
Donruetai Kovathanakul, Ph.D.
Assistant Professor
Department of Tourism Industry Management
Faculty of Business Administration and Accountancy
kdonru@kku.ac.th
Qualification: Scholarly Academic (SA)

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%

2019/semester1	BBATOUR943009	SEC02	SUSTAINABLE TOURISM DEVELOPMENT	3	25	75						1%
2019/semester1	BBATOUR943009	SEC01	SUSTAINABLE TOURISM DEVELOPMENT	3	118	354						1%
2019/semester1	BBATOUR942003	SEC01	INFORMATION TECHNOLOGY FOR TOURISM	3	111	333						1%
2019/semester1	BBATOUR964411	SEC01	ENTREPRENEURSHIP IN TOURSIM INDUSTRY	3	86	258						0.54%
2019/semester1	BBATOUR964401	SEC02	RESEARCH METHODOLOGY IN TOURISM	3	22	66						1%
2019/semester2	BBATOUR943008	sec01	CROSS CULTURAL COMMUNICATION	3	118	354						0.47%
2019/semester2	BBATOUR943008	sec01	CROSS CULTURAL COMMUNICATION	3	118	354						0.53%
2019/semester2	BBATOUR943005	sec01	SERVICE PSYCHOLOGY	3	111	333						1%
2019/semester2	BBATOUR942035	sec01	SUSTAINABLE EVENT MANAGEMENT	3	45	135						1%
2019/semester2	BBATOUR942022	sec01	CULTURAL TOURISM MANAGEMENT	3	45	135						1%
Totals				45	825	2,475						

Intellectual Contributions

Intellectual Contributions Grid: 1973 through 2023

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	11			11
Articles-in-Progress (All)				0
Publications in Conference Proceedings (Refereed)	12			12
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings			1	1
Grants - Funded (both refereed and non-refereed)				0
Grants - Pending (both refereed and non-refereed)				0
Totals	23		1	24

Refereed Articles

Basic or Discovery Scholarship

Chusakul, W., Kovathanakul, D., & Esichaikul, D. B. A. R. (2016). Exploring non-governmental organisations (NGOs) management in the authenticity of volunteer tourism: Evidence from the Northeastern Region of Thailand. *Journal of Hospitality Management and Tourism*, 7 (6), 57-64.

Kovathanakul, D. (2015). Central Northeastern Thailand Tourism Branding, Supporting the ASEAN Economic Community. *Procedia Economics and Finance*, 23, 291-297.

Boonpienpon, N., Maneenetr, T., Siriwong, P., & Kovathanakul, D. (2015). Indigenous Islamic Food: An Ideal Product Innovation for Creativity in Cultural Tourism: A Case Study Khao Tung Pla (Thai Crispy Rice Crackers with Anchovies). *Mediterranean Journal of Social Sciences*, 445-453.

Kumboon, A., & Kovathanakul, D. (2014). The Small Town Tourism Assessment, Khemmaraj District, Ubonratchathani Province. *Journal of Thai Hospitality and Tourism*.

Kovathanakul, D. (2013). Roi-Kaen-San-Sin Destination Branding; the Challenge of Responsible Tourism in Thailand for the AEC. *International Journal for Responsible Tourism*, 41-54.

- Kovathanakul, D. (2011). Casinos VS Historical Tourism Destinations Along Route No.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 PhuPhrabat Historical 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 Heritage in 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 21th International 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 Mahasarakam 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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