
**Maythawin Polnyotee, Ph.D.(Environment
Assistant Professor
Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D.(Environment

Ph.D.(Environment Chulalongkorn University, Thailand, 2015.

M.B.A. (Tourism Management)

M.B.A. (Tourism Management) Khon Kaen University, Thailand, 2005.

B.A. (History)

B.A. (History) Kasetsart University, Thailand, 2002.

Professional Certifications

Master Assessor (Travel Agencies Division), 2024, Thailand.

Mini Master in HR Management, 2022, Bangkok Thailand.

National Assessor (Travel Agencies Division), 2021, Thailand.

National Trainer (Tour Operation Division), 2021, Thailand.

Work Experience

Work Experience

Assistant Professor, Khon Kaen University (February, 2020 - June, Present), Khon Kaen, Thailand.

Assistant Professor, Mahasarakham University (June, 2006 - January, 2020), Mahasarakham, Thailand.

Teaching

Courses Taught

Bachelor Degree

- BS941001 HOSPITALITY AND TOURISM INDUSTRY
- BS942028 THAI STUDIES FOR TOURISM
- BS942029 PRINCIPLES OF ECOTOURISM MANAGEMENT
- BS942038 WORLD HERITAGE SITES AND TOURISM MANAGEMENT
- BS942039 ETHNIC TOURISM MANAGEMENT
- BS943005 SERVICE PSYCHOLOGY
- BS943006 LAW FOR TOURISM AND TOURIST GUIDE
- BS943007 PROFESSIONAL ETHICS FOR TOURIST GUIDE

- BS943009 SUSTAINABLE TOURISM DEVELOPMENT
- BS943010 COMMUNITY BASED TOURISM
- BS943019 INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY
- BS943020 SUSTAINABLE TOURISM PLANNING AND DEVELOPMENT
- BS943022 HUMAN RESOURCES MANAGEMENT IN TOURISM INDUSTRY AND SERVICE PSYCHOLOGY
- BS944011 TOURISM PROJECT MANAGEMENT
- BS944013 RESEARCH METHODOLOGY IN TOURISM
- BS945001 ECOTOURISM MANAGEMENT

Master Degree

- BS947123 TOURISM AND MICE LOGISTIC AND SUPPLY CHAIN MANAGEMENT
- BS947113 TOURISM AND MICE MARKETING MANAGEMENT

Doctoral Degree

- BS948101 STRATEGIC INNOVATIVE CREATION FOR TOURISM AND MICE INDUSTRY

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Polnyotee, M. (2019). Sustainable Cultural Tourism Development of Klong Yao Village of Baan Talad, Banwhay Sub-district, Wapipatum District, Mahasarakham Province. *Journal of Management Science*, 17 (9).

Basic or Discovery Scholarship

Maneesut, N., & Polnyotee, M. (2023). Components of Tourism Destination Influence Community-Based Tourism Demand: A Case Study of Baan Tad Hai, Tambon Khok Muang, Amphoe Non Sang, Chang Wat Nong Bua Lum Phu. *Research and Development Journal, Loei Rajabhat University*, 18 (65), 72-82.

Promnil, N., & Polnyotee, M. (2023). Crisis Management Strategy for Recovery of Small and Medium Hotels after the COVID-19 Pandemic in Thailand. *Sustainability*.

Polnyotee, M. (2022). The Potential Architectural Tourism Route in Mueang District, Nakhon Phanom Province. *Journal of organizational innovation and culture*.

Polnyotee, M. (2022). USTAINABLE COMMUNITY-BASED TOURISM DEVELOPMENT GUIDELINE: A CASE STUDY OF TAI DAM COMMUNITY AT BAN NA PA NARD, CHIANG KHAN DISTRICT, LOEI PROVINCE. *International Thai Tourism Journal*.

Refereed Proceedings

Applied or Integrative/application Scholarship

Soramak, P., & Polnyotee, M. (2021). Sustainable Historical Tourism Development Plan of Numphu Intersection, Tambon Mak Khang, Amphoe Mueang, Changwat Udonthani. *Proceeding of National Research Conference 2021: NRC 2021*, 931-938.

Polnyotee, M., & Leruksa, C. (2019). Development Guideline of Sustainable Cultural Tourism Management of Klong

Yao Village, Banwhay Sub-District, Wapipatum District, Mahasarakham Province, Thailand. *Proceeding of the International and National Conference on Business Administration and Accountancy 2020 (the 2nd INCBAA)*, 81-93.

Polnyotee, M., & Leruksa, C. (2019). People's Participation on Sustainable Cultural Tourism Management of Klong Yao Village, Banwhayn Subdistrict, Wapipatum District, Mahasarakham Province, Thailand. *Proceeding of 7th International Mediterranean Social Sciences Congress (MECAS VII).2019*, 267-276.

Polnyotee, M., & Leruksa, C. (2016). Development Guideline of Thainess Tourist Destination based on Sustainable Local Participation: A Case Study of Talay Buadaeng at Diam Village, Chiangwae Sub-district, Kumphawapi District, Udon Thani Province. *Proceeding of 4th Tourism and Hospitality International Conference 2016 (THIC)*, 66-71.

Polnyotee, M., & Leruksa, C. (2016). People's participation on Sustainable Thainess Tourism Management: A Case Study at Talay Buadaeng Baan Diam, Kumphawapee District, Udon Thani Province. *Proceeding of 4th Contemporary Tourism and Hospitality National Conference 2016*, 288-300.

Basic or Discovery Scholarship

Polnyotee, M., & Leruksa, C. (2020). Development Guideline of Sustainable Cultural Tourism Management of Klong Yao Village, Banwhay Sub-District, Wapipatum District, Mahasarakham Province, Thailand. *Proceeding of the International and National Conference on Business Administration and Accountancy 2020 (the 2nd INCBAA)*, 81-93.

Service

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