
Riena Thongtammachat, Ph.D.
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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. James Cook University.

M.Sc Bournemouth University.

B.A. Silpakorn University.

Professional Certifications

Certificate of professional master of ceremony, --N/A--

Tourist guide certification, --N/A--

Work Experience

Teaching

Courses Taught

Bachelor Degree

English for Tourist Guide

Principles of Tourist Guide

Tourist Behavior and Cross-Cultural Communication

Commercial Recreation Management

Commercial Recreation Management for Tourism Business

Digital Content, Tourism Product Design

Digital Marketing Strategies for Tourism Business

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Pharino, C., & Pearce, P. (2019). Paranormal tourism planning: Stakeholder views on development in South East Asia. *Journal of Tourism Planning and Development*, 1-29.

Pharino, C., Pearce, P., & Pryce, . (2018). Paranormal tourism: Assessing tourists' onsite experiences. *Tourism Management Perspectives*, 28, 20-28.

Pharino, C., & Leawpenwong, S. (2015). Investigating gaps in sustainable community tourism: A case study of local communities in the vicinity of Khon Kaen Zoo. *Journal of Mekong Societies*, 11 (2), 61-74.

Basic or Discovery Scholarship

Thongtammachat, R., Tingzen, C., & Osmond, A. (2023). FUN OR FEAR? ON-SITE VERSUS ON-SCREEN EXPERIENCES IN PARANORMAL TOURISM: A CASE STUDY OF HASHIMA ISLAND, JAPAN. *Tourism Review International*, 27 (3-4), 217-234.

Refereed Proceedings

Applied or Integrative/application Scholarship

Pharino, C. (2018). Paranormal Tourism planning: Stakeholders' views in South East Asia. *Paper presented at the 7th International Tourism Studies Association (ITSA) Biennial Conference, the University of South Africa, South Africa*

Pharino, C. (2017). Paranormal tourism: Involvement and experiences. *Presented at 15th APacCHRIE Conference, The International Bali Tourism Institute (STPBI), Indonesia*

Pharino, C. (2014). Gap investigation in sustainable tourism development in Thailand: A case study of Koh Sichang Chonburi. *Paper presented at the International Conference on Business Tourism and Applied Sciences ICBTS 2014, the University of Westminster, London, England*

Grants

Other

2017: Pharino, C. Research Grant. Paranormal Tourism. College of Business Law and Governance, James Cook University, Co-Investigator, James Cook University.

2014: Pharino, C. KKUIC Research Grant. Medical Tourism in Khon Kaen: A potential of Becoming a Strategic Medical Hub in ASEAN Region, Co-Investigator, Khon Kaen University International College.

2014: Pharino, C. KCU Young Researcher Project. The Investigation of Local Participation in Tourism Development: A Case Study of Khao Suan Kwang Zoo, Co-Investigator, Khon Kaen University.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2024-2025: Assistant Dean for Research

University Assignment:

2014 – 2015: Internship and Cooperative Study Project

2014: Project Leader "Outreach Project" at Khao Suan Kwang district by providing the understanding of community-based tourism and encouraging local community to take part in tourism development.

Member:

2014 – 2015: Course Coordinator of Tourism Program

University Assignments

University Assignment:

2015: Knowledge Management Committee

2014 – 2015: Committee of Self-Assessment Report (SAR)

2014 – 2015: Committee of Internal Quality Assurance (IQA)

Service to the Profession

Invited Lecture

2017 – 2019: Adjunct Lecturer at James Cook University, Townsville, Australia (International).

2016: Adjunct Lecturer at Sripatum University, Khon Kaen Campus, Thailand (National).