
Wittika Thangchan, Ph.D. (Tourism and Hospitality Innovation Mgmt)

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. (Tourism and Hospitality Innovation Mgmt)

Ph.D. (Tourism and Hospitality Innovation Mgmt) Khon Kaen University, Thailand, 2014.

M.A. (Hotel and Tourism Management)

M.A. (Hotel and Tourism Management) Naresuan University, Thailand, 2007.

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

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

Professional Certifications

Certificate in English for Specific Careers (Hotel Work), Sukhothai Thammathirat Open University, 2006, Thailand.

Work Experience

Teaching

Courses Taught

Bachelor Degree

Introduction to Hospitality and Event Management
Hospitality Business Management
Room Division Operation for Accommodation Business
Room Division Management for Accommodation Business
Room Division Operation
Room Division Management
Food and Beverage Planning and Cost Control
Seminar for Hotel and Event Business

Master's Degree

Business Research Methodology
Strategic Management for Competitiveness in Hospitality and Event Business

Doctoral Degree

Strategic Management for Competitiveness in Hospitality and Event Business

Intellectual Contributions

Refereed Articles

Applied or Integrative/application Scholarship

Anantalia Widyastari, D., Saonuam, P., Pongpradit, K., Wongsingha, N., Thangchan, W., Panya Choolers, Sarocha Kesaro, Wittika Thangchan, Pott Pongpaopattanakul, Khwansupanat Phankasem, Muhammadrorfee-E Musor g, Phutthiphat Autchaworaphong, Phongsak Muensakda, Khosit Chaiprasit, Chutima Yousomboon, Wisuta Mansing, Aubdul Aunampai, Nattaporn Nilwatta, Wipada Iamyam, Niramom Rasri, Piyawat Katewongsa (2022). Results from the Thailand 2022 report card on physical activity for children and youth *Journal of Exercise Science & Fitness*, 20 (4), 246-282.

Tosajja, P., Thangchan, W., & Morachat, C. (2018). Tourism Development Strategy to Support the Development of Special Economic Zone of Mukdahan Province. *UMT-Poly Journal*, 15 (2), 178 – 189.

Dinkoksoong, S., Thangchan, W., & Thani, S. (2018). The Pattern of Eco-cultural Tourism along the Chee River Basin

for Conservation and Recovery of Local Lifestyle in Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Journal of Graduate School*, 13 (2), 213 – 221.

Chantawara, R., Thangchan, W., & Thanh Tùng, N. (2016). The Study of Feasibility for Compared Qualifications of Hotel Curriculum of Dalat Tourism College, Vietnam for Admission to Hotel Business Program of Ubon Ratchathani Rajabhat University, Thailand. *International Journal of Integrated Education and Development*, 1 (1), 25 – 32.

Basic or Discovery Scholarship

Homchuen, P., Thangchan, W., & Morachat, C. (2018). Potential of Community-based Tourism Management of Thai-Lao Border Villages of Ubon Ratchathani Province, Thailand and of Champasak Province of Lao PDR. *Rommayasan Journal*, 16 (2), 249 – 274.

Refereed Proceedings

Basic or Discovery Scholarship

Boonpat, O., Poltanee, I., Thangchan, W., & Nawatnatee, T. (2017). Home Stay Tourism Management at Baan Nong Dern, Nong Kom Koh, Nong Khai Province, Thailand. *Paper presented at The International Conference on Sustainable Tourism and Development at the Chinese University of Hong Kong; 2017 May 24 – 26; Hong Kong.*

Thangchan, W., Roobyai, C., Phankasem, K., & Srithares, P. (2017). Assessment of Understanding for I-san Cultural Learning of Youth in Chetuan Sub-district, Kuangnai District, Ubon Ratchathani Province. *Paper presented at the 1st Tourism National Conference*

Thangchan, W. (2016). Indicators of I-san Cultural Tourism along Mekhong River Border for Sustainable Development. *The 4th National Conference on Humanities and Social Science at Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University; 2016 August 26; Thailand.*

Thangchan, W. (2016). The Factors Relating to Desirable Characteristic of Graduates of Bachelor of Arts in Hotel Business, Ubon Ratchathani Rajabhat University. *The 4th National Conference on Humanities and Social Science at Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University; 2016 August 26; Thailand.*

Morachat, C., & Thangchan, W. (2015). Attitudes of the Hosts in the Areas of a Cultural Mega-Event, Ubon Ratchathani Annual Candle Festival, Thailand. *Paper presented at the 3rd International Symposium (STRE 2015). Malaysia: University of Malaya.*

Thani, S., Thangchan, W., Dinkoksoong, S., & Duangsri, R. (2015). The Pattern of Eco-cultural Tourism along the Chee River Basin for Conservation and Recovery of Local Lifestyle in Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Poster presented at the 9th National Conference at Ubon Ratchathani University; 2015 July 2 – 3; Thailand:*

Thangchan, W., Thani, S., & Dinkoksoong, S. (2015). Potential of Eco- Cultural Tourism of Ta Sa La Village, Chee Tuan Subdistrict, Khueang Nai District, Ubon Ratchathani Province. *Paper presented at the 1st National Conference on Tourism at Ubon Ratchathani University; 2015 May 25; Thailand.*

Grants

Other

2019: Thangchan, W. Thailand School Healthy Index Project. Regional Leader of Upper-Northeastern, Principal Investigator, Thai Health Promotion Foundation.

Research

2018: Thangchan, W. Happiness Assessment for Community-Based Tourism Case Study in Destination Communities, Principal Investigator, Thailand Research Fund.

2017: Morachat, C., Thangchan, W., Hongthong, P., & Pocharee, L., Integrated Marketing Strategy for Community-Based Tourism to strengthen the Economic Foundations of Local Communities, Co-Investigator, Research Funding of research and innovation project to transfer technology to foundation communities, Higher Education Network in the Lower Northeast.

2016: Thangchan, W., Roobyai, C., Phankasem, K., & Srithares, P., The Developing of Young Tourist Guide for I-san Cultural Learning Tourism, Principal Investigator, National Fund.

2016: Thangchan, W., Panyapa, R., Roobyai, C., & Boongthong, Y., Homestay Management of Ta Sa La Village for Sustainable Community-Based Tourism Development, Principal Investigator, Community Based Research Fund, Ubon

Ratchathani Rajabhat University.

2016: Thangchan, W. The 21st Century Learning and Teaching Model of Housekeeping Management to Develop 5 Learning Skills base on Thailand Qualification Framework, Principal Investigator, Learning and Teaching Fund, Ubon Ratchathani Rajabhat University.

2016: Thangchan, W., Hongthong, P., & Thanee, P., Organic Agro-tourism Management of Ta Sa La Village for Supporting Sustainable Community-Based Tourism, Principal Investigator, Research Funding of research and innovation project to transfer technology to foundation communities, Higher Education Network in the Lower Northeast.

2015: Morachat, C., Sriwongwana, J., & Thangchan, W., Cultural Tourism Product Life Cycle Case Study of Ubon Ratchathani Annual Candle Festival, Co-Investigator, National Fund.

2015: Thangchan, W. Strategic Management for Small Hotel Business in Ubon Ratchathani Province for Creative Economy Development, Principal Investigator, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University.

Service

Service to the Institution

College Assignments

Faculty Assignments:

2024-2025 – 2026-2027: Associate Dean for Academic Affairs

Service to the Profession

Chair: Committee / Task Force

2018 – 2019: Chair of educational quality assessment committee in Hotel and Tourism Management Program, Nakornratchasima Rajabhat University (National).

Reviewer - Book / Textbook

2018 – 2019: Journal of Business Administration, Chaiyaphum Rajabhat University (National).

2015 – 2019: Journal of Humanities and Social Science, Ubon Ratchathani Rajabhat University (National).

2018: Journal of Research Institute, Silpakorn University (National).

Reviewer: Book / Textbook

2015 – 2018: Journal of Graduate School, Pitchayat, Ubon Ratchathani Rajabhat University (National).