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

Academic Background

Ph.D. (Tourism)

Ph.D. (Tourism) James Cook University, Australia, 2019.

M.Sc. (Tourism Management)

M.Sc. (Tourism Management) Bournemouth University, UK, 2010.

B.A. (English)

B.A. (English) Silpakorn University, Thailand, 2008.

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. KKU 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).