

Walanchalee Wattanacharoensil

Assistant Professor

Tourism and Hospitality Management Division
Mahidol University International College
Nakhon Pathom, Thailand 73170
Email: walanchale.wat@mahidol.ac.th
Tel: + 66 2 500-7000 ext 1416

Academic work experience

January 2020-Present

Committee Member in Central Institutional Review Board, Mahidol University

July 2015-Present

Full-time lecturer and researcher, Tourism and Hospitality Management Division
Mahidol University International College, Mahidol University
(Responsible subjects: Strategic Management in Travel Industry, Service Quality Management for the Undergraduate Level and Qualitative Research Method and Service Quality Management for the Graduate Level)

Curriculum Chair on Bachelor of Management at Tourism and Hospitality Management Division

December 2015-Present

Team Lead for Quality Assurance (QA) Certifications - Outcome Based Education in two platforms:

- ASEAN University Network -QA (AUN-QA) and
- TedQual under UNWTO certifications (UNWTO.TedQual)

The programme successfully receives AUN-QA and TedQual certifications in 2018

July 2015

Organising Committee for 7th International Research Symposium for Service Management (IRSSM 7) Conference and Scientific Committee for IRSSM 8, IRSSM 9

September 2012- May 2014

Graduate instructor (Hong Kong)

School of Hotel and Tourism Management, the Hong Kong Polytechnic University
(Responsible subjects: Airport operation and management, Airline Management, Visitor Management, Transport and Tourism)

Year 2011-2012

Committee of Creative Academy for Cultural and Heritage Tourism (CCHT)
Mahidol University

September 2008-August 2012

Full-time lecturer, Tourism and Hospitality Management Division
Mahidol University International College, Mahidol University
(Responsible subjects: Strategic Management in Travel Industry, Service Quality Management)

Education

September 2012 - May 2015

Doctor of Hotel and Tourism Management

Thesis topic: *The conceptual study of airport experience and its relation to tourist experience*

Thesis supervisor: Associate Professor Dr Markus Schuckert

Thesis committee panel: Associate Professor Honggen Xiao, Associate Professor Basak Denizci Guillet and Professor Anne Graham

School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University, Hong Kong
Thesis outputs are published in

- Transport Review Journal (SSCI Indexed)
- Journal of Hospitality and Tourism Management (SSCI Indexed)

- Book chapter Airport experience. In A. Graham & F. Dobruszkes (Eds), Air Transport – A Tourism Perspective. Elsevier.
- Conference proceedings at 8th International Research Symposium in Service Management (IRSSM 8), School of Business, Yonsei University, Republic of Korea.

Year 2004 - 2005**Masters in International Business**

University of Wollongong, Dubai Campus, the United Arab Emirates

Year 1995 - 1999**Bachelor of Science in Computer Science**

Thammasat University, Thailand

Research interest

Current issues in tourism under Thailand context, Service experience, Air transportation and tourism, Destination image, Tourist decision making;

Editorial role

- 2020-21 **Special Issue Guest Editor**, together with Dr Hera Oktadiana and Dr Denis Tolkach, James Cook University, Australia on the topic Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities. *International Journal of Tourism Cities*.
- 2019-20: **Special Issue Guest Editor**, together with Assistant Professor Lidija Lilicic, MODUL University and Dr Fabian Weber, Lucerne University of Applied Sciences and Arts, Switzerland on the topic Overtourism: Monitoring and Measurement. *Journal of Travel & Tourism Marketing*.

Ad hoc reviewer

- Transport Reviews Journal (SSCI indexed)
- Journal of Air Transport Management (SSCI indexed)
- Annals of Tourism Research (SSCI indexed)
- Journal of Travel and Tourism Marketing (SSCI indexed)
- Tourism and Hospitality Research (Listed in Scopus)
- The Service Industries Journal (SSCI indexed)
- Journal of Hospitality and Tourism Research (SSCI indexed)
- Journal of China of Tourism Research (Listed in Scopus)
- Journal of Heritage Tourism (Listed in Scopus)
- Anatolia (Listed in Scopus)
- International Journal of Culture, Tourism and Hospitality Research (Listed in Scopus)
- Tourism, Culture and Communication (CABI, EBSCO, PROQUEST, Scopus)
- Australian Journal of South East Asian Studies (Listed in Scopus)
- Aviation (Listed in Scopus)
- Technology in Society (Listed in Scopus)
- Journal of International Studies (TCI indexed)
- The 2nd International Forum on Tourism Education and Training and 9th China Tourism Forum Conference
- International Research Symposium in Service Management (IRSSM 7)
- International Conference in Tourism and Business 2019 (ICTB 2019)

Conferences contributions

2021 the 4th International Conference on Tourism and Business (ICTB) - Scientific committee
 2020 the 4th International Seminar on Tourism (ISOT) – Advisory board
 2019 International Conference on Tourism and Business (ICTB) - Scientific committee
 2018 A Panel for selecting “Awesome Tourism Scholar”, initiated by Women Academia in Tourism (WAiT), Griffith University, Australia
 2018 International Research Symposium of Service Management 9 (IRSSM 9) – Scientific committee
 2017 International Research Symposium of Service Management 8 (IRSSM 8) – Scientific committee
 2016 International Research Symposium of Service Management 7 (IRSSM 7) – Organising committee

Published academic papers in refereed journals

- Bunchongchit, K., & **Wattanacharoensil, W.** (2021). Data analytics of Skytrax's airport review and ratings: Views of airport quality by passengers types. *Research in Transportation Business & Management*, 100688.
- Wattanacharoensil, W.**, Fakfare, P., & Graham, A. (forthcoming 2021). Airportscape and its Effect on Airport Sense of Place and Destination Image Perception. *Tourism Review*. ahead-of-print. DOI: <https://doi.org/10.1108/TR-01-2021-0036>
- Fakfare, P., **Wattanacharoensil, W.**, & Graham, A. (2021). Exploring multi-quality attributes of airports and the asymmetric effects on air traveller satisfaction: The case of Thai International Airports. *Research in Transportation Business and Management*, 100648.
- Wattanacharoensil, W.**, Kantamara, S., & Muangasame, K. (2020). An investigation of the Kumamon and Sukjai mascots on destination branding. *Journal of Place Management and Development*, 14(2), 201-221.
- Tomaz, K., & **Wattanacharoensil, W.** (2020). One does not simply ... project a destination image within a participatory culture. *Journal of Destination Marketing & Management*, 100494.
- Fakfare, P., & **Wattanacharoensil, W.** (2020). Impacts of community market development on the residents' well-being and satisfaction. *Tourism Review*. DOI: 10.1108/TR-02-2020-0071
- Talawanich, S., & **Wattanacharoensil, W.** (2020). Transforming graduates into successful hotel management trainees: exploration of important management trainee competencies. *Journal of Teaching in Travel & Tourism*, 21(1), 43-71.
- Fakfare, P., Talawanich, S., & **Wattanacharoensil, W.** (2020). A Scale Development and Validation on Domestic Tourists' Motivation: The case of Second-tier Tourism Destinations. *Asia Pacific Journal of Tourism Research*, 25(5), 489-504.
- Wattanacharoensil, W.**, Talawanich, S., & Laddawan, J. (2020). Multiple qualitative procedures to elicit Reverse Culture Shock Experience. *MethodsX*. 100766. DOI: 10.1016/j.mex.2019.12.007
- Janša, T., **Wattanacharoensil, W.**, & Kolar, T. (2019). Computer supported analysis of Thailand's imagery on Pinterest. *Current Issues in Tourism*. DOI: 10.1080/13683500.2019.1631761
- Wattanacharoensil, W.***, & La-ornual, D. (2019). Systematic review of cognitive biases in tourist decisions. *Tourism Management*, 31, 269-286.
- Talawanich, S., Jianvittayakit, L., and **Wattanacharoensil, W.** (2019). Following a wonderful overseas experience, what happens when Thai-Asian youths return home? *Tourism Management Perspective*, 31, 135-159.
- Sakdiyakorn, M., & **Wattanacharoensil, W.** (2017). General diversity in the workplace: A systematic review in a hospitality context. *Cornell Hospitality Quarterly*, 59 (2),135-159.
- Wattanacharoensil, W.*** Schuckert, M., Graham, A., & Dean, A. (2017). Airport experience from a traveller's perspective. *Journal of Hospitality and Tourism Management*, 32, 124-135
- Dhevabanchachai, N. T., & **Wattanacharoensil, W.*** (2017). Students' expectations, experiences, and career direction after in-house internship: the pedagogical role of the hotel training center in Thailand. *Journal of Teaching in Travel & Tourism*, 17(2), 118-134.
- Wattanacharoensil, W.***, & Schuckert, M. (2016). Reviewing Thailand's master plans and policies: implications for creative tourism?. *Current Issues in Tourism*, 19(10), 1045-1070.
- Wattanacharoensil, W.***, Schuckert, M., & Graham, A. (2016). An Airport Experience Framework from a Tourism Perspective. *Transport reviews*, 36(3), 318-340.

Wattanacharoensil, W.*, & Sakdiyakorn, M. (2016). The potential of floating markets for creative tourism: A study in Nakhon Pathom Province, Thailand. *Asia Pacific Journal of Tourism Research*, 21(sup1), S3-S29.

Wattanacharoensil, W., & Schuckert, M. (2015). How global airports engage social media users: A study of Facebook use and its role in stakeholder communication. *Journal of Travel & Tourism Marketing*. 32(6), 656-676.

Wattanacharoensil, W.*. (2013). Tourism Curriculum in a Global Perspective: Past, Present, and Future. *International Education Studies*, 7(1), 9-20. (Listed in Scopus)

Dhevabanchachai, N. T., & **Wattanacharoensil, W.***. (2013). Increasing Performance of the Two-Role Work Strategy: A Study of the International College Hotel and Training Center in Thailand. *International Education Studies*, 6(12), 37-51.

Wattanacharoensil, W.*, & Yoopetch, C. (2012). Thailand human resources competencies in airline service quality: Voices from the airline industry. *Journal of Human Resources in Hospitality & Tourism*, 11(4), 208-302.

Conference proceedings and presentation

Kolar, T., & Wattanacharoensil, W. (2018). A new typology in destination image formation: through grass roots co-creation and participatory culture. IRSSM 9, Faculty of Economics, University of Ljubljana, Slovenia (23-27 July, 2018).

Wattanacharoensil, W. (2017). Airport experience from management perspective. IRSSM 8, Yonsei University, Seoul, South Korea (1-5 August, 2017).

Wattanacharoensil, W., & La-ornual, D. (2017). Cognitive biases and tourist decision making: What we have learned from Journal of Travel Research. The 3rd Global Tourism & Hospitality Conference, Hotel ICON, Hong Kong (4-6 June, 2017).

Wattanacharoensil, W., & Schuckert, M. (Oct 2016). Employing Metaphorical Analysis in Revealing Passengers' Physical and Emotional Well-being Related to Their Airport Experience, EuroCHRIE, Budapest.

Wattanacharoensil, W., & Sakdiyakorn. (Aug 2016). Passenger airport experience: Hearing passengers' views about airport service fairness. IRSSM 7, 1-6 August 2016. Mahidol University International College, Thailand.

Wattanacharoensil, W., Kobkitpanichpol, B., & Chon, K. (2014). Asian Hospitality: How emotional intelligence and organizational service culture play a role. Proceedings of APTA Conference (pp. 15-18). Ho Chi Minh City, Vietnam.

Sakdiyakorn, M., Sivarak, O., & Wattanacharoensil, W. (2014) Pre-conditions to Innovation Management in Cultural and Heritage Tourism: The Case of Amphawa Waterfront Community in Thailand. Proceedings of APTA Conference. Ho Chi Minh City, Vietnam.

Cherapanukorn, V., Wattanacharoensil, W., Tan, X., Kim, H.H., & Hsu, Y.C. (2013). Expectation from potential employers on professional doctoral graduates in tourism and hospitality degree in Asia. *International Symposium on Education, Psychology, Society and Tourism (ISEPST)*. Seoul, South Korea. June 28-29.

Book chapters/Book series

Wattanacharoensil, W. and Stettler, J. (2019), "Complexity Theory in Tourism", *Delivering Tourism Intelligence (Bridging Tourism Theory and Practice, Vol. 11)*, Emerald Publishing Limited, pp. 31-48.

Wattanacharoensil, W. (2019). The airport experience In A. Graham, F. Dobruszkes (Eds). *Air transport and tourism*. Elsevier:UK.

Wattanacharoensil, W., & Talawanich, S. (2018). An insight into the motivations of Thai Working and Holiday Makers (WHMs). In C., Koo-Baltimore, Yang, E. (Eds), *Asian Youth Travel*, Springer: Singapore.

Wattanacharoensil, W., & Talawanich, S. (2018). Strategic planning in events. Event 101: Introduction to Event Industry. TCEB: Bangkok.

Undergrad and master's thesis advisor

1. Ms Chandy Loeurng: Back to the Future: A responsible approach on food delivery [being selected amongst the best 12 research papers to be presented in World Tourism Forum Lucerne (WTFL), Switzerland 2021]
2. Suppawat Kantamara: Thesis topic *Key success factors for destination mascots: The case of Kumamon* - completed
3. Narumon Suphap: Research Virtual reality videos for destination marketing organisations: Lessons from Japan and Australia [being selected amongst the best 12 research papers to be presented in World Tourism Forum Lucerne (WTFL), Switzerland 2019] - completed
4. Ms Sitanan Wannasan: Thesis topic *The motivation factor of Taiwanese tourists visiting Thailand*
5. Ms Isara Tanadumrongsak: Thesis topic *The desirability hotel attributes of LGBTQ tourists*
6. Ms Chandy Loeurng: Thesis topic *Food waste management of the Buffet restaurant in Thailand*
7. Mr Myo Min Oo: Thesis topic *Developing tourist satisfaction on service quality: The study of mid-scale hotel in Mandalay*
8. Ms Min Thiri Thein: Topic *The effect of internal service quality on job performance in public sector*
9. Mr Somany Toch: Topic *Intentions of Cambodian generation Z and Millenials on Vegatarian Diet*

Industry contribution: speaker, projects and consultancies

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| 2021 | Member of Consortium for Global Sustainability Member (CGS), University of Houston, Chair by Prof. Ki Joon, Back (Closed group) |
| 2021 | Appointed Chair MeTAG Expert Group – Academic and Research |
| 2021 | Consultancy project: Social Impact Assessment for MICE Industry with Sasin Management Consultant [Chulalongkorn University], for Thailand Convention and Exhibition Bureau (Public Organization) |
| 2020 | Webinar on Accelerating Women in Thailand's Tourism Industry with Barkathunnisha, Catheryn Khoo and Ms Watcharee Churugsa |
| 2020 | Smart Tourism Project for Ministry of Digital Economy and Society |
| 2020 | Guest speaker: "Tourism for all for DASTA |
| 2020 | Guest speaker: "Rejecting Myths and Stories from Tourism Research Journeys" with Prof. Philip Pearce, Dr Hera Oktadiana, Dr Denis Tolkach |
| 2020 | Member of Mekong Tourism Advisory Group (MeTAG) |
| 2019 | Speaker: Potential of the elderly tourists in Thailand [6 provincial areas in Thailand, with Sasin Management Consultant] |
| 2019 | Consultancy project: Tourism for All with Sasin Management Consultant [Chulalongkorn University], for Department of Tourism, Ministry of Tourism and Sport, Thailand. Funded by Department of Tourism |
| 2018 | Tourism Business Showcases with Mekong Tourism Expert contributor at the Great Mekong Tourism (GMS) |
| 2016 | Consultancy project: Strategic plan 2017-2021 for Thailand's Tourism Destinations, Department of Tourism, Thailand. Funded by Department of Tourism; |
| 2015 | Creative tourism workshops under Creative Academy for Cultural and Heritage Tourism. Originated by the Ministry of Commerce, Thailand under Creative Economy Project and funded by Mahidol University. |
| 2012 | Sense of Salaya under Creative Academy for Cultural and Heritage Tourism. |

Originated by the Ministry of Commerce, funded by Mahidol University

Industry articles

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| 2021 | บทความ ภูเขาหรือทะเล ไปหุหรือไปลุย เราตัดสินใจเรื่องการท่องเที่ยวกันอย่างไร TAT Review ปักษ์มกราคม 2021 |
| 2019 | ตลาดนักท่องเที่ยวผู้สูงวัย กับปัจจัยที่ควรนึกถึง TAT Review – Supplement เกาะติดเทรนด์ ท่องเที่ยวคุณภาพ ดีต่อใจ ดีต่อวัยหน้า 8-14 |
| 2019 | ประสบการณ์'ทำงานไปเที่ยวไป'และกระแสความนิยมของคนรุ่นใหม่ TAT Review Vol. 4. No. 2 |
| 2020 | 6 case studies of Experience Mekong Collection Showcases (6 countries) |
| 2019 | 6 case studies of Experience Mekong Collection Showcases (6 countries) |
| 2018 | 6 case studies of Experience Mekong Collection Showcases (6 countries) [https://www.destinationmekong.com/programs/experience-mekong-showcases/] |

Rewards and recognitions (from 2015)

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| 2021 | MUIC Outstanding Ajarn Awards - 2020 |
| 2020-present | MeTAG Advisory Board Member |
| 2020: | Erasmus scholarship/funding for teaching mobility at Zealand Academy, Denmark (postponed due to COVID-19) |
| 2020: | MUIC Faculty members recognition award (inspiring teacher and teacher with the Highest student evaluation in the THM division 2019) |
| 2017: | MUIC Achievement Award - Outstanding Award for International Publications |
| 2016: | Highly Commended Paper Award by Journal of Service Management |
| 2016: | Young Service Researcher Award by the 7th International Research Symposium in Service Management |
| 2015: | Padma and Hari Harilela Scholarship, School of Hotel and Tourism Management, the Hong Kong Polytechnic University |