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**Akkhapon Kokkhangplu, Ph.D.**  
**Lecturer**  
**Department of Hospitality and Event Management**  
**Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

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### **Academic Background**

Ph.D. National Institute of Development Administration.

M.A. National Institute of Development Administration (NIDA).

B.B.A. Khon Kaen Univ.

### **Professional Certifications**

Best thesis award for doctoral degree (2021) National Institute of Development Administration (NIDA), 2021

Best thesis award for master degree (2017) National Institute of Development Administration (NIDA), 2017

Certificate of academic excellence (2016) the Graduate School of Tourism Management (GSTM) Naitona, 2016

Five star reward outstanding employees at Phulay Bay A Ritz Carlton Reserve, 2015

### **Work Experience**

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Lecturer, Khon Kaen University (June, 2022 - June, 2023), Khon Kaen, Thailand.

Lecturer, Mae Fah Luang University (July, 2021 - May, 2022), Chiang Rai, Thailand.

Special lecturer, The University of the Thai Chamber Commerce (August, 2018 - December, 2019), Bangkok, Thailand.

Butler, Phulay Bay A Ritz Carlton Reserve (October, 2011 - July, 2014), Krabi, Thailand. Butler

### **Teaching**

#### **Courses Taught**

##### **Bachelor Degree**

Room Division Operation for Accommodation Business

Room Division Management for Accommodation Business

Health and Spa Business for Hospitality Business

Local Wisdom for Tourism

Strategy for Tourism Business

Introduction to Tourism and Hospitality

Seminar for Hospitality Business

##### **Master's Degree**

Spa and Health Business Management

### **Intellectual Contributions**

#### **Refereed Articles**

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

Kokkhangplu, A. (2024). A new generation behavior intention to visit tourism destinations in perspective of post-COVID-19. *Cogent Business & Management*, 11 (1), 1-15.

Kokkhangplu, A. (in press, 2023). Perceived Value by Understanding Service Quality in Small Hotels to Support Workcation Tourists. *Phuket Rajabhat University Academic journal*.

Kokkhangplu, A., Young Hoon, K., & Kaewnuch, K. (2023). Resident's quality of life through community-based tourism. *Anatolia*.

Kokkhangplu, A., Onlamai, W., Chokpreedapanich, T., & Phikul, K. (2023). What Predicts Behavioral Intention in

Eco-Friendly Hotels? The Roles of Tourist's Perceived Value and Satisfaction: A Case Study of Thailand. *Sustainability*.

Tadnuyom, T., Srichan, ., & Kokhangplu, A. (2022). A Comparative Study of the Health Tourism Potential for Community-Based Tourism in Chiang Rai and Nan Province: Implementation of the New Normal for Tourism. *Suthiparithat*.

Kokkhangplu, A. (2021). Resident's quality of life living in Community-Based Tourism, Thailand. *Rajapark Journal*.

## **Service**

**Last updated by member on 26-Apr-23 (02:01 PM)**