

Dr. Chuanchen BI

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Ph.D. in Development Sciences, Khon Kaen University, Khon Kaen, Thailand

EDUCATIONS BACKGROUND:

Doctoral Degree: PhD in Development Science Khon Kaen University, Thailand.

Doctoral Thesis: The Strategic plan for sustainable tourism development in Xishuangbanna, China, 2016

Graduate degree: Master of Human geography, Yunnan Normal University, China

Master Thesis: The research on the daily life of Lisu ethnic village, by the view of 'representation of place', Year 2013.

Bachelor degree: Bachelor of Geography Science, Yunnan Normal University, Kunming, CHINA

Bachelor Thesis: The exploration of tourist involvement on Lijiang "Sakura House" bar in the selection of ethnic cultural , Year 2010;

WORKING EXPERIENCES:

2008.01-2010.06	Kunming Radio Station, FM102.8 Anchorperson
2010.11-2012.04	Yunnan Normal University, Lecturer for high school teacher training
2012.05-2013.06	Yunnan Normal University, Assistant for Director in International Affairs
2014.02-2014.12	Khon Kaen University, part time lecturer in Geography Mapping and Introduction for Tourism
2016.01-2016.06	International College, Khon Kaen University (KKUIC), part time lecturer in International Tourism and Special Interests Tourism
2016.07-2016.08	Khon Kaen University Coordinator for visiting Yunnan Education Expo and Yunnan Normal University
2016.09-2016.10	Visiting Professor to University Muhamadiyah Jogjakarta, Indonesia
2016.12- 2021.12	Full Time Lecturer, International College, Khon Kaen University
2018.01-2021.12	Asst. Dean for Chinese Affairs and Student Development
2017.07-now	Advisor for Master of Business Administration in Nongkhai campus, Khon Kaen University
2017.12—Now	Academic Advisor for Master of Business Administration, Doctor of Public Administration

2018.01-2021.12	Asst. Dean for Chinese Affairs and Student Development, KKUIC
2022.01-now	Full time lecturer and Asst. Dean, College of Graduate Study in Management, KKU
2022.01-now	Manager of MBA (Chinese & English program)
2022.01-now	Visiting Professor at Rattana Bandi University (Bangkok)

Projects:

1. National level project: ‘The Change of ethnic identity in the local production, take Dai ethnic as case study ’(2010-2015);
2. Province level project: ‘The research of local culture industry development and its space structure based on Yun nan national project construction’(2009-2014);
3. Province level project: ‘The research of the heritage corridor construction in Mekong river’(2009-2013);
4. ‘Encyclopedia of Yunnan province’ (2012-2015).
5. Strategic plan for sustainable tourism development in Xishuangbanna, China.

Membership:

1. Key member of Ethnic culture research center of Yunnan Normal University;
2. Key member of Ethnic culture industry protection institute, faculty of art and science, Yunnan Normal University;
3. Key member of National teacher training program for enrich the teaching skill.
4. Member of Tourism Authority of Thailand

Publication & Textbook

1. Chuanchen BI, Sekson Yongvanit, Bangkok City Excursion, a practical guidebook for principle for tour guide in Thailand, Scholar’ press, Germany 2019 (**Textbook**)
2. Wei YANG, **Chuanchen BI**, Pro-poor tourism: a new tourism policy in China for poverty alleviation, Communications on Stochastic Analysis Vol. 13 no. 8 - special issue (2019) (**SCOPUS database**)
3. Chuanchen BI, Wei YANG, The Development of Tourism Industry and its impact to Dali Erhai Lake region, Communications on Stochastic Analysis Vol. 13 no. 8 - special issue (2019) (**SCOPUS database**)
4. **Chuanchen BI**, Wei YANG, The impact of globalization: Changing of place identity upon Thai university students enrolled with international program, International Journal of Economic Research, Vol.14 No:8 (2017) (**SCOPUS database**)
5. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, New Trends of Mass Tourism Management in PR. China, Case Study of Xishuangbanna

Dai Autonomous Prefecture. *International Journal of Applied Business and Economic Research*, Vol.14 no: 11 (2016) issue. **(SCOPUS database)**

6. **Chuanchen BI, Wei YANG**, The Impact of Globalization: Changing of Place Identity upon Thai University Students enrolled with International Program, *International Journal of Economic Research*, Vol. 14, 2017. **(SCOPUS database)**
7. **Chuanchen BI**, Annika MATTISSEK, Sekson YONGVANIT, Dian Setyawati Dewanti, The Impact of Globalization: Changing of Place Identity upon Chinese and Indonesian Adolescent. *Mediterranean Journal of Social Sciences*, Vol 7 No 4 /S1 July 2016. **(SCOPUS database)**
8. **Chuanchen BI**, Sekson YONGVANIT, Yapin CHEN, Rural poverty policy and the implementation in Fugong County, *Humanities and Social Sciences*, Vol.32, No.2, May-August, 2015 **(Thailand Citation Index, Core index)**
9. **Chuanchen BI**, Wei YANG, 2013, The exploration of the selection of ethnic culture, using the tourist involvement perspective, case study of Dali 'sakura house' bar, Dali city, Yunnan province, China. *Journal of Puer university*, vol.29, No.2, pp 46-50;
10. Wei YANG, **Chuanchen BI**, 2013, The daily life of Bai ethnic and its religion life, using field theory perspective, case study of Xi village, Dali city, Yunnan province, China. *Journal of Puer university*;

Conference:

1. **Chuanchen BI**, Sekson Yongvanit, 'Rural Minimum Livelihood Guarantee Scheme in China As a Poverty Reduction Policy To Achieve The MDGs', 9th International Conference on Humanities and Social Sciences, Khon Kaen, Thailand, Nov.2013;
2. **Chuanchen BI**, Xishuangbanna Dai ethnic and its Buddhist belief, 1st Postgraduate Research Conference, Yogyakarta, Indonesia, Jan.2014;
3. Diah Setyawati Dewanti, **Chuanchen BI**, Management of Community Based Tourism in Thailand, case study Ban Prasat village, 1st Postgraduate Research Conference, Yogyakarta, Indonesia, Jan.2014.
4. **Chuanchen BI**, Sekson YONGVANIT, Annika MATTISSEK, Globalization and Its Impact to the Future Perspective in Place Identity to the Student of Grade 9, Yunnan Province, China, 10th International Conference on Humanities and Social Sciences, Khon Kaen, Thailand, Nov.2014;
5. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, The Development of Tourism Industry in Yunnan Province, PR. China, 11st International Conference on Humanities and Social Sciences, Khon Kaen, Thailand, Nov.2015;
6. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, The development of Tourism Industry and Its Impact in Xishuangbanna, PR. China, The First

International Conference on Humanities and Social Sciences at St. Thomas'College (Autonomous), Kerala, India, 2016

7. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, Dai ethnic cultural and its religion belief, International Research Conference on Management and Business at Jakarta, Indonesia, 2016
8. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, New Trends of Mass Tourism Management in PR. China, Case Study of Xishuangbanna Dai Autonomous Prefecture, International Research Conference on Management and Business at Jakarta, Indonesia, 2016
9. **Chuanchen BI**, Sekson YONGVANIT, Warangkana THAWORNWIRIYATRAKUL, Tourism Management for Multi-Cultural Based Tourism Destination in China. The First International Conference on Technology, Education and Social Science "Human Resources Development Based on Multiculturalism" at Universitas Slamet Riyadi Surakarta, Indonesia
10. **Chuanchen BI**, Wei YANG, The Impact of Globalization with Thai University Students enrolled with International Program, 8th International Conference on Socio-economic and Environmental Issues in Development, National University of Economic, Vietnam
11. Wei YANG, **Chuanchen BI**, Rural Poverty Reduction in China, Case Study of MLGS, The 3rd International Conference on Management Sciences 2017, UMY, Indonesia
12. **Chuanchen BI**, Wei YANG, Tourism Management for Ethnic Based Community Tourism in China, case study in Xishuangbanna, The 3rd International Conference on Management Sciences 2017, UMY, Indonesia
13. **Chuanchen BI**, Wei YANG, The impact of globalization: Changing of place identity upon Thai university students enrolled with international program, 6th International Conference on Economic Research and Development, New Delhi, India. July 30-31, 2017
14. **Chuanchen BI**, Wei YANG, The Impact of Globalization towards the Future Perspective in Place Identity to the Adolescent Student in Rural China, International Conference on Social Sciences and Education, Bandung, Indonesia, Nov. 21-23, 2017.
15. **Chuanchen BI**, Wei YANG, The Impact of Ethnic Cultural Selection, a research based on Dali Sakura Bar's Travelers Involvement, National Academic Conference on Fine and Applied Arts Research, Khon Kaen, Thailand, July 13-14 2018
16. **Chuanchen BI**, Wei YANG, Sustainable Tourism Development of beach-based tourism attraction in Thailand, a case study of Tao Island, Centenary International Conference on Advancements in Science and humanities, Kerela, India. March 21-23 2019
17. **Chuanchen BI**, Wei YANG, A case study of community-based tourism in Esan region: past, present and future Ban Prasat, Nakon Ratchasima (Korat) Province. Centenary International Conference on Advancements in Science and humanities, Kerela, India. March 21-23 2019

18. Yaohai LEI, Warangkana T. Chuanchen BI, The Impact of Laos-China Railway on Tourism along the Railway Line in Lao PDR, The International and National Conference on Business Administration and Accountancy, Chonburi, Thailand, February 25, 2022
19. Yaohai LEI, Warangkana T. Chuanchen BI, Strategic guidelines for the development of regional tourism along the Laos-China railway line in Laos PDR, Scientific Working Group on Southeast Asia and East Asia German Geographical Society (DGfG) Annual Conference (2022)

Awards & Certificate

1. **Outstanding paper** for The First International Conference on Humanities and Social Sciences at St. Thomas' College (Autonomous), Kerala, India, 2016
2. **Invited Speaker** for The First International Conference on Technology, Education and Social Science "Human Resources Development Based on Multiculturalism" at Universitas Slamet Riyadi Surakarta, Indonesia, 2017
3. **Best Presenter** for International Conference on Social Sciences and Education, Bandung, Indonesia. Nov. 21-23, 2017
4. **Outstanding Paper award for the** Centenary International Conference on Advancements in Science and humanities, March 21-23, 2019
5. **Invited speaker for** 'International Seminar on The challenge of industrial revolution 4.0 in University Muhamadiyah Yogyakarta' 12 March, 2019
6. **Keynote speaker** for 'International Conference on Technology, Education and social sciences, at Universitas Slamet Riyadi Surakarta, Indonesia, 2019
7. **Invited speaker for** 'International Seminar on The challenge of industrial revolution 4.0 in University Muhamadiyah Yogyakarta' 12 July, 2020
8. **Invited speaker for** '5th International Training for Young Islamic Economic Leaders (5th IT-YIELds)' in University Muhamadiyah Yogyakarta' 25th July – 06th August, 2022