
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)

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

Bachelor Degree

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

Master' s Degree

Seminar on the Current Issues in Tourism and MICE
Tourism and MICE Innovation Management

Intellectual Contributions

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 Phu Phrabat 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 – Khon Kaen, Thailand. *E-Journal of International Thai*, 319-326.

Refereed Proceedings

Basic or Discovery Scholarship

Kovathanakul, D. (2022). A Policy Proposal for MICE Competitiveness: A Case Study of L'Etape Thailand by Tour de France. *Abu Dhabi : Director World Academics International Conference*.

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 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. (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 TIKM'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., 23291–297*.

Kovathanakul, D. (2015). Cultural Tourism Management VS Authenticity of Saek Ethnic Group in Thailand. *Proceedings of TIKM'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 TIKM'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

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).

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).

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