

The 3rd International Seminar on Tourism

ISOT 2018

Sustainability, Innovation, Technology

SPECIAL INTEREST TOURISM



By
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Sustainable Food



Food tourism

Special Interest Tourism, 3rd Edition



Bongkosh N. Rittichainuwat 2018

Cambridge Scholars Publishing, UK

Sustainable food for the Future

Special Interest Tourism, 3rd Edition

CHAPTER THREE

FOOD TOURISM



A close-up photograph of a yellow leaf with visible veins, serving as a background for the slide.

Why Edible Insects ?



- ❖ *In 2013, FAO (Food And Agriculture Organization of The United Nations) announced Edible insects as future prospects for food and feed security*

Nutrition Comparison



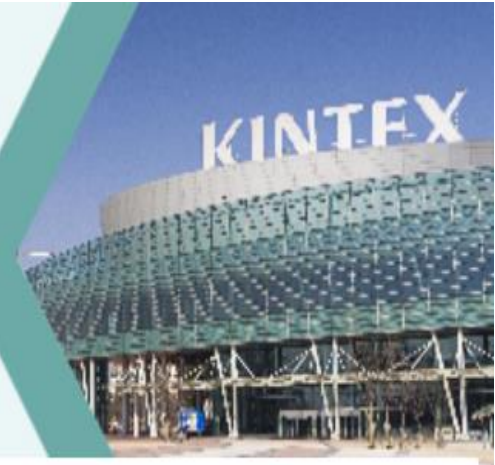
Source: Food & Agriculture Organization of the United Nations cited in <https://www.entocube.com>



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ASIAN YOUNG TALENTS SHOWCASE INNOVATIVE IDEAS OF MICE EVENT AT AFECA MICE YOUTH CHALLENGE 2018

Siam University, the team from Thailand supported by Thailand Incentive and Convention Association (TICA) and Thailand Convention & Exhibition Bureau (TCEB) was the Champion for having the most attractive, effective and strategic business plan that positioned Thailand as the ideal MICE destinations in Asia.



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Special Interest Tourism, ...

This research-based textbook covers 15 chapters on food, film, shopping, medical, ghost, and suicide tourism, based on research conducted over 15 years on tourists from East Asia and Southeast Asia, the UK, the USA, Australia, Germany, and New Zealand. It introduces students, researchers, educators, tourist bureaus, and tour operat...

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Film Tourism



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journal homepage: www.elsevier.com/locate/tourman



Applying a mixed method of quantitative and qualitative design in explaining the travel motivation of film tourists in visiting a film-shooting destination

Bongkosh Rittichainuwat^{*}, Suphaporn Rattanaphinanchai

International Program in Hotel & Tourism Management, Siam University, Thailand



H I G H L I G H T S

- A mixed method explains the behaviors of outliers without having to delete them from analysis.
- Follow-up interviews complement the limitation of the self-complete questionnaire survey.
- Qualitative results help explain unexpected travel motivations of specific film tourists.
- The size of special-interest tourists on film tourism is small (10.5%).
- Both leisure and business tourists can be specific film tourist.

Thailand's international travel image: mostly favorable

BongkoshNgamsom Rittichainuwat ¹, Hailin Qu ¹ , TomJ. Brown ¹

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[https://doi.org/10.1016/S0010-8804\(01\)80020-3](https://doi.org/10.1016/S0010-8804(01)80020-3)

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Abstract

A June 2000 study of 510 tourists examined their image of Thailand as an international travel destination and assessed the effects of the destination's image on the likelihood of the travelers' returning there. Using several statistical analyses, the study indicates that Thailand has a positive image as a rich cultural, natural, and historical travel destination. At the same time, however, Thailand's image is tarnished by pollution, prostitution, and deterioration of some tourist attractions. On balance, most tourists surveyed indicated that they would consider a return visit to Thailand. The only truly unsatisfied customers were certain tourists who had found themselves on a "free" tour that promoted shopping and other types of spending,

Medical Tourism



Ghosts: A travel barrier to tourism recovery

Bongkosh Rittichainuwat

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<https://doi.org/10.1016/j.annals.2010.10.001>

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Abstract

This study aims to assess whether or not beliefs in ghosts really deter tourists from traveling to disaster-hit destinations. To many it may appear that cultural differences do play a role in travel decision making between Asian and Western tourists. However, it is vital to provide empirical evidence of the impact of cultural differences in beliefs through a case study of the tsunami-hit destinations. Thus, this study aims to examine tourist barriers associated with tsunami-hit destinations, and also to assess cultural differences regarding such beliefs between Asians tourists from China and Thailand and Western tourists from Britain, Germany, and the United States and also across demographic profile.



Responding to Disaster: Thai and Scandinavian Tourists' Motivation to Visit Phuket, Thailand

Ngamsom Rittichainuwat

First Published November 29, 2007 | Research Article

<https://doi.org/10.1177/0047287507308323>

Abstract

This study explores travel motivation on thanatourism of tourists visiting the disaster-hit beach resort of Phuket and identifies differences in tourist motivation between Thais and Scandinavians and between tourists of different age and gender. The findings reveal that curiosity about the outcome of the tsunami, desire to help local people, and safety were the most important travel motivations. Significantly, it is found that curiosity on thanatourism of tourists is not curiosity about death but about the outcome of the disaster and that it motivated only domestic tourists but not inbound tourists. In addition, the study suggests that curiosity acts as both a push and a pull motivation for domestic tourists. The findings also suggest that women are more motivated by safety and desire to help others than are men and that young tourists are the most curious regarding thanatourism.

Tourists' and tourism suppliers' perceptions toward crisis management on tsunami

Bongkosh N. Rittichainuwat  

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<https://doi.org/10.1016/j.tourman.2012.03.018>

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Abstract

This study describes tourists' perceptions toward the importance of safety measures across tourists who stay at different types of accommodation; compares the pre and post analysis of such safety measures during normal time and six months after the disaster and identify safety measures that contribute the most to the sense of beach safety. This study uses a survey, interviews, and observation. The target population was inbound tourists traveling to Thai beaches. It was found that respondents who participated in the survey six months after the March 2011 Japanese tsunami placed more importance on almost all tsunami safety measures

Unperceived Risk



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Tourism Management

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Applying the perceived probability of risk and bias toward optimism: Implications for travel decisions in the face of natural disasters



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^c *Resort & Leisure Management, University of Pendidikan Indonesia, Setiabudhi Street, 229th, Bandung, Indonesia*

H I G H L I G H T S

- Optimistic bias related to tsunami frequency and proximity to risk sources.
- Most tourists were optimistic about the place where they travel.
- Low frequency of tsunami occurrence created unperceived risks at tsunami-prone destinations.
- Tourists with more knowledge about tsunami safety perceived less risk.
- Perceived tsunami probability is destination specific.

An Exploratory Study of Attendee Perceptions of Green Meetings

Bongkosh Rittichainuwat & Judith Mair

Pages 147-158 | Published online: 31 Aug 2012

 Download citation

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 Figures :



Journal

Journal of Convention & Event Tourism >

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Abstract

This article reports on the perceptions of convention attendees regarding green meetings. For this article, green meetings have been taken to mean those with sustainable practices and/or facilities. Attendees at four large conventions in Thailand were surveyed in order to gauge opinions on green meetings. Results suggest that broadly speaking, attendees are positive about green meetings, particularly attending meetings and staying in the same hotel; eating local food; and recycling notepaper from previous conferences. However, respondents were less positive about paying more for green meetings,

Thank You

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