriram University  
2017 - Research Trainer National Research Council of Thailand  
2016 - Speaker- MICE Selling Technique in Tradeshow and Fam Trip Chiang Mai Province  
2016 - Speaker- Online Marketing Panyapiwat School  
2016 - Speaker- Tourist Guide World Tourism Organization, Tourism for All Day  
2015 - Speaker- Columnist, View MICE & Tourism Isan Biz Week Newspaper  
2014 - Speaker- Service Excellence CP All  
2013 - Tourism Strategic Plan Khon Kaen Municipality  
2013 - Speaker- Open World Department of Finance, Khon Kaen University  
2013 - Speaker- Tourist Guide Khon Kaen Municipality  
2012 - Academic Seminar on Art and Creative Office of Culture, Khon Kaen University  
2012 - Cultural Heritage Tourism Creative Tourism Khon Kaen University Na Haew District, Loei Wat Chaisri, Khon Kaen

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