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**Qualification: Additional (A)**

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### **Academic Background**

Ph.D. Griffith University, Tourism.

M.Sc. Oxford Brookes University, International Travel and Tourism Management.

B.A. Mahidol University, Tourism Industry Management.

### **Work Experience**

#### **Work Experience**

Lecturer, Prince of Songkla University (November, 2016 - Present), Songkhla, Thailand.

### **Teaching**

**Courses from the Teaching Schedule:** BENEFIT OF MANKINDS, BENEFIT OF MANKINDS, BUSINESS INSPIRATION AND CAREER EXPLORATION, CONVENTIONS MANAGEMENT, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION, COOPERATIVE EDUCATION PREPARATION, COOPERATIVE EDUCATION PREPARATION, FOOD AND BEVERAGE MANAGEMENT, FOOD AND BEVERAGE MANAGEMENT, FOOD AND BEVERAGE MANAGEMENT, IDEA TO ENTREPRENEURSHIP, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO MICE INDUSTRY, INTRODUCTION TO TOURISM INDUSTRY, INTRODUCTION TO TOURISM INDUSTRY, MARKETING FOR MICE INDUSTRY, MARKETING FOR MICE INDUSTRY, MARKETING FOR TOURISM AND MICE INDUSTRY, MEETING AND CONVENTION MANAGEMENT, MEETING AND CONVENTION MANAGEMENT, MICE SERVICE AND OPERATION, MINOR THESIS, MODULE: DIGITAL| INNOVATION AND ENTREPRENEURSHIP IN PRACTICE, THESIS

#### **Teaching Schedule**

Term	Course	Sec	Course Title	Cr	Enroll	Total	TR%
2023/2	797200-460-202-0023512	1	MODULE: DIGITAL  INNOVATION AND ENTREPRENEURSHIP IN PRACTICE	7	91	637	3.7%
2023/2	797200-478-306-0023637	1	MARKETING FOR MICE INDUSTRY	3	72	216	50%
2023/2	797200-478-203-0027282	1	FOOD AND BEVERAGE MANAGEMENT	3	45	135	100%
2023/2	797200-478-204-0023636	1	INTRODUCTION TO TOURISM INDUSTRY	3	35	105	100%
2023/2	797200-478-403-0027112	1	COOPERATIVE EDUCATION	8	18	144	20%
2023/2	797400-460-801-0009339	2	THESIS	18	1	18	11.11%
2023/1	797200-478-200-0027280	2	INTRODUCTION TO MICE INDUSTRY	3	79	237	33.33%
2023/1	797200-478-202-0027281	1	MEETING AND CONVENTION MANAGEMENT	3	66	198	100%
2023/1	797200-478-200-0027280	1	INTRODUCTION TO MICE INDUSTRY	3	47	141	33.33%

2023/1	797200-460-400-0027123	6	BENEFIT OF MANKINDS	1	45	45	9.09%
2023/1	797200-472-122-0027193	1	BUSINESS INSPIRATION AND CAREER EXPLORATION	2	40	80	25%
2023/1	797400-460-801-0009339	2	THESIS	18	1	18	10%
<b>Totals</b>				<b>72</b>	<b>540</b>	<b>1,974</b>	

## Intellectual Contributions

**Intellectual Contributions Grid:** Years: 2023, 2022, 2021, 2020, 2019, 2018

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1			1
Publications in Conference Proceedings (Refereed)	6			6
Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	1			1
Research Report, Refereed and Publicly Available	1			1
Grants - Funded (both refereed and non-refereed)	4	2		6

### Refereed Articles

#### Basic or Discovery Scholarship

YODSUWAN, C., BUNLUENG, P., & BUTCHER, K. (2023). Travel motives and constraints affecting student participation in a proposed study tour. *Journal of Teaching in Travel & Tourism*, 23 (4), 377-399. [SCOPUS-Q2]

### Refereed Proceedings

#### Basic or Discovery Scholarship

ON-EKKASIT, P., & BUNLUENG, P. (2022). Marketing Mix Strategy Influencing Decision Making to Attend Road Race Events after the Covid-19 in Thailand. *The 14th National Conference on Administration and Management (NCAM 14)*, 334-346.

PORNSIRATANANAN, P., & BUNLUENG, P. (2019). The Perceptions of Thai MICE Visitors in Songkhla Province towards Supporting Thai Venues Undertaking Corporate Social Responsibility (CSR) Activities. *The 11th National Conference on Administration and Management (NCAM 11)*, 341-353.

TEERAKUNPISUT, S., BUNLUENG, P., & BINMAD, R. (2019). Venue Manager and Islamic Exhibitor Preferences for Muslim-Friendly Mobile Application in the MICE Industry in Thailand. *International Halal Science and Technology Conference (IHSATEC) and The 12th Halal Science, Industry and Business International (HASIB)*, 93-93.

BUNLUENG, P., TEERAKUNPISUT, S., & BINMAD, R. (2018). Smart MICE City Development for Muslim Business Travellers in Southern Thailand. *International Halal Science and Technology Conference (IHSTC); The 11th Halal Science Technology Industry and Business (HASIB)*.

NOOKLADNUY1, N., & BUNLUENG, P. (2018). Behaviour and Motivating Factors Influencing Travel Decision of Thai MICE Tourists Visiting Summer Bitter Sweet 2018, Songkhla. *The 1st National Conference on Management (NCOM 2018)*, 47-68.

BUNLUENG, P. (2018). Local Communities Perceptions of Hotel Corporate Social Responsibility (CSR) Activities: Role of Community Recompense. *The INC 2018 Tourism, Hospitality and Events in a Changing World*, 31-32.

### Chapters, Cases, Readings, Supplements

#### Chapters

Bunlueng, P., & Butcher, K. (2022). The Application of Corporate Social Responsibility (CSR) Principles to Corporate Meetings. *The Routledge Handbook of Business Events* (pp. 99-108). UK: Routledge.

### Research Reports

2020: BUNLUENG, P., RATTANAPAN, N., PATTANO, D., TEERAKUNPISUT, S., & BOSTAN ALI, W. Study

appropriate content for developing Songkhla Province into a MICE city., submitted to .

## **Grants**

### **Research**

2023: BUNLUENG, P., BUTCHER, K., & SUPANTI, D., Exploring business traveler's behaviors in the post COVID-19 situation: Effects of corporate social responsibility (CSR) on customer loyalty, Principal Investigator, Prince of Songkla University.

2020: JINDABOT, T., RATTANAPAN, N., NA NAKORN, T., PIANROJ, N., BUNLUENG, P., SARUNYOO KANCHANASUWAN ,SIRINUCH LOYKULNANTA &ON-ANONG SATTAYARAK Thai Service Design For Fulfilling Consumers Preferences In The Kingdom Of Bahrain, Prince of Songkla University.

2019: PATTANO, D., RATTANAPAN, N., & BUNLUENG, P., The Study Of Tourism Model Toward Sustainability In Hau-Tang Village, La-Ngu District, Satun Province, Faculty of Management Science, Prince of Songkla University.

2018: TEERAKUNPISUT, S., BINMAD, R., & BUNLUENG, P., Smart Mice City Development For Muslim Business Travelers, Prince of Songkla University.

2018: TEERAKUNPISUT, S., JINDABOT, T., BUNLUENG, P., & CHAOWANAPREECHA, S., Songkhla Roadmap To Mice City, Thailand Research Fund.

2018: BOSTAN ALI, W. & BUNLUENG, P., Perspectives Of Noc Members On Event Management Of The Five Olympic Games Of The 21st Century And Its Contribution To Sports Practice Legacy, Prince of Songkla University.

2018: BUNLUENG, P., RATTANAPAN, N., PATTANO, D., TEERAKUNPISUT, S., & BOSTAN ALI, W. Content Study Suitable For Songkhla Province'S Development To Mice City, Co-Principal Investigator, Thailand Research Fund.

## **Service**

### **Service to the Institution**

#### **Thesis Assignments**

##### **Chair:**

2021-2022: Pattarawadee On-ekkasit

2018-2019: Niwarin Nookladnuy

2018-2019: Phatnicha Pornsiratananan

2018-2019: Punyarith Thongklin

### **Service to the Profession**

#### **Chair: Conference / Track / Program**

2021: Phuket International Tourism Conference 2021 (International). Phuket International Tourism Conference on "Crisis Management in Tourism : Challenges, Responses, and Recovery Strategies" held on 15 June 2021.

2020: The 12th National Conference on Administration and Management (NCAM 12) (National).

#### **Reviewer - Article / Manuscript**

2023: Phuket Rajabhat University Academic Journal (National).

2022: Kasetsart Journal of Social Sciences (International).

2020: Journal of Business Administration and Accountancy (National).

#### **Invited Lecture**

2022: Songkhla Rajabhat University (Local).

2022: International Hospitality Management Day 2022 (International). International Hospitality Management Day 2022 organized by Joji Ilagan International School

2021 – 2022: Mae Fah Luang University (State).

2019: Songkhla MICE City 2B Sustainable Event 2019 (Local).

#### **Reviewer: Conference Paper**

2023: SRIPATUM UNIVERSITY CONFERENCE (SPUCON 2023) (National).  
2023: The 15th National Conference on Administration and Management (NCAM 15) (National).  
2022: CAUTHE 2022 Hybrid Conference (International).  
2021: Phuket International Tourism Conference 2021 (International).  
2021: The 13th National Conference on Administration and Management (NCAM 13) (National).  
2020: The 12th National Conference on Administration and Management (NCAM 12) (National).  
2020: The 5th Liberal Arts National Conference: Integrated Disciplines and Research for Sustainable Development (LAC2020), Songkhla, Thailand (National). Songkhla, Thailand

## **Professional Development**

### **Assurance of Learning - Professional Development**

2022: CLOs Formulation.  
2022: AUN-QA Overview Version 4.

### **Other Professional Development**

2022: Mixed Method Training.  
2022: Royal Orchid Sheraton Bangkok. Certified Exhibition Management (CEM)  
2022: Shangri-La Hotel, Bangkok. 2022 Certified in Exhibition Management (CEM) Course  
2022: Online. CIS: Certified Incentive Specialist Course  
2021: National Research Council of Thailand (NRCT) for Forum for Ethical Review Committee in Thailand (FERCIT).  
2021: Coach the Coaches for Conventions 101 Industry.  
2021: Coach the Coaches for Conventions 101 Industry.  
2021: Coach the Coaches for Conventions 101 Industry.  
2021: Laguna Grand Hotel & Spa Songkhla.  
2021: Coach the Coaches for Conventions 101 Industry.  
2021: Convention Bid Agent Training 2021: Beginner and Intermediate Program. Organized by TCEB and IAPCO

### **Professional Seminars / Workshops**

2022: Qualitative Research Workshop.  
2021: Halal Institute Academic Center. Curriculum Development Workshop Master degree/ Ph.D.in Tourism Management (International Program)

### **Technology-Related Training**

2021: Information system training for course details and performance report.

## **Honors/Awards**

### **Award**

2018: Certificate of 2nd Oral Academic Presentation, The Halal Science Center Chulalongkorn University.

**Last updated by member on 16-Nov-23 (12:09 PM)**