
Jinnapas Dominic, Ph.D. (Architectural Heritage Mgmt and Tourism)

Lecturer

**Department of Business Administration and Accountancy
Faculty of Business Administration and Accountancy**

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Qualification: Scholarly Academic (SA)

Academic Background

Ph.D. (Architectural Heritage Mgmt and Tourism)

Ph.D. (Architectural Heritage Mgmt and Tourism) Silpakorn University, Thailand, 2012.

M.B.A. (Tourism Management)

M.B.A. (Tourism Management) Khon Kaen University, Thailand, 2006.

B.B.A. (Hotel and Tourism Management)

B.B.A. (Hotel and Tourism Management) Khon Kaen University, Thailand, 2004.

Professional Certifications

Certificate of National Assessor for Tour Operation Division, 2021, Thailand.

Spa Manager, 2021, Thailand.

Tourist Guide, 2020, Thailand.

Tour Leader, 2015, Thailand.

Work Experience

Work Experience

, Khon Kaen University (September, 2018 - Present), Khon Kaen, Thailand.

Teaching

Courses Taught

Bachelor Degree

Marketing for Tourism

Tourism Project Management

Research Methodology in Tourism

Healthcare Business Management

Spa Management

Health Tourism Management

MICE Management

Master' s Degree

Planning and Management for Sustainable Tourism and Mice Destination

Doctoral Degree

Basic Knowledge of Business Administration

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Pathumporn, J., & Nakapaksin, S. (2016). Accommodation Management for Integrated Sustainable Tourism Management. *International Journal of Sustainable Development and Planning*, 11 (3).

Pathumporn, J., & Supan, K. (2016). Behaviors of Medical Tourists, Who Use Medical Tourism Agencies in Thailand. *International Business Management*, 10 (4), 512-516.

Basic or Discovery Scholarship

Dominic, J., Top-la, P., & Prommasit, M. (2025). Analysis of Facial Cosmetic Surgery Behavior and Motivation of Generation Z Consumers in Khon Kaen Province. *Burapha Journal of Business Management*, 4 (1).

Dominic, J., Jarasthanitsak, N., & Intawong, R. (2025). The structural equation modeling of factors influencing decision-making and satisfaction of spa consumers in Mueang District, Khon Kaen Province). *Kasetsart Business Applied Journal*, 19 (30).

Thammachat, W., & Dominic, J. (2025). Behavior, motivation, and decision-making of wellness cannabis tourists. *Suan Sunandha Asian Social Science Journal*, 19 (1).

Dominic, J., Jansikot, N., & Jansena, C. (2025). Factors Affecting the Behavior, Decision-Making, and Behavior Intentions in Tourism of Thai Individuals with Hearing Impairment. *Suan Sunandha Asian Social Science Journal*, 19 (1).

Dominic, J., Namlak, T., & Khamwande, R. (2025). Factors Influencing The Decision on Destination Choice for Creative Tourism of Thai Tourist in Khon Kaen Province. *Suan Sunandha Asian Social Science Journal*, 19 (1).

Dominic, J. (2025). ANALYSIS OF HERBAL BALM CONSUMERS BEHAVIOR. *Eastern University of Management and Technology UMT Poly Journal*.

Kotchare, T., Pathumporn, J., & Esichaikul, R. (2020). Tourism Factors Influence The Loyalty of Gay Tourists Visiting Thailand. *Palarch's Journal of Archaeology of Egypt/Egyptology*, 7 (6), 7508-7521.

Khongsong, T., & Pathumporn, J. (2020). Sustainable Community Based Tourism Management : A Case Study of Ban Suennuea Bannongkom, Phuphaman, Khon Kaen Province. *KKBS Journal of Business Administration and Accountancy*, 4 (2) 21-36.

saipet, N., & Pathumporn, J. (2020). Tourism Marketing Planning for Udon Thani Province To Support Lao Tourists. *Journal of Nakhonratchasima College*, 14 (1), 88-98.

Siribowonphitak, K., Pathumporn, J., & Esichaikul, R. (2018). Effects of Urban Tourism from Urbanization in Khon Kaen Province, Thailand. *Veridian E-Journal Silpakorn University, International Humanities, Social Sciences and Arts.*, 14 (4) 32-46.

Refereed Proceedings

Applied or Integrative/application Scholarship

Supan, K., & Pathumporn, J. (2019). Developing a management model for the sports tourism industry. *Proceeding of 4th Tourism and Hospitality International Conference 2016(THIC)*.

Suwanna, A., Pathumporn, J., & K, D. (2019). Business Supply Chain Management Model Organizational Meeting. *Proceeding of 4th Tourism and Hospitality International Conference 2016(THIC)*, 600-613.

Ratthasamut, R., & Pathumporn, J. (2018). Factors Affecting Sport Tourists' Decision Making on Travelling to Buriram Province. *International Conference Proceedings: 2018 Innovation and Education for Sustainable Development Goals (IESDG 2018)*, 31 Aug 2018: Naresuan University, Thailand 588-601.

Pathumporn, J., & Nakapaksi, S. (2016). Sustainable Community Based Tourism Development: Key Success Factors for Tourism Implementation. *Proceeding of The European Sustainable Development in Business, Tourism, Social Sciences, Education, Technology Sciences Research Conference. University of London: United Kingdom. At Imperial London Hotel, Russell Square, London, UK. 17-20 February, 2016* 166-172.

Basic or Discovery Scholarship

Arj-duangdee, L., Pathumporn, J., & Jutaporn, P. (2020). Factors Affecting Adventure Tourism: Case Study of Bouldering Climbing Zoolander, Khon Kaen Zoo. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand.*, 60-70.

Kotchare, T., & Pathumporn, J. (2020). Conceptual Factor of Motivation Influencing The Loyalty of Gay Tourists in Thailand. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand*, 71-80.

Polnyotee, M., Pathumporn, J., & Leruksa, C. (2020). Development Guideline of Sustainable Cultural Tourism Management Based on People's Participation of Klong Yao Village, Baan Whay Subdistrict, Wapipatum District,

Maharakham Province, Thailand. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand*, 81-93.

Tantiparnichkul, T., & Pathumporn, J. (2020). Tools for Visitor Management in Tourism Destinations for Creating Sustainable Tourism. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand*, 212-218.

Suphan, K., & Pathumporn, J. (2020). Analysis of E-san Identity Approaching to Tourism Destination Branding. *Proceeding of The International Conference on Business Administration and Accountancy 2020. 20th, February 2020. The Empress Chiang Mai Hotel, Thailand*, 219-224.

Service

Last updated by member on 19-Jun-25 (09:08 AM)