

Curriculum Vitae

Asst. Prof. Parinya Nakpathom, Ph.D.

Education Background

- 2015 – 2018 Ph.D. in Management, Silpakorn University, Thailand
- 2007 – 2008 Master of International Hospitality and Hotel Management,
University of Western Sydney, Australia
- 2002 – 2005 Bachelor of Arts, Burapha University, Thailand



Working Experience

- 2012 – Present Full-time lecturer, Burapha University International College

Administrative Experience

- 2020 – Present Dean of Burapha University International College
- 2021 – Present Chairman of committee board, BUU Hotel Operation Action Center
- 2021 – Present Board of Trustee, Piboonbumpen Demonstration School
- 2021 – Present Board of Trustee, Faculty of Music and Performing Art
- 2022 – Present Director of Commerce and Business School (Established Program)
- 2019 – Present Full-time lecturer in Holistic Health and Wellness Management
- 2019 – 2020 Acting Chair of Holistic Health and Wellness Management
- 2018 – 2019 Chair of Hospitality, Tourism, and MICE Management
- 2017 – 2018 Assistant Dean for Students Affairs
- 2012 – 2019 Full-time lecturer in Hospitality, Tourism, and MICE Management

Best Paper Award

Nakapthom, P., Chinnapha, K., Putra, M.R., Wongla, A., Kowarattanakul, A., Pangket, N.

Thanuthep, P. and Rui, S.H. (2020). Exploring the Expectation of Youth Purchasing Intention for Street Food as a Gastronomy Tourism in Bangsaen, Thailand. *The 4th International Seminar on Tourism (ISOT)* on Nov 4-5, 2020.

Nakapthom, P., Gkoumas, A., Pitchayadejanant, K., Shvedov, P., Mcbriar, K., Budda, T., Saison, S. and Indang, P. (2019). Experiential Value for International Tourists' Satisfaction and Loyalty toward Beach Activities in Pattaya City, Thailand. *China - ASEAN Tourism Education Alliance (CATEA) International Conference* at Trisakti School of Tourism on June 20, 2019.

Research Publication

- Nakpathom, P., Pitchayadejanant, K., Channoi, R., & Hroosakol, W. (2022). Assessment Analysis for Fostering and Developing Homestay Quality based on Thai Homestay Standards. *Journal of Graduate Studies Valaya Alongkorn Rajabhat University*, 16(1), 87-99.
- Nakpathom, P., Pitchayadejanant, K., Palitnonkiet, P., & Kunnapapdeelert, S. (2021). Confidence Creation of Entrepreneurs Towards Thailand Tourism Standard. *Journal of Christian University*, 27(2), 1-16.
- Hongwiset, S., Nakpathom, P., Pitchayadejanant, K., & Pimoljinda, T. (2021). Promotion of Organic Agricultural Products: Consumers' Cognition, Attitude, and Perspective towards Marketing Factors, *Suan Dusit Graduate School Academic Journal*, 17(1), 231-248.
- Nakpathom, P., Ploorux, N., Chotpunyatham, Y., & Phungpumkeaw, H. (2020). Tourism Destination Categorization and Creating Tourism Routes of Creative Cultural Tourism, Manorom District, Chainat Province, *RMUTI Journal*, 7(1): 45-63.
- Ploorux, N. & Nakpathom, P. (2020). Potential of Experience Tourism Destinations in Chonburi, Rayong, Chanthaburi and Trat, *Journal of Thai Hospitality and Tourism*, 15(2): 77-91.
- Nakpathom, P., Pooripakdee, S., & Jaroenwisan, K. (2019). Breaking Crisis of Travel Agencies with Innovation Theory. *Phranakorn Rajabhat Research Journal (Humanities and Social Sciences)*, 14(1): 426-441.
- Nakpathom, P., Ploorux, N. (2019). Routing Management of Experience Tourism in Coastal Eastern Region, Thailand. *Phranakorn Rajabhat Research Journal (Humanities and Social Sciences)*, 14(2): 224-243.
- Nakpathom, P., Pitchayadejanant, K., Aksonnit, P., Thinkarn, B., & Hroosakool, W. (2019). The Tourism Strategic Analysis of Local Administration for Sustainable Tourism Development. *Academic Journal of Humanities and Social Sciences Burapha University*, 27(54): 246-273.
- Pitchayadejanant, K., & Nakpathom, P. (2018). "Data mining approach for arranging and clustering the agro-tourism activities in the orchard", *Kasetsart Journal of Social Sciences*, 39(3): 407-413.
- Nakpathom, P., Pooripakdee, S., & Jaroenwisan, K. (2018). Organizational Structure and Components of Employees' Core Competencies in Destination Management Companies (DMC) Preparing Destinations for Incentive Travel. *Burapha Journal of Business Management*, 7(1): 68-82.

- Nakpathom, P. & Pitchayadejanant, K. (2017). Determinants Affecting Agritourist's Travel The intention in Agro-tourism, Coastal Eastern Region, Thailand. *ASEAN Journal of Management and Innovation*, 4(2): 31-45.
- Thaveephol, R. & Nakpathom, P. (2017). The Process of Promoting Products Via Social Network Through 'Net Idol': A Study for Grounded Theory. *Panyapiwat Journal*, 9(Special Issue): 118-130.
- Chatrakamollathas, S. Nakpathom, P. & Phalitnonkiat. P. (2016). Factors Affecting Decisions of Thai Elderly Tourists to travel in Eastern Coastal, Thailand. *International Journal of ASEAN Tourism Management*, 7(1): 76-88
- Pitchayadejanant, K. & Nakpathom, P. (2016). The Effect of Demographic Information as Moderator toward Relationship between Service Quality, Customer Satisfaction, and Customer Loyalty in Thai Low Cost Carriers' Passengers. *Journal of Marketing Management*. 4(1): 172-182.
- Nakpathom, P. & Pasunon, P. (2015). Decision Factors for International Exchange Cultural Program (IECP): A Case Study of Burapha University International College (BUUIC) Students' Expectation. *Academic Journal of Humanities and Social Sciences Burapha University*, 23(43): 227-246.

Research Presentation in National and International Conference

- Nakpathom, P., Chinnapha, K., Putra, M.R., Wongla, A., Kowarattanakul, A., Pangket, N., Thanuthep, P. and Rui, S.H. (2020). Exploring the Expectation of Youth Purchasing Intention for Street Food as a Gastronomy Tourism in Bangsaen, Thailand. The 4th International Seminar on Tourism (ISOT) on Nov 4-5, 2020.
- Nakpathom, P., Sakulsinlapakorn, K., Theerasak, W., Machchimchai, A., Nyholt, B., Kheesoon, M., Boonthawee, S. & Sareeaporn, S. (2020). Attributes of Food and Beverage Quality Related to Customer Loyalty in Thai Restaurant: A Case of Pattaya, Thailand. The 4th Kasetsart University Sriracha Campus Annual Conference 2020 on August 28, 2020.
- Nakpathom, P., Chinapha, K., Rakkijwanittanadee, N., Veeraphan, P., Akepat, K., Chajang, P. and Juan, G.L. (2019). Sustainable Tourism Perception of local population perception and Commitment towards Festivals in Bangsaen City, Thailand. *The 4th TICC INTERNATIONAL CONFERENCE*, at Amari Pattaya Hotel, Pattaya, Thailand, on July 11-12, 2019.

- Nakpathom, P. And Taweepol, R. (2019). Service Quality Expectation towards Tourists' Satisfaction and Tourists' Loyalty in Thailand Riviera Hotel: Thai Tourists' Perspective. *Proceeding of the 1st International Conference on IR 4.0 and GVC (ICIG 2019)* at Chungnum National University (CNU), Daejeon, Korea on 16th - 18th May, 2019.
- Nakpathom, P., Gkoumas, A., Pitchayadejanant, K., Shvedov, P., Mcbriar, K., Budda, T., Saisot, S. and Indang, P. (2019). Experiential Value for International Tourists' Satisfaction and Loyalty toward Beach Activities in Pattaya City, Thailand. *China - ASEAN Tourism Education Alliance (CATEA) International Conference* at Trisakti School of Tourism on June 20th, 2019. pp. 226 - 234.
- Pitchayadejanant, K., Chewwasung, K., Nakpathom, P., Srikasem, K., Lekmeechai, K., Chaiyawet, C., Suriwong, S. and Tso, C. W. (2019). Determinants of E-service Quality Towards Continuing Using Mobile Application for Hotel Reservation: The case of Agoda Application. *China - ASEAN Tourism Education Alliance (CATEA) International Conference* at Trisakti School of Tourism on June 20th, 2019. pp. 226 – 234.
- Nakpathom, P., Pooripakdee, S. and Jaroenwisan, K. (2018). Employee's Job Satisfaction Motivators in Destination Management Company (DMC) in MICE industry. *Proceeding of the 1st International MICE Conference and Forum 2018*, 29th – 30th August, 2018, pp. 93-99.
- Nakpathom, P. (2015). "A study of Cultural Tourism Route linking with the Reflection of Provinces' Slogan in Eastern region, Thailand", *Proceedings of the Third International Conference on Hospitality, Leisure, Sports, and Tourism*, Waseda University, Tokyo, 22nd -24th July, 2015, pp. 133-150.

Academic Service

2022

- Guest Speaker, "Research Administration" Srinakharinwirot University Internatibal College
- Guest Speaker, "NEW WAVE NEW GEN" Department of Industrial Promotion (DIPROM)
- Guest Speaker, "Next BMC for New Business" Department of Industrial Promotion (DIPROM)

2021

- Peer review, The 9th National and International Conference, Faculty of Management Science Silpakorn University
- Peer review, FEU Academic Review

- Peer review, Vocational Education Central Region Journal
- Guest Speaker, “Identity Creation and CBT Development” Tourism and Sport Office, Chonburi province
- Guest Speaker, “Upgrading DMC Operators to MICE Management professionally” PBTA Pattaya, Chonburi
- Guest Speaker, “Creating academic results from academic services for requesting academic positions” Uttaradit Rajabhat University, Nan College
- Guest Speaker, “Restart Thailand: Change Management, Persuasion and Negotiation” Thammasat Business School
- Guest Speaker, “Preparing to manage a service business in the community” Faculty of Business Administration Ramkhamhaeng University

2020

- Session Chair of ASIA-Pacific Consortium of Researchers and Educator (APCoRE)
- Reviewer; Humanities, Arts and Social Sciences Studies (HASSS)
- Peer review, The 5th TICC International Conference “Multidisciplinary Research towards a Sustainable Society” Khinkhaen University International College
- Peer review, The 8th National and International Conference, Faculty of Management Science Silpakorn University
- Guest Speaker, “Strategies to Deal with Tourism in the Future” (Online) by STIPRAM Institute of Tourism Yogyakarta, Indonesia
- Guest Speaker, “Hotel business impact Tools and criteria for hotel business evaluation in various fields” Faculty of Management Science Silpakorn University
- Guest Speaker, “Visitor-Demand Itinerary Analysis and Coordination” Silpakorn University & TCEB
- Guest Speaker, “How to Travel in Thailand for New Normal” SIAMTECH Bangkok
- Guest Speaker, “Tourism Promotion and Development Project to upgrade food safety to food standards for tourism” Tourism and Sports Office, in Chachoengsao province
- Guest Speaker, “Tourism Promotion and Development Project to develop personnel potential and building a network of tourism operators” Tourism and Sports Office, in Sakeaw province

2019

- Peer review, The 4th TICC International Conference “Special Focus: Opportunities and Challenges in Globalizing Society” Burapha University International College
- Peer review, The 7th National and International Conference, Faculty of Management Science Silpakorn University
- Peer review, The 8th National and the 1st International Conference, Faculty of Management Science, Nakhon Sawan Rajabhat University

Training

2021

- BUU EdPEX Assessor Training #2

2020

- TQA Internal Organization Assessment #3
- TQA Criteria #10

2019

- “Certified Incentive Specialist” by Society for Incentive Travel Excellence (SITE) at Shangri-La Hotel, Bangkok on 10-11 January, 2019 by TCEB
- Training of Assessor for Tourist Destinations Assessment in Designated Areas at Asia Hotel, Bangkok on 6-9 June, 2019 by DASTA Academy

2018

- ISO 19011: 2011 Guidelines for Auditing Management System Course” by Management System Certification Institute (Thailand) in Bangkok on 6-7 June, 2018
- Coach the Coaches Program for MICE Industry 2018 by TCEB



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