



HATAIPAT PHUNGpumKAEW

Burapha University International College
169 Longhard Bangsaen Rd.
Saensook, Muang, Chonburi 20131, Thailand
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Academic Record:

2000-2003

School of Built Environment Management, Oxford Brookes University, Oxford, United Kingdom

Master degree of Tourism Planning (MSc)

1995-1998

Faculty of Social Science, Chiang Mai University, Chiang Mai, Thailand

Bachelor degree of Political Science (B.A.) and Minor Subject: Mass Communication

Research interest:

- Master Degree's dissertation in Sustainable Tourism Development Management in Thailand, North Eastern Part of Thailand : Burirum Province

Employment History:

Dec 2017-current

Burapha University International College

Instructor in International Hospitality and Tourism Management

Teaching subject:

- Sustainable Tourism Development
- Tourism Project Management
- Tourism Destination Management
- Hospitality and Tourism Management and Operation

Instructor in Global Business Communication

Teaching subject:

- Message Design for Internal Communication
- Crisis Management and Communication
- Ethical Issue in Business Communication

Mar 2012-Nov 2017

Vamed (Thailand) Ltd. www.vamed.com

Austrian Company provided healthcare services and hospital management since 1974

Project Manager

Responsibilities and skills developed

- Developed and implemented sale and marketing strategy to create brand awareness Analyzed costing and market price to implement an effective pricing strategy
- Overseen and monitored customer database, to categorize retail and corporate client
- Planning on product launch involving in market research, budgeting, and operation issue.
- overseen media relation, new product launch, event promotion

Aug 2007 -

Feb 2009

Christian University of Thailand

Instructor in Tourism Management, Faculty of Management Science

Teaching subject:

- English for Hospitality and Tourism Business
- Geography for Tourism
- Consumer Behavior
- Sustainable Tourism Management
- Strategic Management for Tourism Business

Part time Positions:

Jan 2014-April 2017

Bangkok University International College

Part Time Instructor

Responsibilities and skills developed

Teaching subject:

- Organizational Communication (International Program)
- Passenger Management in Transportation (Bilingual Program)

Training Experience:

Nov 2019

Aug 2019

July 2019

Erasmus Winter School Training Program at Chiang Mai University

Erasmus Summer School Program at Universiti Teknologi MARA (UiTM) Shah Alam, Malaka, Malaysia

Erasmus Training Program in Capacity Building in Higher Education at Bratislava Economics School, Bratislava, Slovakia

Erasmus Training for Researcher (provided by European Union)

- Academic Writing (30 hours)
- Publishing in Academic Outlets (30 hours)
- Development and Management of Research Project (30 hours)
- Presentation and Communication Skills (30 hours)
- Evaluating Research Outputs and Researchers, and Non-Academic Impact
- Effective Use of Technology for a Successful Academic Career

Dec 2018

Binus University, Jakarta, Indonesia

- Cultural Exchange Program and Training

References:

Available upon request