

ผู้ช่วยศาสตราจารย์ ดร. จุฑามาศ วิศาลสิงห์
A/Professor Jutamas (Jantararat) Wisansing (PhD)

Mobile: (081) 807 0637
E-mail: perfectlink1@yahoo.com,
Date of Birth: 12 May 1970

Education

2000-2004 Doctor of Philosophy (Tourism
Marketing/Planning)
Lincoln University, Christchurch, New Zealand

Completed Thesis

**Tourism Planning and Destination
Marketing: Towards Community Driven
Approach - A Case of Thailand**

Highlighted Issues:

- **Community Participation:
Decentralisation and Democratisation**
- **Community Empowerment under
Thailand Context**

1995-1996 Master of Commerce and Management (MCM)
Second Class Honours
Lincoln University, Christchurch, New Zealand

Completed Thesis

**“Inter-organisational Collaboration in
Tourism Marketing: A case analysis of
critical preconditions”**

1994 Postgraduate Diploma in Commerce Subjects
(PG. Dip. Com.)
Lincoln University, Christchurch, New Zealand
Tourism Subjects:
Tourist Behaviour, Tourism Planning

1993 Certificate in Marketing
Christchurch Polytechnic Institute of
Technology
Christchurch, New Zealand

1987-1989 Bachelor of Mass Communication
(Television Production) Thammasat University,
Bangkok, Thailand

Dissertation topic: Television production and staged event management

Experience

March 2010-present

Executive Director
Tourism and Hospitality Division
Eureka Consulting Company Limited
-Key Account: Tourism Authority of Thailand

February 2011-present

Chair, Education, Pacific Asia Tourism Association (PATA), Thailand Chapter

May 2004-May 2010

ผู้อำนวยการหลักสูตร มหาลัยติดและคหวิทยาลัยบริหารธุรกิจ
สาขาการจัดการการท่องเที่ยว
Director and Tourism lecturer
MBA and PhD in Tourism and Hospitality
Management
Graduate School of Business
Assumption University, Bangkok, Thailand

Founder of MBA off shore program in Vietnam

Managerial Involvements:
Programme Development
Industry Links
International Networking and Marketing
Off-shore program development

Teaching:
International Hospitality and Hotel Management
Tourism Planning and Public Policy
New Product Development

2000-2002

ที่ปรึกษาไทย
Thai Counselor
Aspect International Language Academies,
Christchurch, New Zealand

2000

ผู้ช่วยอาจารย์อาวุโส
Assistant to Senior Lecturer (International
Marketing)
Commerce Division
Lincoln University, Christchurch, New Zealand

November 1996- May 2000

อาจารย์ Lecturer
คณะวิทยาการจัดการ มหาวิทยาลัยสงขลานครินทร์

Faculty of Management Science
Prince of Songkla University (PSU)
Hatyai campus, Songkla, Thailand

Undergraduate subjects:

Tourism Management
Strategic Management
Special Topic (Eco-tourism)
Seminars in Tourism Current Issues

Postgraduate Subject (MBA)

Services Marketing

Other Responsibilities at PSU

Supervision of MBA dissertations
Director of Tourism Training Courses:
organised training programmes for private and
public sector in the Southern part of Thailand

1999-2000

อาจารย์พิเศษ
Guest Lecturer (Strategic Management)
Hatyai University, Thailand

1997-2000

ผู้ก่อตั้งและกรรมการผู้จัดการ
Co-founder and Managing Director
Perfect Link Company Limited (International
Services)
Main business focus:
-Promoting New Zealand education and tours
-Advise and manage English acquisition
programmes for local high schools
-Organise English summer camps and holiday
activities
-Coordinate/organise educational exhibition

1995-1996

Tutor (part-time)
Strategic Management
Lincoln University, New Zealand

1995-1996

Marketing Manager and Thai Teacher
Asian Languages Institute
Christchurch, New Zealand

1989

Assistant Director
DaraVDO Production, Bangkok, Thailand

1988

Public Relations (Special Contract)
Isuzu Tripret Company, Thailand

Tourism and Hospitality Community Involvements:

Head of Tourism Research & Consulting Unit, Innovation, Creativity and Enterprises (The-ICE Centre), Assumption University of Thailand, leading the following projects

- Decentralisation and Capacity Building for Local Government
- Community Development and Volunteer Tourism
- Sectoral Tourism Marketing and Manpower Development
 - Community based Tourism Development, Spa and Medical Tourism, Accommodation, Local Government's roles in Tourism Development, Tourism Instructors, MICE

Key resource person for Education and Training programme: Tourism Strategic Planning in Greater Mekong Sub-region (GMS) Tourism Development, in association with Mekong Institute, Thailand.

Member of Pacific Asia Tourism Association (PATA)

Other qualifications:

- Trained at John Robert Powers, Best Impression, Part of Isuzu Public Relations training program

Professional Experience and Selected Training Projects

- Master of Ceremony, for various events marketing programs (i.e Levis, Benz, Suzuki)
- A trainer, **Cultural Seminar**, Asia 2000 project offered in New Zealand
- A Trainer, **Tourism Situation and Hotel Strategies**, for Department Heads of Central Sukontha Hotel, Hadyai, Thailand
- Invited Guest Speaker, **Hotel and Service Quality**, organised by Hadyai and Songkla Hotel Associations, Thailand
- **Community Participation in Tourism Development**, Challenging issues in Thailand, Lincoln University, Public seminar, 2004.
- Invited Speaker/Trainer by Taiwan Trade and Taiwan Convention & Exhibition Association, **Planning for MICE**, Taiwan, 14-28 August 2005.
- Invited Speaker/Trainer by Taiwan Trade and Taiwan Convention & Exhibition Association, **MICE Marketing**, Taiwan, 16-23 November 2005.
- Invited Guest speaker, "Tourism Development in Thailand: Challenges and Issues", Oxford Brooks University, UK, 6 February 2006.
- Instructor, **Tourism Development: A Regional Approach** for Greater Mekong Subregion, Mekong Institute, Konkan, Thailand, 27 February – 2 March 2006.
- Invited Guest Speaker, **Tourism Management and Education in Thailand**, School of Tourism, Southwest Jiatong University, E'mei, Sichuan, P.R. of China, 10-12 April 2006.

- Project Director, **MICE Educating the Educator in Asia**, Organised by Assumption University and Thailand Incentive Convention Association (TICA).
- Invited Panel of Experts, **Internationalisation of Tourism, Hospitality and Event Education**, organised by The ICE, Australia, 1-2 November 2006.
- A trainer, **Hospitality and Tourism Management Essentials**: Tourism instructors training program, Hochimin City, Vietnam, July 2007.
- Project leader/trainer **“Make it Happen” Hotel Executives training program**, 4 star Hotel in Bangkok

Consultancy and Research Projects

Projects	Commissioned Organisations	Timeframe
<i>Project Manager</i> Integrated tourism marketing and training need in Thailand	Tourism Authority of Thailand	Completed June 2007
<i>Principal Researcher</i> ASEAN image positioning	Thailand Research Fund (Area-based development)	Completed January 2007
<i>Co-Researcher (a team of 2 researchers)</i> Thailand as an Incentive Destination: Chinese case	Thailand Research Fund	Completed March 2007
<i>Project Leader</i> Cruise Restaurant Standard	Office of Tourism Development Ministry of Tourism and Sports	Completed November 2007
<i>Project leader</i> Master Plan for the development tourism services in Thailand	Office of Tourism Development Ministry of Tourism and Sports	Completed September 2008
<i>Project Manager and Trainer</i> Certified Thai Tourism Marketing Trainer	Tourism Authority of Thailand	Completed August 2009
<i>Project leader and Trainer</i> <i>Tourism Marketing Capacity building program for local government of Thailand</i>	Tourism Authority of Thailand	On going October 2009-November 2010

Research Interests and Specialisations

Tourism Planning and Public Policy: Community-based Planning, Pro-Poor Tourism, Sustainable Tourism, Collaborative Ventures, and Thai Tourism.

Destination Marketing: Societal Marketing, Collaboration in Tourism Marketing, Tourist Motivations, Destination Branding Strategies, Meetings and Incentive Market (MICE), Innovation and New Product Development

International Hospitality and Hotel Management: Services Marketing, Service Profit Chain, Service Quality, Supervisory Skills for Hotel, Management Essentials for Hotel Executives, Customer Loyalty and MICE industry

Tourism Education: Internationalisation, Innovation and Curriculum Development, National Qualification Framework

Publications and Conferences

Wisansing, J. "The Three Waves of Internationalisation Sweeping Thailand's Tourism and Hospitality Education: Current Progress and Future Prospects" *Journal of Hospitality & Tourism Education*, Volume 20 (1), 2008.

Wisansing, J. "The Building Blocks of ASEAN Collaboration: Sports and Tourism", *Conference Proceedings*, presented at Joint Congress 2007 SEA Games & ASEAN Para Games Scientific Congress and 5th Bangkok ASPASP International Congress on Sport Psychology, 1-4 December 2007, Thailand.

Wisansing, J. "The Role of the Leader in Globalisation and Internationalisation: Implications for Thai Higher Education", *ASAIHL-Thailand Journal*, Volume 10(2), November 2007.

"Wisansing, J and Phothikitti K. "Experiential Learning Approach in Hospitality and Tourism Graduate Programme: In Search of a Learning Mechanism at Assumption University of Thailand", *Conference Proceedings*, 2006 PATA Education & Training Forum, 22 April 2006, Pattaya, Thailand.

Wisansing, J. "Know what- Know why-Know how Equipose of Tourism and Hospitality Education, *Bangkok Post*, August 15, 2005.

Wisansing, J. "Challenges and Issues in Incorporating Pro Poor Tourism into Hotel Business: Viewpoints of hotel executives in Thailand, paper presented at the 3rd Global Summit on Peace through Tourism, One Earth One Family, Pattaya, Thailand, October 2-5 2005.

Wisansing, J. "The Internationalisation of Tourism and Hospitality Education in Thailand", paper presented at the Inter-University Conference, ASAIHL, 18 July 2005, Thailand. (*The paper was competitively selected to be a country report of Thailand and was presented at ASAIHL 2005 Seminar, October 16-18, Phuket, Thailand*).

Qi Lin and Wisansing J. "Thai Spa Service Quality: A Case of Centara Spa", presented at ASAIHL Conference 2005, Hospitality and Tourism Education, October 16-18, Phuket, Thailand.

Wisansing J., Simmons D. and McIntosh A. "Towards Community Driven Tourism Planning: A Critical Review of Theoretical Demands and Practical Issues" Submitted to *Journal of Hospitality & Tourism Research*, 2005.

Wisansing, J and Hu Y. "Understanding Chinese Interpersonal Connections (Guanxi) and Managerial Implications for the Development of the Greater Mekong Regional Relations", paper presented and Conference Proceeding, at the international conference Trans-border Issues in the Greater Mekong Sub-region, June 30-July 2, 2005.

Wisansing, J. "A Review of Marketing Ideas within the Evolution of Tourism Planning Thought", *ABAC Journal*, Vol 25 (2), May-August, 23-34, 2005.

Wisansing, J., Simmons D. and McIntosh, A. "Community Driven Tourism Marketing: Tensions Towards Implementation & Lessons Learned from Thailand", *Conference Proceedings*, Second Asia-Pacific CHRIE Conference & The Sixth Biennial Conference on Tourism in Asia, Phuket, Thailand, May 2004.

Jantarat, J and Williams L. Book Chapter "Preconditions for successful collaborative tourism marketing: The role of the convenor", in *Tourism in Southeast Asia: 2000*, edited by K. Choy, Harworth Press, New York.

Jantarat, J. and Williams L. "Preconditions for collaborative tourism marketing: the role of the convenor", *Conference Proceedings*, The 3rd International Tourism Conference, Tourism in Indo-China: sustainability and marketing, Phuket, July 1997.

Jantarat, J and Williams, Discussion Paper No. 47 (1996) "Interorganisational collaboration: A case of Christchurch Winter campaign", Commerce Division, Lincoln University, New Zealand

Jantarat, J. "Motivating factors for collaborative tourism marketing", *Songklanakarinn Journal of Social Science*, 1999.

Jantarat, J "Tourist Motivation: Why do Thai tourists take domestic holiday?", *Report*, Faculty of Management Sciences, Prince of Songkla University, 1999.

Jantarat, J and Jareanwisani, K. Strategic Management: A case of Central Sukhontha Hotel, *Report*, Faculty of Management sciences, Prince of Songkla University, 1999.

Jantarat, J. "The need for collaboration in tourism", *Journal of Tourism*, Tourism Authority of Thailand, 1999.

Post-Graduate Research Supervision

Pro-poor tourism and challenging issues in Thailand, Tourist Behaviour, MICE in Thailand, Thai Tourism Branding Strategies, Thai Spa and Service Quality, Japanese Tourists Shopping Behaviour, International Backpackers, Customer Loyalty, Tourism Education, Self Drive Tourism in Asia.