

Curriculum Vitae
Assoc. Prof. Kullada Phetvaroon, Ph.D

UK Professional Standards Framework (UKPSF): Fellow

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket campus
Email: kullada.p@phuket.psu.ac.th

Qualifications:

- 2006 Ph.D. in Human Environment Science (Hospitality Administration),
Oklahoma State University, Stillwater, Oklahoma, USA
- 1996 Master of Business Administration in Finance. The University of Tennessee, USA
- 1993 Bachelor of Science in Economics. Kasetsart University, Bangkok, Thailand

Work Position

Head of Tourism Management. Faculty of Hospitality and Tourism. PSU. Phuket Campus.

Subject teaching

Bachelor's degree:

- 801-102 Economics for Hospitality and Tourism
- 801-108 Economics for Business
- 810-004 Young Investor
- 819-330 Tourism Business Start Up
- 819-340 Creative Tourism for Wellness

MBA

- 816-513 Sub-Module 1.1: Business Analysis for Hospitality and Tourism.5((4)-2-9)
- 816-516 Small Business Sustainable Management in Hospitality and Tourism
- 816-541 Thesis
- 816-531 Minor Thesis

Ph.D.

- 951-633 Seminar in Thesis III
- 951-634 Seminar in Thesis IV
- 951-601 Thesis (Thesis advisor)
- 951-602 Thesis (Thesis advisor)

Erasmus Project

-Project Working Committee: Erasmus+ Curriculum Development for Zero Waste Management in the Hospitality and Tourism Sector (Tourism-Zero).

Publications and Research Experiences:

Haldorai, K., Kim, W. G., & Phetvaroon, K. (2025). Environmental and financial performance in Thailand's hospitality industry: a longitudinal analysis. *Journal of Hospitality and Tourism Insights*, 1-16.

Haldorai, K., Kim, W. G., Phetvaroon, K., & Gazzoli, G. (2025). Green synergy: Integrating green human resource management and green supply chain management for sustainable performance in the Thai hospitality industry. *International Journal of Hospitality Management*, 128, 104196.

Haldorai, K., Kim, W. G., & Phetvaroon, K. (2025). Top management commitment, institutional pressures and green supply chain practices: pathways to sustainable performance. *Journal of Hospitality and Tourism Insights*.

Haldorai, K., Kim, W. G., & Phetvaroon, K. (2024). Job insecurity and survivor workplace behavior following COVID-19 layoff. *International Journal of Contemporary Hospitality Management*, 36(1), 329-346.

Yasami, M., Phetvaroon, K., Dewan, M., & Stosic, K. (2024). Does employee resilience work? The effects of job insecurity on psychological withdrawal behavior and work engagement. *Journal of Hospitality and Tourism Insights*.

Ru-zhe, J., Aujiapongpan, S., Phetvaroon, K., & Agmapisarn, C. (2023). Why Should Hotels Become More Environmentally Friendly? Does Gender Matter in Customer Feedback? *ABAC Journal*, 43(4), 69-96.

Haldorai, K., Kim, W. G., & Phetvaroon, K. (2022). Beyond the bend: The curvilinear effect of challenge stressors on work attitudes and behaviors. *Tourism Management*, 90, 104482. Impact Factor: 10.967. Scopus Quartile 1.

Yasami, M., Phetvaroon, K., & Zhu, H. (2021). International tourists' Choices and satisfaction of small restaurants in thailand: the influence of food safety indicators. *Journal of Foodservice Business Research*, 1-34. Impact Factor: 1.884. Scopus Quartile 3.

Kullada, P., & Michelle Kurniadjie, C. R. (2021). Examining the Influence of Digital Information Quality on Tourists' Experience. *Journal of Quality Assurance in Hospitality & Tourism*. Impact Factor: 2.355. Scopus Quartile 2

Haldorai, K., Kim, W. G., Phetvaroon, K., & Li, J. J. (2020). Left out of the office "tribe": the influence of workplace ostracism on employee work engagement. *International Journal of Contemporary Hospitality Management*. วารสาร (Journal) : *International Journal of Contemporary Hospitality Management*. Impact Factor: 6.514. Scopus Quartile 1

Kim, Y. J., Kim, W. G., Choi, H. M., & Phetvaroon, K. (2019). The effect of green human resource management on hotel employees' eco-friendly behavior and environmental performance. *International Journal of Hospitality Management*, 76, 83-93. Impact Factor: 9.237. Scopus Quartile 1

Michelle Kurniadjie, C. R., & Kullada.P. (2019). Importance-performance analysis (IPA) of Digital Information Quality: The international tourists' perspective. *Journal of International Studies*, Prince of Songkla University, Vol. 9 No. 2 July – December 2019

Boonyarit, R., & Phetvaroon, K. (2011). Spa service quality: The case of the Andaman tourism cluster (Phuket, Phang Nga and Krabi), Thailand. *Journal of Tourism, Hospitality & Culinary Arts*, 3(2), 69-79.

Phetvaroon, K. (2006). Application of the theory of planned behavior to select a destination after a crisis: A case study of Phuket, Thailand (Doctoral dissertation, Oklahoma State University).

Feng, L., & Phetvaroon, K. (2020, April). Exploring the Factors Influencing Outbound Chinese Tourists' Selection of Group Package Tour: The Case of Second and Third-Tier Cities in China. In *The 2nd China-ASEAN International Conference 2020 & The 2nd International Conference on Tourism, Business, & Social Sciences 2020: Insight to China and ASEAN's Wellness, Tourism, & Innovation* (pp. 748-757). Dhurakij Pundit University.

Insuwanno, P., & Phetvaroon, K. (2019). An Investigation of Senior Tourist's Expectation and Satisfactions. A case study of Andaman Province, Thailand. *Proceeding of 2019. APacCHRIE & EuroCHRIE Joint Conference. 4th Global Tourism and Hospitality Conference. 22-25 May 2019.*

Phetvaroon, K., & Insuwanno, P. (2019). Analysis of Phuket destination competitiveness: Accessing Chinese Tourists' Preferences by IPA approach. *Proceeding of 2019. APacCHRIE & EuroCHRIE Joint Conference. 4th Global Tourism and Hospitality Conference. 22-25 May 2019.*

Phetvaroon, K., & Insuwanno, P. (2015). Assessment of beach destination satisfaction between first-time senior travelers and repeat senior travelers: A case study of Phuket, Thailand. *ASEAN: The power of One*, 96.

Insuwanno, P., & Phetvaroon, K. (2015). Importance-Performance Analysis (IPA) of senior tourism: A case study of Phuket, Thailand. *"ASEAN: The Power of One*, 25.

Phetvaroon, K., Phucharon, C. (2010). Phuket's Tourism Demand". *Proceeding of 2010. The 8th Asia-Pacific (APacCHRIE) Conference Phuket 12-14 August 2010.*

Phetvaroon, K., & Weerakit, N. (2009). An Analysis of Visitors' Image toward the Phuket Vegetarian Festival. *Proceedings of the 7th Asia-Pacific (APacCHRIE) Conference Singapore 28-31 May 2009.*

Weerakt, N., & Phetvaroon, K. (2009). Festival Segmentation: A case of Phuket Vegetarian Festival in Thailand, *Proceeding of the 7th Asia-Pacific CHRIE (APacCHRIE) Conference 2009, Singapore.*

Kim, W. G., & Phetvaroon, K. (2008, July). Predicting revisit intentions of tourists who visited Phuket after Tsunami. In *Proceedings of 2008 International CHRIE Conference* (p. 319). International CHRIE Council on Hotel, Restaurant, and Institutional Education, Atlanta, Georgia, USA.

McDowall, S, Weerakit, N. and Phetvaroon, K. (2008). An Analysis of Visitors of Visitors' Motivations to attend the Phuket Vegetarian Festival. Proceedings of the 6th Asia- Pacific (APacCHRIE) Conference and the ICE International Panel of Experts Forum 2008.

Phetvaroon, K. & Woody, K. (2008). Factor Affecting Tourists' Revisit Intentions: A case study of Krabi, Thailand, Proceedings of the 6th Asia-Pacific (APacCHRIE) Conference and the ICE International Panel of Experts Forum 2008.

Phetvaroon, K. (2007, November). International Tourists' Motivation to Phuket, Thailand after Major Disasters. In Conference Proceedings (Vol. 8, pp. 202-210). The 8th International Joint World Cultural Tourism Conference 2007, Busan, Korea.

Phetvaroon, K., Rachjaibun, N., & Promsivapallop, P. (2006). Tourist satisfaction with tourism product in Phuket, Thailand. In the Fifth Asia Pacific Forum for Graduate Student Research in Tourism Threats and Challenges to the Tourism Industry: Reform and Perform (pp. 315-324).

Phetvaroon, K (2006). Perceived importance of destination attributes after crisis. Welcome Message, 785. Proceedings of 2006 the Fifth Asia Pacific Forum for graduate Student Research in Tourism, Bangkok, Thailand.

Research Funding

-Predicting Post-Trip Digital Behavior Change Through Destination and Digital Detox (2025). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-Hearts of the Festival: The Role of Community in Shaping Support for the Vegetarian and Yee Peng Festivals through the Lens of Stakeholder (2025). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-The Interplay of Communication, Leadership, and Engagement in Shaping Employee Advocacy in Phuket's Spa Industry (2024). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-Senior Tourists "Visit Intentions Navigating the Terrain of Inconvenience and Constraint: An Extended Theory of Planned Behavior Model (2024). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-Drivers of green supply chain management for sustainable performance in the hospitality industry (2023). This research was funded by the Research Fund of Faculty of Hospitality and Tourism. Collaborative Research Programs with International Researcher.

-Factors affecting Local Resident Support for Specialized Expos in Phuket (2022). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-The Effect of Responsible Tourism Management on Business, Community and Visitors Case Studies of Tai Farm Chiang Mai, Boutique Hotel, Nan Province, Chiang Khan

Community and the old town of Phuket (2021) under the Social Spearhead Strategic Plan, the Thai 4.0 Work Plan, supported by National Research Office (NRCT). Being the head of the sub-project responsible for the case study of the old town of Phuket.

-The role of stakeholder pressures and future orientation on hotel environment performance (2021). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-Job insecurity and workplace behavior following COVID-19 layoff (2021). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-Effect of challenge stressors on work outcomes (2020). This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

- Socio-Economic Impact Assessment on the tourism Sector in Phuket on the implementation of “Covid-19 and the future of Phuket economy” (2020). This research was funded by The United Nations Development Programme (UNDP).

-Master Plan and Strategic plan for Phangnga province. This Research funded by Thai Health Promotion Foundation and Phangnga Governor.

- Study of family tourism behavior (2008). Mekong Subregion Sustainable Tourism Integrated Development Research Program: New and Challenging Markets.

- Modeling of Tourism Demand. This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

-An Investigation of Phuket Vegetarian Festival motivation and event satisfaction. This research was funded by the Research Fund of Faculty of Hospitality and Tourism.

Books

Festival Tourism (2013): Vegetarian Festival and the Phuket King's Cup Regatta International Sailing Competition.

Tourism Economics (2013): Co-authored with Professor Dr. Mingsarn Kaosa-ard, Dr. Akarapong Untong, Dr. Porntip Thiantiwit, and Nukul Kruefoo.

Case Studies on Local Administration's Natural Resource Management (2012): Co-authored with Professor Dr. Mingsarn Kaosa-ard and Chaiyapong Samniang.

Local Administration and Natural Resource Management: Authority, Problems, and Policy Recommendations (2011): Co-authored with Professor Dr. Mingsarn Kaosa-ard, Dr. Sophon Chomchan, Chaiyapong Samniang, Dr. Akarapong Untong, Patthama Chupasert, and Dr. Sawaeng Ruaysungnern.

Reward and Achievement

- Distinguished Researcher in Research and Innovation, Humanities and Social Sciences Field, for the year 2022. Prince of Songkla University.
- Outstanding Researcher, Faculty of Hospitality and Tourism, for the year 2022.
- The paper "Effect of challenge stressors on work outcomes (2020)" published in the International Journal of Hospitality Management (IJHM) was selected as one of the top-3 most cited articles in the year 2020.
- Outstanding Researcher, Faculty of Hospitality and Tourism, for the year 2013.
- Member of the Mediation Committee for Criminal Cases in the Investigation Stage, Phuket Provincial Police Station, in 2010.
- Completed an Executive Development Program at the Fourth Army Region in August 2009.
- President Award in recognition of outstanding leadership by Lion Club of Phuket Pearl, year 2008-2009.

Certificate

- Certificate in Medical and Health Leadership (LIFE: Longevity Program), Cohort 1 Department of Health, Ministry of Public Health, Thailand, in collaboration with Vachira Phuket Hospital. Certificate Awarded: March 27 2025.
- Certificate in Sound Therapy Teacher Training (30 Hours) Shantilika Sound Healing Academy, Svetlanta Kaivalya International Sound Healing Academy. Date of Completion: September 7, 2025