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What Recovery?

A Commentary in Response to Bongkosh Ngamsom Rittichainuwat's "Tsunami Recovery: A Case Study of Thailand's Tourism"



Dr. Rittichainuwat's timely and insightful research

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DOI: 10.1177/0010880406294547
Volume 42, Issue 4 405-410

Dr. Bongkosh Ngamsom Rittichainuwat has prepared an enlightening, informative, and useful article summarizing her research findings on the impact of the December 26, 2004, tsunami



Stanley C. Plog, Ph.D., is the founder of Plog Research, Inc., and now operates as an independent consultant (scplog@earthlink.net).

Research Publication of Research Paper



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Understanding the motivation of travelers on repeat visits to Thailand

Bongkosh Ngamsom Rittichaiuwat, Hailin Qu, and Chollada Mongkhonvanit
Journal of Vacation Marketing, January 2008; vol. 14, 1: pp. 5-21.

...Ngamsom et al., ref. 9 above; *Rittichaiuwat* Ngamsom, B., Qu, H. and Brown...estimated parameters. Page 13 *Rittichaiuwat*, Qu and Mongkhonvanit Table 3...North Americans. Eur- Page 17 *Rittichaiuwat*, Qu and Mongkhonvanit opens...

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Thailand's International Travel Image: Mostly Favorable

Bongkosh Ngamsom Rittichaiuwat, Hailin Qu, and Tom J. Brown
Cornell Hotel and Restaurant Administration Quarterly, April 2001; vol. 42, 2: pp. 82-95.

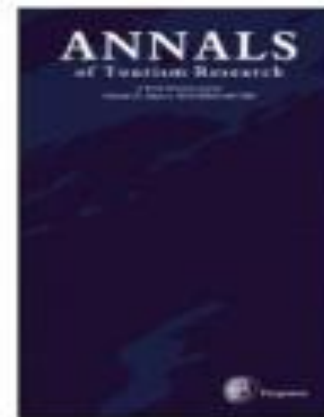
...Favorable Bongkosh Ngamsom *Rittichaiuwat* department of hotel and tourism...QUARTERLY T Bongkosh Ngamsom *Rittichaiuwat*, Ph.D., is an assistant professor...Favorable by Bongkosh Ngamsom *Rittichaiuwat*, Hailin Qu, and Tom J. Brown...



A Study of the Impact of Travel Satisfaction on the Likelihood of Travelers to Revisit Thailand.

By: *Rittichaiuwat*, Bongkosh Ngamsom; Hailin Qu; Mongkhonvanit, Chollada. *Journal of Travel & Tourism Marketing*, 2002, Vol. 12 Issue 2/3, p19, 25p

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Tourism Management



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Imprint: ELSEVIER

Strength



- Research

- Editorial boards (the only member from Thailand), Journal of Travel & Tourism Marketing
- Cornell Hotel & Restaurant Quarterly, USA, Elsevier Ltd, the Netherlands
- Journal of Hospitality & Tourism Research, official journal of I-CHRIE, SAGE Publications, Thousand Oaks, USA
- Journal of Travel & Tourism Marketing, the Haworth Press, USA



Strength



- Best Paper Award
- Rittichainuwat Ngamsom, B., Qu, H., & Mongkhonvanit, C. (2004). “What would deter travelers from Revisiting Thailand?” Paper presented at the Second Asia–Pacific CHRIE (ApacCHRIE) conference & the Sixth Biennial Conference on Tourism in Asia, Phuket, May 27–29, 2004
- Academic Excellence, Rittichainuwat Ngamsom, B.; Association of Private Universities in Thailand; November 2004

