



Associate Professor Ann Suwaree Ashton, Ph.D.

รองศาสตราจารย์ ดร.สุวารี นามวงศ์

Associate Dean for Administration

National Institute of Development Administration

รองคณบดีฝ่ายบริหาร คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ (นิด้า)



suwaree.n@nida.ac.th



+66 97 086 2070



Ann Suwaree Ashton



GSTM NIDA 148 Moo 3, Sereethai Road, Klong-Chan, Bangkok, Bangkok 10240 THAILAND

AREAS OF EXPERTISE

- ◆ Wellness tourism development
- ◆ Marketing and consumer behaviour in hotel
- ◆ Hotel restaurant co-branding
- ◆ Spiritual tourism development
- ◆ Human resources management
- ◆ Destination branding development

EDUCATION

DOCTOR OF PHULOSOPHY INHOSPITALITY	2010
School of Tourism, University of Queensland, Australia	
MASTER OF BUSINESS IN INTERNATIONAL HOTEL MANAGEMENT	2006
School of Tourism, University of Queensland, Australia	
BACHELOR OF ART IN PHYSICAL EDUCATION	1991
Kasetsart University, Thailand	
EXECUTIVE MANAGEMENT CERTIFICATE, CLASS 5	2018
National Building Institute	
COMPETENCY MANAGEMENT FOR EXECUTIVE MANAGEMENT, CLASS 10	2018
National Institute of Development Administration (NIDA)	

PROFESSIONAL EXPERIENCES

ASSOCIATE DEAN FOR ADMINISTRATION	2018 – Present
GSTM, National Institute Development Administration (NIDA)	

FULL-TIME LECTURER OF GRADUATE SCHOOL OF TOURISM MANAGEMENT (GSTM)	2012 – Present
National Institute Development Administration (NIDA)	
SENIOR LECTURER HOTEL MANAGEMENT	2010 - 2012
Waiariki Institute of Technology, Rotorua, New Zealand	
LECTURER / TUTOR	2010 - 2011
Business School and Hotel Management School Southern Institute of Technology, Invercargill, New Zealand	
TUTOR / TEACHER ASSISTANT	2007 - 2010
The School of Tourism, the University of Queensland, Australia	
GUEST SERVICE AGENT	2006 - 2007
The Sebel King George Square Hotel, Brisbane, Queensland, Australia	
ROOM ATTENDANCE	2003-2004
The Sebel King George Square Hotel, Brisbane, Queensland, Australia	
HUMAN RESOURCES MANAGER	2001-2002
Novotel Hotel, Phuket, Thailand	
HUMAN RESOURCES MANAGER	1997-1998
Amari Orchid Resort Hotel, Pattaya, Thailand	
ASSISTANT ADMINISTRATION MANAGER	1992-1997
Amari Airport Hotel, Bangkok Thailand	

PROFESSIONAL ACHIEVEMENT

THE WINNER OF THE BEST PAPER AWARD	2019
Paper title “Thai Street Food and Brand Image Development: The Investigation from Tourist Perspective” Paper presented at the Penang International Conference on Hospitality 2019 (PiTCH 2019) and 2nd National Healthcare Food Service Conference (NHFSC 2019), 7-8 Sep, Penang, Malaysia.	

THE WINNER OF THE BEST PAPER AWARD

2019

Paper title “Activity uniqueness development for creative tourism: Tourist perspective, Chiang- Mai, Thailand case study. At the 29th Annual Conference of the Council for Australian University Tourism and Hospitality Education (CAUTHE), 11-14 February 2019, Cairns, Australia.

THE WINNER OF THE BEST PAPER AWARD

2010

The theme of “Demand, Consumer Behavior and Marketing”.

Presented by “Tourism Research Australia” at the 20th Annual Conference of the Council for Australian University Tourism and Hospitality Education (CAUTHE), 8-11 February 2010, Hobart, Tasmania, Australia.

THE WINNER OF THE BEST PHD PAPER AWARDS

2010

Presented by “The Bill Faulkner Memorial Awards” at the “20th Annual Conference of the Council for Australian University Tourism and Hospitality Education (CAUTHE), 8-11 February 2010, Hobart, Tasmania, Australia.

JOURNAL ARTICLE

Bhumiwat, A., & Ashton, A.S. (2020). Wellness Tourism Development: Spa for Health in the Hotel Industry and Tourist Perception *Journal of Tourism Quarterly* 2(3-4), 54-66.

Bhumiwat, A. & Ashton, A.S. (2020). Emotional Tourist Experience Model: Exploring the Health-wellbeing for the Active 50-plus Tourist *Journal of Tourism, Hospitality & Culinary Arts*, 12(3), 84-105.

Ashton, A. S., Limisariyapong, S., & Islam, R. (2020). The development of Value perception toward cultural tourism destination: a Northeast Thailand case study. *ESTEEM Journal of Social Sciences and Humanities*, 4, 243-252.

Islam, R., Ashton, A. S., & Ngelambong, A. (2020). Committed to Flying High in the Low-cost Airline Industry? An Extrinsic and Intrinsic Motivation Approach. *ESTEEM Journal of Social Sciences and Humanities*, 4, 231-242.

Ashton, A., S., Scott, N., & Choibamroong, T. (2019). Place Development for International Retirement Migration: The Decision-making Process Model. *Journal of Place Management and Development*, 12 (3), 449-468.

Mitgosoom, Y., & Ashton, A. S. (2019). Thai Street Food and Brand Image Development: An investigation from tourists’ perspective. *Journal of Tourism Hospitality & Culinary Arts*, 11(2), 69-82.

- Vithayaporn, S., & Ashton, A. (2019). Employee Engagement and Innovation Work Behavior: A Case Study of Thai Airways International. *ABAC ODI Journal Vision. Action. Outcome*, 6(2), 45-62.
- Ashton, A., S., (2018). Spiritual Retreat Tourism Development in the Asia Pacific Region: Investigating the Impact of Tourism Satisfaction and Intention to Revisit: A Chiangmai, Thailand Case Study. *Asia Pacific Journal of Tourism Research*, 23(11), 1098-1114.
- Ashton, A. S. (2017). How Human Resources Management Best Practice Influence Employee Satisfaction and Job Retention in the Thai Hotel Industry *Journal of Human Resources in Hospitality & Tourism*, 17 (2), 175-199.
- Ashton, A., S. & Scott, N. (2017). International Retirement Migration Thai Stakeholders' views: A Japanese Case Study *Journal of Place Management and Development*, 10 (1), 7-22.
- Ashton, A. S. (2015). Developing a Tourist Destination Brand Value: A Case Study of Stakeholders' Perspective. *Tourism Planning and Development Journal*. 12 (8), 391-411 doi: 10.1080/21568316.2015.1013565
- Ashton, A. S. (2014). Tourist Destination Brand Image Development An Analysis Based on Stakeholders' Perception A Case Study from Southland, New Zealand. *Journal Vacation Marketing*, 20 (3), 279-292 doi: 10.1177/1356766713518061.
- Scott, N. & Ashton, S. A. & Ding, P. & Xu, H. (2011). Issues of Tourism Branding and Nation Building in China, *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 227-234.
- Ashton, A. S., & Scott, N. (2011). Hotel Restaurant Co-Branding: The Relationship of Perceived Brand Fit with Intention to Purchase. *Journal of Vacation Marketing*, 17 (4), 275-286.
- Ashton, S. A. & Scott, N. & Solnet, D. & Breakey, N. (2010), Hotel Restaurant Dining: The Relationship between Perceived Value and Intention to Purchase, *Tourism and Hospitality Research*, Vol 10 (3),206-218.
- Ashton, A. S., & Lakpetch, P. (2016, 8-11 February). Stakeholders' Perspective and a Way Forward for Destination Development for Japanese International Retirement Migration Tourists in Thailand. Paper will be presenting at the Council for Australasian Tourism and Hospitality Education Annual Conference (CAUTHE), Sydney, Australia. (The Journal of Hospitality and Tourism Management is CAUTHE's official journal) (Q3)
- Ashton, A. S., & Chootiraka, M. (2016, 8-11 February). Mitigating Destination Risk Perception: A Study on International Retirement Migration Tourist in Thailand. Paper will be presenting at the Council for Australasian Tourism and Hospitality Education Annual Conference (CAUTHE), Sydney, Australia. (The Journal of Hospitality and Tourism Management is CAUTHE's official journal) (Q3)

- Ashton, A. S.** (2515, 2-5 February). Effectiveness of Tourism Destination Development for the International Retirement Migration Tourist. Paper was presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Gold Coast, Australia. (The Journal of Hospitality and Tourism Management is CAUTHE's official journal) (Q3)
- Ashton, A. S.** (2015, 8-12 June). Labor and Skill Shortage Crises: The Effects of Employees' Attitude and Job Satisfaction Paper will be presenting at the Advances in Hospitality and Tourism Marketing and Management Conference (AHTMM), Beppu, Japan.
- Damchoo, P., & **Ashton, A. S.** (2013). Website Trustworthiness: Medical Tourism in Thailand Paper presented at the The 8th GMSARN International Conference; On Green Growth in GMS: Energy, Environment and Social Issues, (18-20 December), Mandalay, Myanmar.
- Choosri, C., & **Ashton, A. S.** (2013). Environment Protection and Conservation Best Practice for Waste Management of Small Sized Hotels in the Southern Gulf of Thailand. Paper presented at the The 8th GMSARN International Conference; On Green Growth in GMS: Energy, Environment and Social Issues, (18-20 December) Mandalay, Myanmar.
- Uthayan, C., **Ashton, A. S.**, & Lagarensen, B. (2013). Integrating Tourism into Tourism Package Plan of Tourist Destination Region: A Case Study of Phuket, Thailand Paper presented at the 3rd Regional Conference on Tourism Research, (29-31 October), Langawi, Malaysia.
- Ashton, A.S.** (2013). Destination Brand Values Development: A Case Study from Southland, New Zealand. Paper presented at the annual conference Asia Pacific of Tourism Association (APTA) (1-4 July 2013), Bangkok Thailand.
- Oglesby, C., & **Ashton, A. S.** (2013). Activity Preference of Australian Outbound Cosmetic Tourists to Thailand. Paper presented at the World Conference on Hospitality Tourism and Event Research and International Convention and Expo Summit 2013, (25-28 May) Bangkok, Thailand.
- Ashton, A. S.**, & Scott, N. (2012, 6-9 February). Tourism Destination Branding and Brand Image Development: Stakeholders' Perception Southland Region, New Zealand-Case Study. Paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference Melbourne, Australia. La Trobe University.
- Ashton, A. S.**, & Scott, N. (2012, 6-9 February). Tourism Destination Branding and Brand Image Development: Stakeholders' Perception Southland Region, New Zealand-Case Study. The paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference Melbourne, Australia. La Trobe University.
- Ashton, S. A.** (2011, 8-11 February). Hotel Restaurant Co-branding: Consumer Evaluation of Perceived Risk and Intention to Purchase. The paper was presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference Adelaide, Australia. The University of South Australia.

Ashton, S. A. & Scott, N. & Solnet, D. & Breakey, N. (2010, 8-11 February). Hotel Restaurant Dining: The Relationship between Perceived Value and Intention to Purchase. The paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference, Hobart, Tasmania, Australia. Tasmania University.

Scott, N. & **Ashton, S. A.**, Ding, P & Xu, H (2009, 2-4 December), Issues of Tourism Branding and Nation Building in China. The paper presented at the 3rd International Conference on Destination Branding and Marketing. Macao, China.

Ashton, S. A., Scott, N., Breakey, N., & Solnet, D. (2009, 7-9 July), Hotel Restaurant Dining an Examination of the Relationship between Consumer Socio-demographic Characteristics and Purchase Goals. The paper presented at the 8th Asia Pacific Forum for Graduate Students Research in Tourism. Seoul, Korea.

Ashton, S. A. & Scott, N. & Breakey, N. (2008, 10-14 February), Hotel Restaurant Co-branding. The paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Gold Coast, Australia. Griffith University.

Ashton, S. A. & Scott, N. (2007, 16-18 July), An Examination of the Effect of Prior Travel Experience on Perceived Risk through use of 'Blogs'. The paper presented at the 3rd Tourism Outlook Conference. Kuala Lumpur, Malaysia, eds. N. Othman & C. Arcodia.

Ashton, S.A. & Scott, N. (2007), International Hotel Restaurant Co-Branding Strategy. The paper presented at the Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference. Manly, Sydney, Australia (11-14 February)

RESEARCH PROJECTS

Director of Research project "University to Tambol , "Retirement School for Wellness life" Funded by *Ministry of Higher Education Science Research and Innovation*. (2021-2022).

Director of Research Project on "The Development of Quality Spa Tourism for International Level (2019-2020). Funded by *The Thailand Research Fund Thailand Science Research and Innovation (TSRI)*.

Director of Research Project on "Enhancing the Research Network and Bringing Innovation into the Ecological Economic of the Andaman Cluster (2019-2020). Funded by *National Research Council of Thailand (TRF)*.

Director of Professorship Scholarship Research Project, on "International Retirement Migration Development (2017, 2018). *Funded by National Institute of Development Administration*.

BOOK

- 2019** Suwaree Namwong Ashton, Stress Release when writing Academic Paper. สุวารีย์ นามวงศ์. (2562). หายเครียดเพราะเขียนบทความ เทคนิคการเขียนบทความ ความอุตสาหกรรมการบริการ และการท่องเที่ยวสำหรับนักวิชาการมือใหม่. บางกรวย นนทบุรี โรงพิมพ์รัตนไตร

BOOK CHAPTER

- 2020** Ashton, S. A. (2020). Elephant Tourism Conservation and the Need for a New Strategy: Thai Stakeholder Attitudes in E. Laws, N. Scott, X. Font & J. Koldowski (Eds.), The Elephant Tourism Business London: CABI.
- 2021** Ashton, A., S. (2021). Strategic Approach to Spiritual Tourism Destination Branding Development among Millennials. In S. K. Walia (Ed.), Millennials, Spirituality and Tourism London: Routledge, Taylor & Francis Group. (In progress)

Scan QR Code for a full CV
<https://qr.go.page.link/9fyGf>

