

Asst.Prof.Dr. Kom Campiranon

College of Innovation Thammasat University
2 Prachan Road, Bangkok 10200, Thailand
kom@cituu.ac.th



EDUCATION

Ph.D. (Tourism Management)

University of Queensland, Australia, 2007

M.S. (Hospitality & Tourism)

University of Wisconsin-Stout, USA, 2002

B.A. (Sociology & Anthropology)

Kasetsart University, Thailand, 1999

EXPERIENCE

Associate Dean for Academic Affairs and Research

College of Innovation, Thammasat University, Thailand
9/2019 – present

Director, Service Innovation and Service Design Programs

College of Innovation, Thammasat University, Thailand
1/2018 – 9/2019

Associate Director, Service Innovation & Service Design Programs

College of Innovation, Thammasat University, Thailand
10/2017 – 12/2017

Assistant Professor, Service Innovation & Service Design Programs

College of Innovation, Thammasat University, Thailand
8/2017 – present

Deputy Dean for International Programs and Connectivity

Faculty of Tourism & Hospitality, Dhurakij Pundit University, Thailand
8/2016 – 8/2017

Director of International Affairs Office

Dhurakij Pundit University, Thailand
8/2014 – 8/2016

RESEARCH & TEACHING INTERESTS

Smart tourism
Travel technologies
Service quality management
Hotel management
Hospitality innovation
Tourism crisis management

CERTIFICATES

**International Hospitality
Luxury Management**, The
Hong Kong Polytechnic
University, 2017

Best Paper of the Conference
The 5th Advances in
Hospitality and Tourism
Marketing and Management
(AHTMM) Conference.
Ritsumeikan Asia Pacific
University (APU), Japan, 2015

Amadeus Basic Reservation
Thai-Amadeus Southeast Asia
Co., Ltd., 2009

**Opera Property Management
System** Micros-Fidelio
(Thailand) Co., Ltd., 2008

Deputy Dean for Administrative Affairs

DPU International College, Dhurakij Pundit University, Thailand

2/2010 – 7/2016

Director, Business Administration Programs

DPU International College, Dhurakij Pundit University, Thailand

1/2008-1/2010

RESEARCH PROJECTS

Co-researcher, ICT Users' Needs and Satisfaction Analysis. Metropolitan Electricity Authority, 2019.

Project leader, A Policy Research on Creating Thailand's Economic Growth with Smart Tourism. Thailand Science Research and Innovation (TSRI), 2018-2019.

Co-researcher, Quality Development for Spa and Health Tourism in Southern Region toward international level. Thailand Science Research and Innovation (TSRI), 2018-2019.

JOURNAL ARTICLES

CAMPIRANON, K. (2019). Examining the Competitiveness of Smart Tourism in Thailand by Using the Diamond Model. Suthiparithat Journal, July-September (107).

CAMPIRANON, K. (2018). Enhancing Competitive Advantage through Service Innovation: A Case Study of Thai Hotel Management Companies. Suthiparithat Journal, April-June (Special Issue), 1-14.

CAMPIRANON, K. (2016). Measuring Hotel Service Quality: A Case Study of Midscale Bangkok Hotels. Suthiparithat Journal, October-December, 55-65.

CAMPIRANON, K. & SCOTT, N. (2014). Critical Success Factors for Crisis Recovery Management: A Case Study of Phuket Hotels. Journal of Travel & Tourism Marketing, 31(3), 313-326.

GÁMEZ, A., IVANOVA, A. & K. CAMPIRANON (2014). Tourism and Economic Crisis Management within APEC. Cases: Phuket (Thailand) and Los Cabos (Mexico). International Journal of Sustainable Development and Planning, 9(2), 143-157.

EDITED BOOK

RITCHIE, B. & CAMPIRANON, K. Eds. (2015). Tourism Crisis and Disaster Management in the Asia-Pacific. Tourism Management Research. Oxfordshire, UK, CAB International.

ENCYCLOPEDIA

CAMPIRANON, K. & PHAYAKVICHIE, P. (2015). Thailand Tourism. In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism, Springer, DOI 10.1007/978-3-319-01669-6_310-1.

GÁMEZ, A., A. IVANOVA & K. CAMPIRANON (2012). "Tourism, Vulnerability, and Economic Crisis within APEC. Responses from International Destinations: Phuket (Thailand) and Los Cabos (Mexico)", C. A. Brebbia & S. S. Zubir (eds.), WIT Transactions on Ecology and the Environment, Vol. 161, 91 – 101.

SRIKATANYOO, N. & CAMPIRANON, K. (2010). Agritourist Needs and Motivations: The Chiang Mai Case. Journal of Travel & Tourism Marketing, 27(2), 166-178.

CAMPIRANON, K. (2008) Toward an Understanding of Perceived Risk in Tourism. Factors Influencing Crisis Vulnerability. Dhurakij Pundit University Journal, Issue 66, 83-94.

CAMPIRANON, K. & ARCODIA, C. (2007) Market Segmentation in Time of Crisis: A Case Study of the MICE Sector in Thailand. Journal of Travel and Tourism Marketing (Safety and Security in Tourism: Recovery Marketing after Crises), 23 (2-4), 151-161.

SRIKATANYOO, N. & CAMPIRANON, K. (2005) Crisis Management of Hotels in Phuket: Compare and Contrast between Thai and Foreign Hotel Management Style. ASAIHL-Thailand Journal, 8, 165-176.

CONFERENCE PAPERS

CAMPIRANON, K. (2019). Factors influencing Travel-Tech Startups in Thailand: A TOWS Matrix Approach. The 3rd GSTM International Conference. National Institute of Development Administration, Bangkok.

CAMPIRANON, K. (2019). Understanding the concept of smart tourism in the context of Thailand. APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, 2155-2166.

CAMPIRANON, K. & RAMJAN, S. (2018). Key Success Factors of MICE Electronic Request for Proposal (eRFP): A Case Study of Bangkok Hotels. The 1st International MICE Conference & Forum, Thailand Convention & Exhibition Bureau (TCEB), Bangkok, 115-125.

CAMPIRANON, K. (2017). Service Innovation in Luxury Hotels: A Case Study of Thai Hotel Management Companies. Wisdom for Change: A Brighter Future Path in Tourism and Hospitality. National Institute of Development Administration, Bangkok, 62-75.

CAMPIRANON, K. (2017). Luxury Brand Management: A Case Study of Thai Hotel Management Companies. The 3rd Global Tourism & Hospitality Conference. The Hong Kong Polytechnic University, Hong Kong, 360-369.

INVITED TALKS

"How Artificial Intelligence (AI) will impact hospitality, tourism, and travel services" Thailand's 20th Hospitality Industry Congress - Held in Conjunction with Food & Hotel Thailand 2018, Thai Hotels Association (THA), Thailand, 2018.

"How Artificial Intelligence (AI) will disrupt the tourism industry" Learning Series: AI + EQ = Success, Philippine IATA Agents Travel Association (PIATA) and Pacific Asia Travel Association (PATA – Philippines Chapter), Philippines, 2018.

"How Artificial Intelligence (AI) will disrupt the tourism industry" Hospitality, Tourism & Travel Forum: Artificial Intelligence, The Netherlands-Thai Chamber of Commerce (NTCC), Thailand, 2018.

"How to enhance balanced mobility between Asia and Europe" The International Asia-Europe Conference on Enhancing Balanced Mobility, Office of the Higher Education Commission, Thailand, 2012.

CAMPIRANON, K. (2015). The Influence of Service Quality Gaps on Customer Loyalty: A Case Study of Midscale Bangkok Hotels. The 5th Advances in Hospitality and Tourism Marketing & Management (AHTMM) Conference. Beppu, Japan, Ritsumeikan Asia Pacific University (APU), 261-267.

CAMPIRANON, K. (2012) Critical Success Factors of Economic Crisis Management: A Case Study of Phuket Hotels. The Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Melbourne, Australia, La Trobe University, 104-117.

GÁMEZ, A., IVANOVA, A., CAMPIRANON, K., & ANGELES, M. (2011). Tourism, Vulnerability, and Economic Crisis within APEC. Responses from International Destinations: Phuket (Thailand) and Los Cabos (Mexico). The Third International Conference on Management of Natural Resources, Sustainable Development and Ecological Hazards, Malaysia.

CAMPIRANON, K. (2011) Identifying Key Characteristics of Crisis Types and Their Impacts on The Tourism Industry In Thailand. The Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Adelaide, Australia, University of South Australia.

CAMPIRANON, K. (2010) Critical Success Factors of Crisis Management in Tourism: A Case Study of Political Crisis in Thailand. The Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Hobart, Australia, University of Tasmania.

SRIKATANYOO, N. & CAMPIRANON, K. (2008) Identifying Needs of Agritourists for Sustainable Tourism Development. Australian & New Zealand Marketing Academy Conference, University of Western Sydney, Australia.

CAMPIRANON, K. 2007, Factors Influencing Crisis Vulnerability in Tourism, The 3rd Tourism Outlook Conference, Kuala Lumpur, Malaysia, eds. N. Othman & C. Arcodia, Universiti Teknologi Mara and University of Queensland.

CAMPIRANON, K. (2007) An Analysis of Crisis Management in the MICE Sector: the WTO Approach. In MCDONNELL, I., GRABOWSKI, S. & MARCH, R. (Eds.) The Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Manly, Australia, University of Technology - Sydney.

CAMPIRANON, K. (2006) Chaos Theory as an Approach to Understand MICE in Time of Crisis. In HALL, M. (Ed.) ATLAS Asia-Pacific Conference 2006: Tourism After Oil. Dunedin, New Zealand, University of Otago, New Zealand.

CAMPIRANON, K. (2006) Understanding Crisis Vulnerability of the MICE Sector: A Case Study of Thailand. In ARCODIA, C., WHITFORD, M. & DICKSON, C. (Eds.) Global Events Congress. Brisbane, Australia, The University of Queensland.

CAMPIRANON, K. (2005) Cultural Differences on Crisis Management in the MICE Sector. In TREMBLAY, P. & BOYLE, A. (Eds.) The Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Alice Springs, Australia, Charles Darwin University.

CAMPIRANON, K. (2005) Managing Reputation in Event Planning Companies. In JOHN, A. (Ed.) The Third International Event Management Research Conference. Sydney, Australia, University of Technology Sydney.

SRIKATANYOO, N. & CAMPIRANON, K. (2005) Crisis Management of Hotels in Phuket: Compare and Contrast between Thai and Foreign Hotel Management Style. The 15th Inter-University Conference. Bangkok, Thailand, Sukhothai Thammathirat Open University and ASAIHL Thailand.

BOOK CHAPTERS

CAMPIRANON, K. (2014). Crisis Management for the International Hotel and Restaurant. In SILPARCHA, W. (Eds). International Hotel Business and Restaurant Management. Sukhothai Thammathirat Open University.

CAMPIRANON, K. (2011). Religious Tourism in Thailand. World Tourism Organization: Religious Tourism in Asia and the Pacific. Spain: UNWTO.

GÁMEZ, A., IVANOVA, A. & CAMPIRANON, K. (2011). Tourism, Vulnerability, and Economic Crisis within APEC. Responses from International Destinations: Phuket (Thailand) and Los Cabos (Mexico). In C. A. BREBBIA & S. S. ZUBIR (eds.). WIT Transactions on Ecology and the Environment, UK, ISSN: 1743-3541.

CAMPIRANON, K., LAWS, E., & SCOTT, N. (2011). Responding to Crises in Thailand: A Governance Analysis. In E. LAWS, H. RICHINS, J. AGRUSA & N. SCOTT (Eds.). United Kingdom: CABI International.

CAMPIRANON, K. & SCOTT, N. (2007) Factors Influencing Crisis Management in Tourism Destinations. In LAWS, E., PRIDEAUX, B. & CHON, K. (Eds.). Crisis Management in Tourism. Oxford: CAB International.