

# Curriculum Vitae

## Assistant Professor Dr. Pornpisanu Promsivapallop

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### Job Position

Dean  
Faculty of Hospitality and Tourism  
Prince of Songkla University, Phuket Campus

### Education

*Ph.D. in Hospitality Management*  
The University of Surrey, U.K.  
Thesis Topic: A Critical Evaluation of Transaction Cost Economics Applied to Outsourcing in the Hotel Industry in Thailand

*Master of Business in International Hotel Management*  
The University of Queensland, Australia  
Dean's Honour Roll Award for Academic Excellence

*Bachelors of Business*  
Monash University, Australia

### Publication

#### Journal articles

- Gupta, V., Roy, H., & Promsivapallop, P. (in press). Local cuisine image dimensions and its impacts on foreign tourist's perceived food contentment in Delhi, *Tourism Recreation Research*. DOI: <https://doi.org/10.1080/02508281.2020.1816762>.
- Yasami, M., Promsivapallop, P., & Kannaovakun, P. (in press). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. *Journal of China Tourism Research*. DOI: <https://doi.org/10.1080/19388160.2020.1784814>.
- Kalnaovakul, K. & Promsivapallop, P. (2021). Dimensions of night market visit experience of international tourists: an analysis of Google Reviews of night markets in Phuket, Thailand. *Asia-Pacific Social Science Review*, 57-73.
- Promsivapallop, P., & Kannaovakun, P. (2020). Factors influencing tourists' destination food consumption and satisfaction: A cross-cultural analysis. *Asia-Pacific Social Science Review*, 20(2), 87-105.
- Promsivapallop, P., & Kannaovakun, P. (2019). Destination food image dimensions and their effects on food preference and consumption. *Journal of Destination Marketing & Management*, 11, 89-100.
- Hardjanti, F. D., & Promsivapallop, P. (2019). Factors influencing perceived value and behavioral intentions: a study of western tourists in Indonesian ethnic restaurants in Indonesia. *Journal of International Studies, Prince of Songkla University*, 9(2), 86-113.
- Promsivapallop, P. & Kannaovakun, P. (2018). Travel risk dimensions, personal-related factors, and intention to visit a destination: a study of young educated German adults. *Asia Pacific Journal of Tourism Research*, 23(7), 1-17.

Promsivapallop, P. & Jarumaneerat, T. (2018). A cross-national comparative analysis of destination satisfaction and loyalty between Chinese and Australian independent tourists: a study of Phuket. *Asia-Pacific Social Science Review*, 17(3), 30-43.

Jobrich, W. & Promsivapallop, P., (2018). Demand fluctuation in the fine dining restaurant industry: patterns, impacts, and management strategies (a case study of Phuket). *Journal of Thai Interdisciplinary Research*, 13(1), 27-32.

Promsivapallop, P. & Kannaovakun, P. (2017). A comparative assessment of destination image, travel risk perceptions and travel intention by young travellers across three ASEAN countries: a study of German students. *Asia Pacific Journal of Tourism Research*, 22(6), 634-650.

Korkamnertwin, P. & Promsivapallop, P. (2016). International tourists' perception and behavior towards government's beach clean-up policy: a case study of Patong beach, Phuket. *International Thai Tourism Journal*, 12(1), 139-139.

Promsivapallop, P., Jones & Roper, A., (2015). Factors influencing hotel outsourcing decisions in Thailand: modifications to the Transaction Cost Economics approach, *Journal of Hospitality and Tourism Research*, 39(1), 32-56.

Jarumaneerat, T. & Promsivapallop, P. (2015). A review of antecedents and the roles of political crisis influencing the formation of destination image of meeting, incentive, convention and exhibition industry (MICE), *Journal of Management Sciences*, 32(1), 145-169.

Kandampully, J. & Promsivapallop, P. (2006). Service networks: a framework to match customer needs, service offer, and operational activities, *Journal of Hospitality Marketing and Management*, 13(3&4), 103-119.

#### Book chapter

Promsivapallop, P. (2008). Outsourcing. In Jones, P. (Ed.) *Handbook of Hospitality Operations and IT*, 185-208, Routledge, Oxford.

#### Selected peer review conference papers

Promsivapallop, P., Jones, P. & Roper, A. (2009). Factors influencing hotel outsourcing decisions in Thailand, Paper presented at CHME Conference, 13<sup>th</sup> – 15<sup>th</sup> May 2009, Eastbourne, U.K. *Nominated for best paper award.*

Promsivapallop, P., Jones, P. & Roper, A. (2008). Factors influencing hotel outsourcing decisions: a study of the industry in Thailand, Paper presented at I-CHRIE Conference, 30<sup>th</sup> July – 2<sup>nd</sup> August, Atlanta, USA.

Promsivapallop, P., Jones, P. & Roper, A. (2007). Factors influencing outsourcing: a study of hotels in Thailand, Paper presented at EuroCHRIE Conference, 25<sup>th</sup> – 27<sup>th</sup> October, Leeds, U.K.

#### Poster presentation

Promsivapallop, P., Jones, P. & Roper, A. (2007) "Factors influencing outsourcing: a study of hotels in Thailand", Poster presented at the University of Surrey Research Festival 2007, 2<sup>nd</sup> November, U.K. *Faculty of Management and Law best poster award for Ph.D. students.*