



Associate Professor Bongkosh Rittichainuwat, Ph.D.,

MHM, BA, EMD, CEM, CIS,

รศ.ดร. บงกช ฤทธิชัยนุวัฒน์

Dean

International College, Siam University

Director

International Program in Hotel and Tourism Management, Siam University

Director of Research

Asia Pacific Council on Hotel Restaurant and Institutional Education (ApacCHRIE)

Board Member (Country Representative)

Asia Pacific Travel Association (APTA)

Founder

World Conference on Hospitality, Tourism, & Event Research (Global)

Chair

Hotel & Tourism

Association of Private Higher Education Institutions of Thailand

Outstanding Alumna

School of Hotel & Restaurant Administration, Oklahoma State University, USA

E-Mail: ngamson@gmail.com

ADMINISTRATIVE EXPERIENCE AND TENURE

2001-present

Dean, Director and Associate Professor, International Program in Hotel and Tourism Management, Siam University, Bangkok, Thailand

1997-1998

Chair, International Program in Hotel and Tourism Management, Siam University, Thailand

EDITORIAL BOARD

2002-present

Editorial board, *Journal of Hospitality & Tourism Research*, the professional journal of the

International Council on Hotel, Restaurant, and International Education, USA, Sage Publishing

Editorial board, *Journal of Travel and Tourism Marketing*, Routledge, London, UK (an imprint of the Taylor & Francis Group - an Informa Business).

Editorial board, *Asia Pacific Journal of Tourism Research*, an imprint of the Taylor & Francis Group - an Informa Business.

Editorial board, *Tourism Management Perspectives*, Elsevier (outstanding reviewer)

Reviewer for *Tourism Management*, Elsevier (recognized reviewer)

Reviewer for *International Journal of Hospitality Management*, Elsevier (outstanding reviewer)

CONFERENCE FOUNDER

World Conference on Hospitality, Tourism, and Event Research <http://www.whter.org/>
(globally rotated bi-annual conference, Thailand-2013, Korea-2015, Turkey-TBA)

CONFERENCE CHAIR

International Convention & Expo Summit 2013, Bangkok, May 25-28, 2013, Hilton
<http://www.whter.org/ices-2013>

AWARDS

- 2018 Outstanding Contribution in Reviewing, *International of Hospitality Management*, Elsevier.
- 2013 Outstanding Alumna, School of Hotel & Restaurant Administration, Oklahoma State University, USA
- 2012 Best Paper Award, *International Convention & Expo Summit 2012, Hong Kong, SAR*.
- 2012 Best Paper Award. Association of Private Higher Education Institutions of Thailand
- 2010 Outstanding Researcher, Siam University, Bangkok, Thailand
- 2004 Outstanding Faculty member: Academic Achievement and Research, Association of Private Higher Education Institutions of Thailand
- 2004 Best Paper Award, 2nd *APacCHRIE* Conference & The 6th Biennial Conference on Tourism in Asia.
- 2001 Outstanding Doctoral Graduate for Spring 2001: Academic Achievement and Graduate Research Skills, School of Hotel & Restaurant Administration, College of Human Environmental Sciences, Oklahoma State University
- 1990 Winner of the French Poetry Chanting award given by Her Royal Highness Princess

Galyanivadhana, French Instructors Association of Thailand, Saint John University, Bangkok, Thailand

1989 First Runner-up for the French Conversation award given by Her Royal Highness Princess Galyanivadhana, French Instructors Association of Thailand, Saint John University, Bangkok, Thailand

STUDENT AWARDS /PROJECT (UNDER Dr. Bongkosh's supervision)

2018 IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award
2018 AFECA, Champion, the Most Popular Award, the Best Presenter award, the Best costume award
2017 AFECA, Special Recognition, the Best Presenter award, the Best costume award
2016 AFECA, Special Recognition
2015 IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award and 2nd prize
2014 IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award
2014 Student MICE Contests, International Convention and Expo Summit 2014, Silver(2) and Bronze (1) award winners
2013 World Conference on Hospitality, Tourism, and Event Research & International Convention and Expo Summit 2013, run by Hotel & Tourism Management, Siam University students
2012 *IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award*
2011 *IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award*
2009 *IMEX & MPI, Future leader forum, Thailand, Winner of the University Challenge award*

PROFESSIONAL DEGREES

2012 Global Association of the Exhibition Industry, Exhibition Management Degree, **UFI-EMD**
2015 Meeting Professionals International, **MPI-Meeting Essentials Certificate**
2016 International Association of Exhibitions & Events, **IAEE-CEM** Certified in Exhibition Management
2019 Society for Incentive Travel Excellence, Certified Incentive Specialist, **CIS**

EDUCATION

1998-2001

Oklahoma State University, Stillwater, Oklahoma, USA
Doctor of Philosophy
School of Hotel and Restaurant Administration
Concentration: Tourism and Convention Marketing

1995-1996

University of Houston, Houston, Texas, USA
Master of Hospitality Management
Conrad N. Hilton College of Hotel and Restaurant Management
Concentration: Tourism and Hospitality Management

1989-1992

Chulalongkorn University, Bangkok, Thailand
Bachelor of Arts
Faculty of Arts

Major: French
Minor: Spanish and English

1994

University of Lisbon, Lisbon, Portugal
Certificate of Portuguese Language and Culture

1993

Institute of Portuguese de Oriental de Macao, Macao, Macao
Certificate of Portuguese Language and Culture

1992

Chulalongkorn University and Tourism Authority of Thailand, Certificate of Tour Guide

SCHOLARSHIP AND FUNDING

2019 Thailand Convention & Exhibition Bureau 970,000 Baht for the design of the national curriculum on conventions.

2009-2018

Siam University, Bangkok, Thailand, research funding

2008

Tourism Authority of Thailand's research funding

2006

Siam University, Bangkok, Thailand, research funding

1998-2001

Ph.D. Research Assistantship, School of Hotel and Restaurant Administration, Oklahoma State University, Stillwater, Oklahoma, USA

2000

Tourism Authority of Thailand's research funding

1998

Ed.D. Scholarship, Siam University, Bangkok, Thailand

1995-1996

M.H.M. Scholarship, Siam University, Bangkok, Thailand

1994

"Camo" Fellowship of Portuguese Language and Culture, University of Lisbon, Lisbon, Portugal

1993

"Institute of Portuguese de Oriental de Macao" Fellowship of Portuguese Language and Culture, Institute of Portuguese de Oriental de Macao, Macao

PUBLICATIONS

Books

Thailand Convention & Exhibition Bureau. (2020). Convention 101. In Rittichainuwat, B.(editor-chief and author), Bangkok: Thailand Convention & Exhibition Bureau & Thailand Incentive & Convention Association.

Rittichainuwat, B. (2018). *Special Interest Tourism: 3rd Edition*. Cambridge Scholars Publishing, Newcastle upon Tyne, United Kingdom

Rittichainuwat N., Bongkosh. (2008). Exhibition Manual. Bangkok: Thailand Convention & Exhibition Bureau & Thailand Exhibition Association (Thai).

PUBLICATIONS

Referee Journals

Rittichainuwat, B., Laws, E., Muanchontham, R., Rattanaphinanchai, S., Muttamara, S., Mouton, K., Lin, Y., & Suksai, C. (2020). Resilience to crises of Thai MICE stakeholders: A Longitudinal study of the Destination image of Thailand as a MICE destination. *Tourism Management Perspectives*, 35, ScienceDirect Data base: doi.org/10.1016/j.tmp.2020.100704

Rittichainuwat, B., Nelson, R., & Rahmafitria, F. (2018). Applying the perceived probability of risk and bias toward optimism: Implications for travel decisions in the face of natural disasters. *Tourism Management*, 66, 221-232, Scopus data base: doi:10.1016/j.tourman.2017.09.013.

Rittichainuwat, B. & Lin Feng (2018). What is the tourist misbehavior? *CHRIE Communiqué*, 32(4).

Rittichainuwat, B., Laws, E., Scott, N., & Rattanaphinanchai, S. (2018). Authenticity in screen tourism: significance of real and substituted screen location. *Journal of Hospitality & Tourism Research*, 42(8), 1274-1294. Sage Journals online: <http://journals.sagepub.com/doi/10.1177/1096348017736568>

Rittichainuwat, B. (2016). Does Tourism Break Down or Create Stereotype Barriers? *CHRIE Communiqué*. December, 30(12), 7, 9.

Rittichainuwat, Bongkosh and Rattanaphinanchai, Supaporn. (2015). Applying a Mixed Method of Quantitative and Qualitative Research Design in Explaining the Travel Motivations of Film Tourists in Visiting a Film Shooting Destination. *Tourism Management*, 46, 136-147. Scopus data base.

Rittichainuwat, B., Chakraborty, G., & Rattanaphinanchai, S. (2014). Tourists' Motivations to Travel during Financial Crisis. *Journal of Quality Assurance in Hospitality & Tourism*, 15:100-113.

Rittichainuwat, N. Bongkosh. (2013a). Tourists' and tourism suppliers' perceptions toward Crisis Management on tsunami. *Tourism Management*. 34, February: 112-121. Scopus data base: doi: [10.1016/j.tourman.2012.03.018](https://doi.org/10.1016/j.tourman.2012.03.018)

- Rittichainuwat, N. Bongkosh. (2013b). Tourists' Perceived Risks toward Overt Safety Measures. *Journal of Hospitality & Tourism Research*, 37(2), 199-216. SAGE, Journals Online: doi:10.1177/1096348011425494
- Rittichainuwat, Bongkosh.and Judith Mair. (2012). Visitor Attendance motivation at consumer travel exhibitions. *Tourism Management*, 33(5): 1236-1244. ScienceDirect, Scopus data base: doi:10.1016/j.tourman.2011.11.002
- Rittichainuwat B., & Chakarbotry, G. (2012). Perceptions of Importance and What Safety Is Enough. *Journal of Business Research*, 65(1): 42-50. ScienceDirect, Scopus data base
- Rittichainuwat, Bongkosh.and Judith Mair. (2012). An Exploratory Study of Attendee Perceptions of Green Meetings. *Journal of Convention & Event Tourism*, 13(3), 147-158.
- Rittichainuwat, N. Bongkosh. (2011). Ghosts: A Travel Barrier to Tourism Recovery. *Annals of Tourism Research*, 38(2): 437-459. ScienceDirect, Scopus data base: doi:10.1016/j.annals.2010.10.001
- Rittichainuwat N., Bongkosh, & Chakarbotry, Goutam. (2009). Perceived travel risks regarding terrorism and disease: The case of Thailand. *Tourism Management*. 30(3): 410-418. ScienceDirect, Scopus data base: doi:10.1016/j.tourman.2008.08.001
- Rittichainuwat Ngamsom, Bongkosh. (2008). Responding to Disaster, The Case Study of Phuket, Thailand. *Journal of Travel Research*, 46(4), :422-432. Sage Journals online: doi: 10.1177/0047287507308323
- Rittichainuwat B., Qu, H. & Mongkhonvanit, C. (2007). "A Study of Travel Inhibitors on the Likelihood of Travelers to Revisit Thailand." *Journal of Travel & Tourism Marketing*, 21 (1): 77-87. EBSCO Host Database
- Rittichainuwat N., Bongkosh., Qu, & Mongkhonvanit, C. (2008). Understanding the motivation of travelers on repeat visits to Thailand. *Journal of Vacation Marketing*, 14(1): 1-21. Sage Journals online: doi: 10.1177/1356766707084216
- Rittichainuwat N., Bongkosh. (2006). Tsunami Recovery: A Case Study of Tourism in Thailand. *The Cornell Hotel and Restaurant Quarterly*, November, Vol. 47 (4), 390-404. Sage Journals online: doi: 10.1177/0010880406289994
- Rittichainuwat N., Bongkosh., Qu, H., & Leong, J. (2003). "The Collective Impacts of A Bundle of Travel Determinants on Repeat Visitation." *Journal of Hospitality & Tourism Research*, 27(2): 217-236. Sage Journals online: doi: 10.1177/1096348003027002005
- Rittichainuwat N., Bongkosh., Qu, & Mongkhonvanit, C. (2002). "A Study of the Impact of Travel Satisfaction on The Likelihood of Travelers to Revisit Thailand." *Journal of Travel & Tourism Marketing*, 12 (2). EBSCO Host Database
- Rittichainuwat N., Bongkosh., Qu, H., & Brown, T. (2001). "The Image of Thailand as An International Travel Destination." *Cornell Hotel and Restaurant Quarterly*, April, 42(2): 82-95. ScienceDirect, Scopus data base: doi:10.1016/S0010-8804(01)80020-3

Rittichainuwat N., B. & Beck, J., & Lalopa, J. (2001). "Understanding Motivations, Facilitators, and Inhibitors, of Association Members in Attending International Conferences". *Journal of Convention and Exhibition Management*, 3(3), 45-62. EBSCO Host Database

Ngamsom, Bongkosh. & Beck, J. (2000). "A Pilot Study of Motivation, Inhibitors, Facilitators of Association Members in Attending International Conferences". *Journal of Convention and Exhibition Management*, 2 (2-3). EBSCO Host Database

INVITED SPEAKER

Panelist: "Sustainability and Innovative Trend in the Hospitality and Tourism," the 3rd International Seminar on Tourism, Indonesia University of Education (UPI), Bandung, Indonesia, December 12, 2018.

Speaker: "Talent Development", 2018 Asian Universities MICE Education & Cooperation Forum & the 10th China Convention and Exhibition Education Conference, Xiamen Municipal Government, P.R. China, Xiamen 25-28 November 2018.

Speaker: In Inbound Success of tourism factor: A case study of Thailand, Pan Asia International Tourism Conference, 2018, Tourism Sciences Society of Korea, Hanyang University, Seoul, South Korea, July 4-5, 2018.

Speaker: "Special Interest Tourism", The 7th Saint Hyacinth Research Conference: Globalizing Tourism and Hospitality Trends, University of Santo Tomas, Manila, the Philippines, April 24, 2018

Speaker: Research Panel Session, 15th Asia Pacific Council on Hotel Restaurant and Institutional Education ApacCHRIE 2017 Conference, Sofitel Nusa Duo, Bali, Indonesia, June 2, 2017.

Speaker: "Steps to be a leader in MICE Industry". The 2nd International MICE forum and undergraduate student research conference, 2017 UNT/TCEB Partnership MICE Forum, Queen Sirikit National Convention Center, Bangkok, Thailand, March 9, 2017

Speaker: "Pursuing a Successful Research Career" sponsored by Taylor & Francis Group, 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism, Hong Kong, May 15 2016

Speaker: "Crisis Management and Business Continuity in the Tourism Industry," 14th APacCHRIE Conference Bangkok 2016, May 11-13, 2016

Speaker: "Infrastructure and Logistics for MICE Industry," The International Conference of the Korea Association of Trade Fair & Exhibition Studies (KATES), COEX, Seoul, South Korea, December 18, 2015.

Speaker: Business and Hospitality 5th Taiwan-Thailand Higher Education, Hua Hin, Thailand, Office of the (Thai) Higher Education Commission, November 24, 2015

Speaker, Hospitality, Tourism, & Marketing, Universitas Pendidikan Indonesia, Bandung, Indonesia, October 7-8, 2015

Panelist: Innovative MICE: International Convention and Expo Summit 2014, Hallym University, COEX, South Korea, May 9-10, 2014.

Panelist: TOSOK (Tourism Sciences Society of Korea): Research & Publications at Top-Tier Journals, Seoul, Sejong University, South Korea, July 3-5, 2013

Panelist: 12th Asia Pacific Forum for Graduate Students' Research in Tourism (12th APF), 'Salient methodological issues, challenges, strengths, and weaknesses', Kuala Lumpur, Taylor University, Malaysia, June 27-29, 2013

Panelist: 11th Asia Pacific Forum for Graduate Students' Research in Tourism: Current Issues in Post-graduate Education in Hospitality and Tourism, Hong Kong, Hong Kong Polytechnic University, May 22-24, 2012,

Panelist: PATA Travel Mart 2010 Seminar on "Human Resources Challenges in the Tourism and Hospitality Industry: Promoting Industry and Academia Collaboration" at Institute for Tourism Studies, IFT, Macau, 14 September, 2010.

Panelists: "Recommendations for future studies on MICE Issues: A Case of Thailand." The Thailand Research Fund, Silpakorn University, Bangkok, Thailand, 29 May, 2006.

ACADEMIC SERVICES

- 2019 Ph.D. External thesis on special event, Faculty of Business and Economics, Macquarie University, NSW, Australia
- 2018 Ph.D. External Examiner on exhibition, School of Hotel & Tourism Management at the Hong Kong Polytechnic University, Hong Kong (SAR)
- 2018 External Auditor (Program Specialist) appointed by Office of the Higher Education Commission (Thailand) for Suan Dusit Rajabhat University (Trang Center)
- 2017 External Auditor (Program Specialist) appointed by Office of the Higher Education Commission (Thailand) for National Institute of Development Administration (NIDA) (Phuket center)
- 2016 Chair Committee Member, thesis, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus
- 2015 External Auditor (Program Specialist) appointed by Office of the Higher Education Commission (Thailand) for Dusit Thani College (Pattaya Center)
- 2015 Advisory board member, Mahidol University International College, Tourism and Hospitality Management Division

- 2006 Committee Member, Bachelor of Business Administration Program in Tourism Management-Tour Operation and Bachelor of Business Administration Program in Tourism Management-Eco-Tourism, Walailak University, Nakorn Srithammarat, Thailand.
- 2003 Committee Member, M.A. Hospitality Management, College of Innovative Education, Thammasart University, Bangkok, Thailand
- 2002 Committee Member and Guest Lecturer, Convention Management Course, Sukhothaimathirath University, Nonthaburi, Thailand

PROCEEDINGS

- Rittichainuwat, B. (2011). Attractiveness of Film Induced Destinations. In A. Zins (ed). Proceedings of the 7th Symposium of Consumer Psychology of Tourism, Hospitality and Leisure, Chiang Mai. Maejo University.
- Rittichainuwat, N., Bongkosh, & Silcox, Jonathan. (2006). "Disaster Management and Recovery Strategies in the Hospitality Industry of Thailand." Presented at 17th ASAIHL-Thailand Inter-University Conference on Disaster Management through Regional Cooperation," Bangkok, Thailand, September 22, 2006
- Rittichainuwat, Ngamsom, Bongkosh., Mouton, Kris., Silcox, Jonathan, & Worth, James. (2006). Travelers' concerns on safety and security. Association of Private Higher Education Institutions of Thailand booklet, 15(1), 19-21.
- Rittichainuwat Ngamsom Bongkosh, (2006). "A Study of Tourists' Motivation in Visiting Phuket after the Tsunami" Proceeding of the 2006 Pacific Asia Travel Association : Education and Training Forum, Pattaya, Thailand, 22 April 2006
- Rittichainuwat Ngamsom, B. (2005). "Understanding Perceived Travel Risk Differences between First Time and Repeat Travelers. Paper presented at the Third Global Summit on Peace through Tourism, Pattaya, October 2-5, 2005.
- Rittichainuwat Ngamsom, B., Qu,H., & Mongkhonvanit, C. (2004). "What would deter travelers from Revisiting Thailand?" Paper presented at the Second Asia-Pacific CHRIE (ApacCHRIE) conference & the Sixth Biennial Conference on Tourism in Asia, Phuket, May 27-29, 2004 (**Best Paper Award**)
- Rittichainuwat Ngamsom, B., Qu, & Mongkhonvanit, C. (2002). "Understanding Travelers' Motivations to Revisit Thailand." Paper presented at the Fifth Biennial Conference: Tourism in Southeast Asia & Indo-China: Development, Marketing, Sustainability, Hong Kong, SAR, May 23-25, 2002

Qu, H., & Rittichainuwat, Ngamsom, B. (2001) "The Impact of Destination Image on Repeat Visitation." Paper to be presented at the American Marketing Association in Service Marketing, Sydney, Australia, May 26-28.

Rittichainuwat, Ngamsom, B. & Qu, H. (2001). "The Impact of Travel Inhibitors on the Likelihood of Revisiting." Proceedings of the Sixth Annual Conference Graduate Education/Graduate Student Research in Hospitality & Tourism, conference, Atlanta, GA, USA.

Ngamsom, B. & Qu, H. (2000) "A Study of the Image of Thailand as an International Travel Destination." Paper to be presented at the Fourth Biennial Conference: Tourism in Southeast Asia & Indo-China: Development, Marketing, Sustainability, Chiang Mai, Thailand.

Qu, H. & Ngamsom, B. (2000). "A Travel Demand Model and the Impact of Asia Financial Crisis on International Tourist Arrivals to Thailand". Proceedings of the Asia Pacific Tourism Association Sixth Annual Conference proceeding, Phuket, Thailand.

Ngamsom, B., Qu, H. & Gaiko, S. (2000). "An Analysis of Thailand's Marketing Promotion Strategies During the Financial Crisis." Proceedings of the Fifth Annual Conference Graduate Education/Graduate Student Research in Hospitality & Tourism, conference, Houston, TX, USA, 5, 34-45.

Ngamsom, B. & Beck, J. (2000). "An Analysis of Association Members' Motivations in Attending International Conferences." Proceedings of the Fifth Annual Conference Graduate Education/Graduate Student Research in Hospitality & Tourism, conference, Houston, TX, USA, 5, 411-414.

Ngamsom, B., Cobanoglu, C., Adler, H., & Beck, J. (2000). "Analysis of Educators' Selection of Lodging Accommodation on International Business Trips." Proceedings of the Fifth Annual Conference Graduate Education/Graduate Student Research in Hospitality & Tourism, conference, Houston, TX, USA, 5, 251-253.

Ngamsom, B. (1999). "Shopping Tourism: An Alternative for Thailand Tourist Destination Development." Fourth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Las Vegas, NV, USA, 4. 219-228.

Ngamsom, B. (1998). "Shopping Tourism: A Case Study of Thailand." Proceedings of the Third International Conference, "Tourism and Hotel Industry in Indo-China & Southeast Asia: Development, Marketing, and Sustainability, Phuket, Thailand, 112-128.

BOOK REVIEWS

2007

Rittichainuwat Ngamsom, Bongkosh. "Thailand Tourism by Arthur Asa Berger the Haworth Press Inc., Binghamton, NY, USA." Review paper for Annals of Tourism Research, "Publications in Review."

2004

Rittichainuwat Ngamsom, Bongkosh. "*Management Science Applications in Tourism and Hospitality*" edited by Zheng Gu, the Haworth Press Inc., Binghamton, NY, USA

EMPLOYMENT HISTORY

1994-Present

Associate Professor, Dean, Director, Hotel & Tourism Management, Siam University, Bangkok, Thailand

1996

Management Trainee, Labor Planning Section, Accounting Department, Wyndham Anatole Hotel, Dallas, Texas, USA

1993-1994

Tour Guide for French, Portuguese, and Spanish tourists, Diethelm Travel company, Bangkok, Thailand and Orient Tour company, Bangkok, Thailand

1992

French Interpreter, Interpreters Group, Bangkok, Thailand

1991

French Interpreter for the attendees of the *World Bank and IMF Meeting*, Central Department Store, Bangkok, Thailand

1990

Research Assistant, Acorn-Omnitech Marketing Research Co, Ltd., Bangkok, Thailand

COURSES TAUGHT

IHT 301: Tourist Destination Management

211-222: Exhibition Management

211-214: MICE management

IHT 408: Convention Management

IHT 409: Seminar in Hotel & Tourism Management

IHT 410: Tourism Marketing Research