

# Curriculum Vitae

## Name:

Asst. Prof. Parinya Nakpathom, Ph.D.



## Education

### 2018

- Doctor of Philosophy (Management), Silpakorn University, Thailand

### 2008

- Master of International Hospitality and Hotel Management, University of Western Sydney, Australia

### 2005

- Bachelor of Arts (Thai Language), Burapha University, Thailand

## Professional Experience

### 2024 – Present

- Vice President for Student Development and Alumni Relations, Burapha University
- Acting Director, Hotel Laboratory Center, Burapha University
- Professor in charge, Bachelor of Master of Business Administration in Global Business Entrepreneurship, Burapha University International College

### 2024 – 2025

- Acting Vice President for Student Affairs, Burapha University
- Professor in charge, Bachelor of Business Administration concentration in Hospitality, Tourism, and MICE Management, Burapha University International College

### 2019 – 2025

- Dean, Burapha University International College
- Chairperson, Establishment Project of the Faculty of Commerce and Business Administration, Burapha University
- Executive Committee, Faculty of Music and Performing Arts, Burapha University

### 2023 – 2025

- Committee Member, University Academic Council, Burapha University
- Committee Member, Internationalization Driving Fund Committee, Burapha University

- Committee Member, Revenue and Property Management, Burapha University

**2021 – 2023**

- Committee Member, Burapha University Demonstration School “Piboonbumphen”
- Acting Chairperson, Bachelor of Business Administration concentration in Holistic Health Management, Burapha University International College

**2018 – 2019**

- Chairperson, Bachelor of Business Administration concentration in International Hospitality and Tourism Management, Burapha University International College

**2017 – 2018**

- Assistant Dean for Student Affairs, Burapha University International College

**2010 – 2017**

- Visiting Lecturer, Faculty of Humanities and Social Sciences, Rajamangala University of Technology Tawan-ok, Bangphra Campus

**2009 – 2012**

- Visiting Lecturer, Faculty of Humanities and Social Sciences, Burapha University

**2009 – 2010**

- Visiting Lecturer, Faculty of Humanities and Social Sciences, Rajabhat Rajanagarindra University

**Areas of Expertise**

- MICE Industry
- Community-based Tourism Management
- Homestay Accommodation Management
- Tour Guiding Principles
- Tourist Behavior
- Tourism Strategy and Planning
- Tourism Product Development

## **Awards & Recognition**

### **2026**

- Outstanding Contributions | Australian Alumni Awards 2025 from The Australian Alumni Association (Thailand)

### **2025**

- Outstanding Alumnus Award in Academic Excellence from Faculty of Humanities and Social Sciences, Burapha University

### **2023**

- Outstanding Alumnus Award in Academic Excellence from Burapha University Alumni Association

### **2022**

- “Phra Kinaree” Award for Outstanding Educational Management from National Broadcasting, Television and Newspaper Association of Thailand

### **2020**

- Best Paper Award, The 4th International Seminar on Tourism (ISOT), Bandung, Jawa Barat, Indonesia

### **2019**

- Best Paper Award, China–ASEAN Tourism Education Alliance (CATEA) International Conference, Trisakti School of Tourism, Indonesia

## **Research Projects (Selected)**

### **2026**

- Integrated Master Plan for Biodiversity-based Tourism and Socio-economic, Environmental Valuation (Funded by the Bio-based Economic Development Agency, Public Organization)

### **2025**

- MICE Marketing Promotion in Central and Eastern Thailand (Funded by Thailand Convention and Exhibition Bureau)
- Thailand as a Sustainable MICE Destination: Participation in the Global Destination Sustainability Index (GDS-Index) (Funded by Thailand Convention and Exhibition Bureau)
- Soft Power in Cultural and Traditional Capital Management: Upgrading Si Chang Island as an International Tourism Destination (Funded by Burapha University, Fundamental Fund)

- Eco-Friendly Tourism Development in Koh Larn Island with Low-Carbon Initiatives (Funded by Burapha University, Fundamental Fund)
- Designing Green Mass Sports Events for Sustainable Tourism in Saensuk Municipality under Green Saensuk Standards (Funded by Burapha University, Fundamental Fund)

## **2024**

- Evaluation of “Phetchaburi MICE City” in accordance with the MICE City Assessment Criteria, Phetchaburi Province (Funded by Phetchaburi Chamber of Commerce)
- Evaluation of “Pattaya Smart City”, Pattaya City, Chonburi Province (Funded by Pattaya City)
- Consultancy on the Development of the Sustainable Biodiversity-Based Tourism Master Plan for Socio-Environmental Strengthening (SESA) and Visitor Management Plan based on the Management Effectiveness Tracking Tool (METT) (Funded by the Bio-based Economic Development Agency – Public Organization)
- Smart Services: Digital Technology Integration for Sustainable Business Operations (Funded by Burapha University International College)
- Tourism Recovery of Secondary Cities in Eastern Thailand after COVID-19: Chanthaburi, Trat, and Prachinburi (Funded by Burapha University, Fundamental Fund)
- Sustainable Marine Tourism Management under the Blue Economy Concept and Geo-Informatics Technology: Case Studies of Khao Laem Ya–Mu Ko Samet National Park and Mu Ko Chang National Park (Funded by Burapha University, Fundamental Fund)
- Health and Ethnicity: A Cross-Cultural Study of Traditional Health Practices in Thailand, Indonesia, and Malaysia (Funded by Burapha University International College)

## **2023**

- Consultancy for Monitoring, Supervision, and Evaluation of NBTC’s Key Broadcasting Policies (2023) (Funded by the Office of the National Broadcasting and Telecommunications Commission)
- Promoting Thailand as a Sustainable MICE Destination through Participation in the Global Destination Sustainability Index (GDS-Index) (Funded by Thailand Convention and Exhibition Bureau)

- Best Practices for Community Development towards Sustainable Event Standards in the Eastern Special Development Zone (In collaboration with Thailand Convention and Exhibition Bureau)

## **2022**

- Promotion of Creative and Cultural Tourism (Development of Creative Cities and Districts to International Standards): Driving Creative Cities for Sustainable Tourism, Phetchaburi Province (Funded by Designated Areas for Sustainable Tourism Administration)
- Tourism Development Action Plan for Dong Phrayayen–Khao Yai Forest Complex Tourism Development Zone (2023–2027) (Funded by Nakhon Nayok Provincial Office of Tourism and Sports)
- Innovation for Hotel and Accommodation Business Management towards Net Zero Carbon for Tourism Sustainability in the Eastern Economic Corridor (EEC) (Funded by Burapha University)
- Competency-Based Learning Management System Development for Toilet Cleaning Staff, Airports of Thailand Public Company Limited (Funded by Airports of Thailand PLC)

## **2021**

- Five-Year Tourism Development Plan for Nakhon Nayok Province (2023–2027) (Funded by Nakhon Nayok Provincial Office of Tourism and Sports)
- Five-Year Sports Development Plan for Nakhon Nayok Province (2023–2027) (Funded by Nakhon Nayok Provincial Office of Tourism and Sports)

## **2020**

- Researcher, ASEAN Studies: Policies on Consumer Protection in Broadcasting and Television in the Convergence Media Era (Funded by the Office of the National Broadcasting and Telecommunications Commission)
- Tourism Product and Service Standard Assessment and Certification 2020, Activity 5: Homestay Certification (Funded by Department of Tourism, Ministry of Tourism and Sports).
- Curriculum Development and Training Program to Enhance the Capacity of Medical and Health Personnel, Monitoring and Evaluation to Prevent COVID-19 Outbreak under the MICE Hygiene Discipline Guidelines (Funded by Thailand Convention and Exhibition Bureau)

## **2019**

- Survey and Analysis of Confidence in Tourism Products, Services, and Destinations Certified under Thai Tourism Standards and ASEAN Tourism Standards (2019) (Funded by Department of Tourism, Ministry of Tourism and Sports)
- Tourism Product and Service Standard Assessment and Certification 2019, Activity 5: Homestay Certification (Funded by Department of Tourism, Ministry of Tourism and Sports)
- Market Research for the Development of Marketing Strategies for Thai Organic Agricultural Products (2019) (Funded by Department of Internal Trade, Ministry of Commerce)

## **2018**

- Thailand Digital Inclusion Study, under the Project for Economic and Social Development Planning through Digital Technology (Funded by the Ministry of Digital Economy and Society)
- Curriculum Development for Community-Level Tourism Leadership (Funded by Department of Tourism, Ministry of Tourism and Sports)
- Tourism Product and Service Standard Assessment and Certification 2018, Activity 5: Homestay Certification (Funded by Department of Tourism, Ministry of Tourism and Sports)
- “Manorom Project”: Landscape Improvement for Creative Cultural Tourism City Development (Funded by National Research Council of Thailand)

## **2017**

- Exploring Opportunities for Experiential Tourism Development in the Coastal Areas of Eastern Thailand (Funded by the National Research Council of Thailand)

## **2016**

- Executive Training Program on Tourism Strategic Management (Tourism Professional: T-PRO), Batch 3 (Funded by Department of Tourism, Ministry of Tourism and Sports)

### International Journals Publications (Selected)

- Nakpathom, P., Kankaew, K., Bruton, C., Awain, A.M.S.B., Jaboob, A.S., Jang, H., & Lee, C.K. (2024). Go-Green Gastronomy Delivery: The Role of Green-Package Design Enhancing Quality and Value Creation on Bang Saen's Tourist Destination. *Geojournal of Tourism and Geosites*, 57(4spl), 2133–2142. <https://doi.org/10.30892/gtg.574spl27-1380>
- Yiamjanya, S., Kankaew, K., Sitikarn, B., Nakpathom, P., Awain, A. M. & Jabjainai, T. (2024). Wetland and Biocultural Heritage Regeneration Through Theatic Ecological Tourism Practice: The Case of Patan Sub-District, Khun Tan District, Chiang Rai, Thailand. *Geojournal of Tourism and Geosites*. 56 (4), 1474-1483.
- Srichroen, J., Pitanon, J., hompu, O., Chinnapha, K., Boonnag, K., Pitchayadejanant, K., Mambelliand, M. and Nakapthom, P. (2024). Perception of Customer Experience Towards Customer Loyalty in Online Food Delivery Services in Thailand: Exploring in Generation Z. *Community and Social Development Journal*, 25 (1): 164 – 174.
- Nakpathom, N., Pitchayadejanant, K, Viet, M.N., Vivatvanit, V. and Asmaniati, F. (2023). “Factors Affecting Customer Perception Toward Customer Loyalty of Street Food Hygiene During the Pandemic: A Case of Bangsean, Thailand”. *Tourism Research Journal*, 7 (2): 167 – 180.
- Nakpathom, P., Pitchayadejanant, K., Proces, J., Chewwasang, K., Channoi, R. Phanpanya, K., and Tan, V. (2022). “Determinants Influencing Purchasing Behavior of Korean Cosmetic Purchasing Intention: Case Study of Thai Female Perspective”. *Rajabhat Chiang Mai Research Journal*, 23(3): 1-14.
- Pitchayadejanant, K., and Nakpathom, P. (2018). “Data mining approach for arranging and clustering the agro-tourism activities in orchard”, *Kasetsart Journal of Social Sciences*, 39(3): 407-413.
- Nakpathom, P. and Pitchayadejanant, K. (2017). Determinants Affecting Agritourists' Travel Intention in Agro-tourism, Coastal Eastern Region, Thailand. *ASEAN Journal of Management and Innovation*, 4(2): 31-45.
- Chatrakamollathas, S. Nakpathom, P. and 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. and Nakpathom, P. (2016). The Effect of Demographic Information as a Moderator on the 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. and Pasunon, P. (2015). Decision Factors for International Exchange Cultural Nakpathom, P., Pitchayadejanant, K., et al. (2022). *Analysis of Homestay Standard Certification for Sustainable Tourism Quality. Graduate Studies Journal, Valaya Alongkorn Rajabhat University*, 16(1): 87–99.

### **Academic Presentations (Selected)**

- Pleerux, N., Anuraksakornkul, P., and Nakpathom, P. (2025). Analyzing Tourist Sentiments in Chanthaburi Province: A Machine Learning Approach to Enhance Tourism Management. 2025 IEEE Region 10 Symposium (TENSYP), Christchurch, New Zealand, on 07-09 July 2025.
- Pitchayadejanant, K., Nakpathom, P., and Zulkarnain, A. (2024). The Nexus Between Environmental Concern, Self-Image, and Eco-Friendly Tourism Products Purchase Intention: Extended in Theory of Planned Behavior. Proceedings of The INVTUR 2024 - “Tourism in unprecedented times: Looking for new directions”, University of Aveiro, Portugal, 557-559.
- 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 Restaurants: A Case of Pattaya, Thailand. The 4th Kasetsart University Sriracha Campus Annual Conference 2020 on August 28, 2020.

- Nakpathon, 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.

## **Public Service**

### **2025**

- Reviewer of research articles for *Asian Journal of Arts and Culture (AJAC)*
- Reviewer of research articles for *Community and Social Development Journal (CSDJ)*
- Reviewer of research articles for *Social Science Journal of Rajamangala University of Technology, Tawan-ok*
- Reviewer of research articles for *FEU Academic Review (Far Eastern University)*
- Reviewer of research articles for *Central Vocational Education Journal*
- Reviewer of research and academic articles for the 13th National Conference of the Faculty of Management Sciences, Silpakorn University

### **2024**

- Reviewer of research articles for *Burapha Art Journal*
- Reviewer of research articles for *Social Science Journal of Rajamangala University of Technology, Tawan-ok*
- Reviewer of research articles for *FEU Academic Review*
- Reviewer of research articles for *Central Vocational Education Journal*
- Reviewer of research and academic articles for the 12th National Conference of the Faculty of Management Sciences, Silpakorn University
- Reviewer of research and academic articles for the 14th National and International Conference “Benjamitra Academic”, Far Eastern University

### **2023**

- Reviewer of research and academic articles for the 11th National Conference of the Faculty of Management Sciences, Silpakorn University

### **2022**

- Reviewer of research articles for *Burapha Art Journal*
- Reviewer of research and academic articles for the 10th National Conference of the Faculty of Management Sciences, Silpakorn University

## 2021

- Member of the Curriculum Development Committee for the Bachelor of Science in Modern Management and Information Technology (Revised Curriculum 2022) at the College of Arts, Media, and Technology, Chiang Mai University
- External Reviewer for the Bachelor of Arts in Business English (International Program) Curriculum at the International College, Uttaradit Rajabhat University
- Reviewer of research and academic articles for the 9th National Conference of the Faculty of Management Sciences, Silpakorn University
- Reviewer of research articles for *FEU Academic Review*
- Reviewer of research articles for *Central Vocational Education Journal*

## 2020

- Session Chair for the Asia-Pacific Consortium of Researchers and Educators (APCoRE)
- Reviewer for *Humanities, Arts, and Social Sciences Studies (HASSS)*
- Peer reviewer for *The 5th TICC International Conference: Multidisciplinary Research towards a Sustainable Society*, Khon Kaen University International College
- Reviewer of research and academic articles for the 8th National Conference of the Faculty of Management Sciences, Silpakorn University
- Member of the Academic Textbook Quality Evaluation Committee, Thammasat University

## 2019

- Peer review for *The 4th TICC International Conference: Opportunities and Challenges in Globalizing Society*, Burapha University International College
- Reviewer of research and academic articles for the 7th National Conference and 1st International Conference of the Faculty of Management Sciences, Silpakorn University
- Reviewer of research and academic articles for the 8th National Conference and 1st International Conference on Management Sciences 2018, Nakhon Sawan Rajabhat University

- External reviewer for the International Hospitality, Tourism, and Wellness Management program (International Curriculum), Faculty of Humanities and Social Sciences, Nakhon Pathom Rajabhat University
- External reviewer for the Bachelor of Business Administration in Service Industry Management curriculum, Faculty of Management, Kasetsart University, Sriracha Campus
- External reviewer for the Bachelor of Arts in Tourism Management, Exhibition, and Conference program, Faculty of Humanities and Tourism, Bangkok University



Burapha University International College  
169 Longhad Bangsean Road, Seansook, Mueang,  
Chonburi 20131 Thailand  
e-mail : parinyan@go.buu.ac.th  
Tel : 09 8454 1591  
Fax : 0 3839 0300