

Bongkosh Rittichainuwat, Ph.D., MH, BA, CIS, CEM, EMD, is associate professor and the director of Hotel & Tourism Management at Siam University where she was the immediate past-dean of the International College. Dr. Rittichainuwat has just been elected as the Secretary of the Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE) where she served as the Director of Research (two terms) and Director of Marketing. Bongkosh is also a board member of the Asia Pacific Travel Association. Meanwhile, she is on the editorial board of the top 1-15th Quartile 1-Scopus journals in hospitality and tourism: Tourism Management Perspectives, Asia Pacific Journal of Travel Research, Journal of Travel & Tourism Marketing, and Journal of Hospitality and Tourism Research. She also published a book titled "Special Interest Tourism" with Cambridge Scholar Publishing, UK. She received her Bachelor of Arts from Chulalongkorn University, her Master of Hospitality Management from Conrad N. Hilton College, University of Houston, and her Ph.D. in Hospitality Administration from Oklahoma State University. Her industry designations include an Exhibition Management Degree from the UFI University of Cooperative Education in Ravensburg, Germany, the Certified Incentive Specialist designation by the Society for Incentive Travel Excellence, and the Certified in Exhibition Management designation by the International Association of Exhibitions and Events. In 2022, Journal of Travel & Tourism Marketing, Routledge, the USA ranked her as the most prominent researcher in Thailand in terms of the highest number of citations and publications in the area of Thailand tourism published in Quartile 1 Scopus international journals.

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