

# Curriculum Vitae

## Amnaj Khaokhrueamuang

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### Research Interests

Rural tourism and community development, agricultural extension (tea tourism), culture and heritage, and sustainability

### Educational Background

- 2001 B.A. Business English (Second Class Honors),  
Pibulsongkram Rajabhat University, Phitsanulok, Thailand
- 2001 Cert. in English for Specific Careers (Tourism),  
Sukhothai Thammathirat Open University, Nonthaburi, Thailand
- 2002 Cert. in Education,  
Sukhothai Thammathirat Open University, Nonthaburi, Thailand
- 2003 Grad.Dip. in Ecotourism,  
Srinakharinwirot University, Bangkok, Thailand
- 2008 M.Sc. Ecotourism Planning and Management,  
Srinakharinwirot University, Bangkok, Thailand
- 2010 Cert. in Japanese Language Program for Teacher Training Students,  
Tokyo University of Foreign Studies, Tokyo, Japan
- 2014 Ph.D. Tourism Science,  
Tokyo Metropolitan University, Tokyo, Japan

### Employment

- 2001/06 - 2001/08 Airport Staff, Association of Thai Travel Agents, Bangkok, Thailand
- 2001/09 - 2011/09 Lecturer, Phranakhon Rajabhat University, Bangkok, Thailand
- 2016/04 - 2019/03 Lecturer, Center for Tourism Research, Wakayama University,  
Wakayama, Japan
- 2019/04 - present Associate professor, School of Management and Information  
(Tourism Management Major),  
Graduate School of Management and Information of Innovation,  
University of Shizuoka, Shizuoka, Japan

## **Publications**

### **Edited Book**

1. Jolliffe, L., Aslam., M.S.M., Khaokhrueamuang, A., and Chen, L. (2023). *Routledge Handbook of Tea Tourism*. London: Routledge.

### **Book Chapters**

1. Khaokhrueamuang, A. (2014) The commodification of rurality in Mae Kampong village for Japanese long-stay tourism in Chiang Mai, in King, T.V. and Porananond, P., (eds), *Rethinking Asian Tourism: Culture, Encounters and Local Response*, pp. 166-196, Cambridge Scholars Publishing, UK.
2. カウクルアムアン アムナー (矢ヶ崎典隆 訳) (2018) タイのデルタにおける自然保護とエコツーリズム. シリーズ地誌トピックス 2 ローカリゼーション 地域へのこだわり (矢ヶ崎典隆・菊地俊夫・丸山浩明 編), pp.110-122, 朝倉書店、東京.  
(Khaokhrueamuang, A. (2018) Natural conservation and ecotourism in the delta of Thailand, in Yagasaki Noritaga, Kikuchi Toshio, and Murayama (eds), *Geographical Series Topic 2: Localization*, pp.110-122, Asashoten, Tokyo.)
3. Khaokhrueamuang, A. (2021) International exchange in tea tourism: Reconceptualizing Japanese green tourism for sustainable farming communities, in Sharpley, R. and Kato, K., (eds), *Tourism Development in Japan: Themes, Issues and Challenges*, pp.140-159, Routledge, UK.
4. Khaokhrueamuang, A., Kachendechea, W., Srichamnong, P. (2022) Koyasan's temple lodging: Shades of grey in the luxury tourism spectrum, in Kotur, A.S. and Dixit S.K., (eds), *The Emerald Handbook of Luxury Management for Hospitality and Tourism*, pp.57-82, Emerald Publishing, UK.
5. Khaokhrueamuang, A., Yagi, H., Yokota, M., and Goto, S. (2023) Tea Cafés and Community Diversification. In: Jolliffe, L., Aslam., M.S.M., Khaokhrueamuang, A., and Chen, L. (eds)., *Routledge Handbook of Tea Tourism*. London: Routledge, 259-268.
6. Khaokhrueamuang, A., Chueamchaitrakun, P. and Nakakoji, K. (2023) International Exchanges and Gastronomical Tea Tourism. In: Jolliffe, L., Aslam., M.S.M., Khaokhrueamuang, A., and Chen, L. (eds)., *Routledge Handbook of Tea Tourism*. London: Routledge, 247-258.
7. Khaokhrueamuang, A., Akari, T., Kohei, N. and Koichi, K. (2023) The heritage railway and tea tourism: The case of Senzu, Japan. In: Jolliffe, L., Aslam., M.S.M., Khaokhrueamuang, A., and Chen, L. (eds)., *Routledge Handbook of Tea Tourism*. London: Routledge, 48-57.
8. Kunihiro, I. and Khaokhrueamuang, A. (2023) Marketing Green Tea Tourism Destination. In: Jolliffe, L., Aslam., M.S.M., Khaokhrueamuang, A., and Chen, L. (eds)., *Routledge Handbook of Tea Tourism*. London: Routledge, 224-234.
9. Ishigami, K. and Khaokhrueamuang, A. (2023) Tea tourism promotion in globally

important agricultural heritage systems. In: Jolliffe, L., Aslam, M.S.M., Khaokhrueamuang, A., and Chen, L. (eds)., *Routledge Handbook of Tea Tourism*. London: Routledge, 269-276.

10. Khaokhrueamuang, A. (2023) Branding wine products and wine tourism destinations through e-storytelling: examining contemporary tourism interpretation. In: Dixit, S. K. (ed)., *Routledge Handbook of Wine Tourism*. London: Routledge, 588-602.

### Peer-reviewed Journal Articles

1. Khaokhrueamuang, A. (2008) The development of ecotourism walking field trip program: a case study of Wat Prasrimahadhat Secondary Demonstration School Phranakhon Rajabhat University Bangkok, *The 2<sup>nd</sup> Symposium on Graduated Research, Phranakhon Rajabhat University, Bangkok*, 2: 456-467.
2. Khaokhrueamuang, A. (2014) Sufficiency economy agritourism: globalizing Thai food in the urban fringe. *International Journal of Economic and Social Sustainability*, 1: 3-21.
3. Khaokhrueamuang, A. (2014) Sustainability of rural land use based on an integrated tourism model in Mae Kampong village, Chiang Mai Province, Thailand. *Geographical Review of Japan Series B*, 86 (2): 157-173.
4. Khaokhrueamuang, A. (2014) The characteristics of agricultural practices in Bang Kachao area, the Bangkok metropolitan fringe. *International Journal of Tourism Science*, 7: 1-10.
5. Khaokhrueamuang, A. (2017) Agricultural heritage systems of orchard based on the concept of satoyama and sufficiency economy: green tourism perspectives for Japan and Thailand. *Journal of Thai Interdisciplinary Research*, 12 (3):38-49.
6. Khaokhrueamuang, A. and Chueamchaitrakun, P (2019) Tea Cultural Commodification in Sustainable Tourism: Perspectives from Thai and Japanese Farmer Exchange. *Special Issues of Rajabhat Chiang Mai Research Journal*, 104-117.
7. Khaokhrueamuang, A., Chueamchaitrakun, P., Kachendecha, W., Tamari Y., Nakakoji, K. (2021) Functioning Tourism Interpretation on Consumer Products at the Tourist Generating Region through Tea Tourism. *International Journal of Culture, Tourism, and Hospitality*, 15(3): 340-354.

### Non-peer-reviewed Journal Articles

カウクルアムアン アムナー (2018) 観光における茶文化の商品化、公益社団静岡県茶業会議所月刊「茶」, 71 (831- 843)(2018 年 1 月～12 月)

(Khaokhrueamuang A. (2018) Tea cultural commodification in tourism, *Monthly Tea Magazine of Chamber of Tea Association of Shizuoka Prefecture*, 71 (831- 843) (January-December 2018)).

1.観光における茶文化の商品化 1 章：茶地域振興とサステナブル・ツーリズム、71 (831): 8－12

(Tea cultural commodification in tourism, Chapter 1: Tea community development and

sustainable tourism)

2.観光における茶文化の商品化 2章：茶文化とツーリズム、71 (832): 6－11

(Tea cultural commodification in tourism, Chapter 2: Tea culture and tourism)

3.観光における茶文化の商品化 3章：茶とグリーン・ツーリズムー日本の田原のケース (1)、71 (833): 6－11

(Tea cultural commodification in tourism, Chapter 3: Tea and green tourism, case of Tawara community, Japan 1)

4.観光における茶文化の商品化 4章：茶とグリーン・ツーリズムー日本の田原のケース (2)、71 (834): 6－11

(Tea cultural commodification in tourism, Chapter 4: Tea and green tourism, case of Tawara community, Japan 2)

5.観光における茶文化の商品化 5章 茶とコミュニティー・ベースド・ツーリズムータイの北部農村のケース(1)、71 (835): 6－9

(Tea cultural commodification in tourism, Chapter 5: Tea and community-based tourism, case of villages in northern Thailand 1)

6.観光における茶文化の商品化 5章 茶とコミュニティー・ベースド・ツーリズムータイの北部農村のケース(2)、71 (836): 6－10

(Tea cultural commodification in tourism, Chapter 5: Tea and community-based tourism, case of villages in northern Thailand 2)

7. 観光における茶文化の商品化 6章 茶とヘルスツーリズム： タイ北部の有機栽培茶のケース (1)、6－10 頁

(Tea cultural commodification in tourism, Chapter 6: Tea and health tourism, case of organic tea growing in northern Thailand 1)

8.観光における茶文化の商品化 6章 茶とヘルスツーリズム： タイ北部の有機栽培茶のケース (2)、6－10 頁

(Tea cultural commodification in tourism, Chapter 6: Tea and health tourism, case of organic tea growing in northern Thailand 2)

9.観光における茶文化の商品化 7章 茶とヘリテージ・ツーリズム：ヒル・カントリー丘陵地帯のケース、6－11 頁

(Tea cultural commodification in tourism, Chapter 7: Tea and heritage tourism: case of the Hill Country, Sri Lanka)

10. 観光における茶文化の商品化 7章 茶とヘリテージ・ツーリズム：日本の宇治のケース、6－9 頁

(Tea cultural commodification in tourism, Chapter 7: Tea and heritage tourism: case of Uji, Japan)

11.観光における茶文化の商品化 7章 茶とヘリテージ・ツーリズム：中国、韓国、日本の世界農業遺産のケース、6－11 頁

(Tea cultural commodification in tourism, Chapter 7: Tea and heritage tourism: case of Globally Important Agricultural Heritage System (GIAHS) in China, Korea, and Japan)

12.観光における茶文化の商品化 8章 茶と持続可能な観光開発：日本の茶生産コミュニティーの展望、

(Tea cultural commodification in tourism, Chapter 8: Tea and Sustainable tourism development: Perspectives for tea producing communities in Japan)

### International Conference Papers

1. Khaokhrueamuang, A. (2012) An integrated tourism model for sustainability of rural land use in Mae Kampong Village, Chiang Mai province Thailand. *Abstract Proceedings of the 7<sup>th</sup> China-Japan-Korea Joint Conference on Geography*, Changchun, China, 3-6 August 2012, pp.46-47.
2. Khaokhrueamuang, A. (2013) Sustainability of rural development based on sufficiency economy agritourism in Bang Kachao area, the Bangkok metropolitan fringe, *Program of the 2013 IGU Regional Conference*, Kyoto, Japan, 4-9 August 2013.p.22.
3. Khaokhrueamuang, A. (2013) Sufficiency economy agritourism: globalizing Thai food in the urban fringe. *Full Paper Proceedings of the 2013 International Conference on Economic and Social Sustainability (ICESS)*, Tokyo, Japan, 30 September 2013, pp.158-169.
4. Khaokhrueamuang, A. (2013) The Commodification of Rurality in Mae Kampong Village for Japanese Long-Stay Tourism in Chiang Mai. *Full Paper Proceedings of the International Conference on Tourism and Culture in Asia*, Chiang Mai, Thailand, 17-18 November, 2013, pp.218-245.
5. Khaokhrueamuang, A. (2014) The characteristics of agricultural practices in Bang Kachao area towards agritourism promotion in the Bangkok metropolitan fringe. *Abstract Proceedings of the 9<sup>th</sup> China-Japan-Korea Joint Conference on Geography*, Busan, Korea, 6-9 July 2014, pp.159 .
6. Khaokhrueamuang, A. (2014) Measuring sustainability of rural tourism in Mae Kam Pong Village and Bang Nam Phueng village Thailand. *Program of the IGU Regional Conference*, Krakow, Poland 18-22 August 2014, p.76.
7. Khaokhrueamuang, A. (2015) The commodification of ‘rurality’ and tourism: A creative model for sustaining Japonica rice production in northern Thailand. *Full Paper Proceedings of the International Conference on Tourism and Business*, Mahidol University, Bangkok, Thailand, 12-14 January 2015, pp.179-190.
8. Khaokhrueamuang, A. (2016) Food tourism development based on sufficiency economy agriculture in Chom Chaeng village: conceptualizing Thai cuisine with the Japanese dietary. *Abstract Proceedings of the International Conference on Emerging Tourism in the Changing World*. 12-13 November 2016, the Imperial Mae Ping Hotel, Chiang Mai, Thailand, p. 4.
9. Khaokhrueamuang, A. (2016) The agricultural heritage system of orchard based on the concept of satoyama and sufficiency economy agriculture: green tourism perspectives for Japan and Thailand. *Proceedings of the International Conference of Multidisciplinary Approaches on UN Sustainable Development Goals (UNSDGs) (Session: Hospitality and Tourism Management)*. 28-29 December 2016, the Hotel Windsor Suites & Convention,

Bangkok, Thailand, p. 139.

10. Khaokhrueamuang, A. (2017) Food tourism potential based on sufficiency economy agriculture in Chom Chaeng village, Thailand. *Abstract Proceedings of the 23rd Asia Pacific Tourism Association Annual Conference*. 18-21 June 2017, Busan, Korea, pp. 460-464.
11. Khaokhrueamuang A., Choochat, C. and Kanlaya, L. (2017) Dark tourism in Japanese military routes in northern Thailand. *Full Paper Proceedings of the International Symposium on Tourism for Peace*. 9-11 August 2017, the Crowne Plaza ANA Nagasaki Gloverhill, Nagasaki, Japan, pp. 17-23.
12. Khaokhrueamuang, A. and Chueamchaitrakun, P. (2017) Tea culture in green tourism: sustainability of food systems in the tea cultivated communities of Japan and Thailand. *Abstract Proceedings of the Gari Winter Research Symposium 2017 (Session: the 4th International Conference on Health and Medicine)*. 22 December 2017, the Galle Face Hotel, Columbo, Sri Lanka, p.79.
13. Khaokhrueamuang, A. Kachendecha, W. and Srichamnong, P. (2018) Koyasan's temple lodging as a Japanese luxury destination in the reginal cities: perspectives from Thai tourists. *Abstract Proceedings of the World Luxury Destinations Conference 2018*. 1-2 March 2018, the Millenium Hilton Hotel, Bangkok, Thailand, pp.15-16.
14. Khaokhrueamuang, A. (2018) Sacralization of declined Buddhist pilgrimage routes: case of Doi Suthep, Thailand. *Abstract Proceedings of the 10<sup>th</sup> International Religious Tourism and Pilgrimage Annual Conference*, University of Santiago de Compostela, 27-30 June 2018. Spain.
15. Khaokhrueamuang, A. (2018) Conceptualizing Thai cuisine with Japanese dietary: Values toward the UNESCO's intangible cultural heritage and rural tourism, *Full papers of International Conference in Tourism Business and Social Sciences*, 29-30 November 2018, Dhurakit Bundit University, Bangkok, Thailand.
16. Khaokhrueamuang, A., Chueamchaitrakul, P. (2019) Tea cultural commodification in sustainable tourism: Perspectives from Thai and Japanese farmer exchange, *Full papers of The 1<sup>st</sup> ICRU International Conference on Sustainable Community Development*, 18-19 February 2019, Chiang Mai Rajabhat University, Thailand.
17. Khaokhrueamuang, A., Chueamchaitrakul, P., Kachendecha, W., Tamari Y., Nakakoji, K. (2021) Tourism interpretation of Japanese green tea products: Attracting Thai tourists to Shizuoka, Japan, *Program of Global Hospitality and Tourism Conference on Experiential Management and Marketing (GHTC-2020)*, 18-20 March 2021, North-Eastern Hill University, Shillong, India.

#### **National Conference papers**

1. Khaokhrueamuang, A. (2008) The development of ecotourism walking field trip program: a case study of Wat Prasimahadhat Secondary Demonstration School Phranakhon Rajabhat University Bangkok, *The 2<sup>nd</sup> Graduate Students' Research Conference*, Phranakhon Rajabhat University, Bangkok, Thailand, 20 September 2008, pp.456-467.

2. Khaokhrueamuang, A., (2014)タイ・メーカンポン村におけるルーラリティーの商品化 ― チェンマイ在住日本人向けロングステイ・ツーリズムに着目して―、2014 年日本地理学会春季学術大会、国士舘大学、27 日-30 日 3 月 2014 年、日本地理学会発表要旨集, No.85, pp. 97(Khaokhrueamuang, A (2014) The commodification of rurality for Japanese long-stay tourism in Mae Kampong village, Thailand, 2014 Annual Conference of Japanese Geography, Kokushikan University, 27-30 March 2014, abstract in Japanese).
3. Khaokhrueamuang, A. (2017) The Agricultural Heritage System of Orchard Based on the Concept of Satoyama and Sufficiency Economy Agriculture: Green Tourism Perspectives for Japan and Thailand. *Proceedings 山口大学観光政策 Informix 学会*. 20-21 January 2017, Yamaguchi University, p. 15.

### **Awards**

- 1995 - First prize of the 4<sup>th</sup> fable writing award entitled 「The rainbow sun」, Foundation For Children Publishing House, Bangkok
- 1996 - Second prize of the 5<sup>th</sup> Fable Writing Award entitled 「A girl's paper」, Foundation For Children Publishing House, Bangkok
- 2005 - First prize of Thai Essay Writing Award entitled 「Biography of King Rama IV」 The Kasattriyaram Temple Foundation, Bangkok
- 2009 - First prize of the 15<sup>th</sup> Fable Writing Award entitled 「The dream of a white fly」 Foundation For Children Publishing House, Bangkok
- 2019 - Best Research Paper Award “Tea Cultural Commodification in Sustainable Tourism: Perspectives from Thai and Japanese Farmer Exchange” The 1<sup>st</sup> ICRU International Conference on Sustainable Community Development, Chiang Mai
- 2020 – Toyota International Grant Program 2020 “Revitalizing Tea Industry Community through Gastronomical Tea Tourism” (D20-N-0126), The Toyota Foundation, Japan

### **Regular courses at the University of Shizuoka**

#### **School of Management and Information**

- Tourism Management
- International Tourism
- Introduction to Tourism

#### **Graduate School of Management and Information of Innovation**

- Advanced Study in Tourism Management
- Advanced Study in Regional Tourism