
Pawinee Sunalai

PERSONAL DETAILS

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Date of Birth: 29 June 1974

Nationality: Thai

Language Skills: Fluent in Thai and English

EDUCATION

1998-1999 Asian Institute of Technology, Bangkok, Thailand
M.Sc. in Urban Environmental Management, School of Environment,
Resources and Development – August 1999

1992-1996 Chulalongkorn University, Thailand
B.Sc. in Material Science, Faculty of Science and Technology – March 1996

WORK EXPERIENCE

March 2005 – Present

Manager of Asian Center for Tourism Planning and Poverty Reduction, Thammasat University, Thailand

January 2004 – July 2008

Training and Project Coordinator for Southeast Asia, School of Travel Industry Management, University of Hawaii at Manoa

September 2002 – December 2003

Director of Projects and Administration for the Integration Planning and Management Company Limited, Bangkok Thailand.

August 1999 – August 2002

Project Coordinator for the Canadian Universities Consortium Urban Environmental Management (CUC UEM) Project at the Asian Institute of Technology, Bangkok, Thailand.

August 1998 – May 1999

Part time research assistant for the CUC UEM Project.

PROJECT WORKS

Project Manager on the project “Community-based Tourism Phase 1”, for Designated Areas for Sustainable Tourism Administration (DASTA). 2008-2009.

Project Manager on the project “Training on Strategic Tourism Destination Planning and Management for Local Administration Organizations”, for the Office of Tourism Development, Ministry of Tourism and Sports of Thailand. 2008.

Project Manager on the project “Capacity Building Program on Community-based Tourism in 11 Communities”, for the Office of Tourism Development, Ministry of Tourism and Sports of Thailand. 2007-2008.

Project Manager on the project “Training on Tourism Destination Management for Local Administration Organizations”, for the Office of Tourism Development, Ministry of Tourism and Sports of Thailand. 2007.

Project Manager on the project “Workshop on Developing Sustainable Tourism Strategic Plan for Suksamran Minor District, Ranong Province”, for the Post-Tsunami Sustainable Coastal Livelihoods Program funded by USAID. February 2007.

Project Manager on the project “Training on Tourism Strategy Development for Tourism Officers at the Provincial Level, for the Office of Policy and Planning, Ministry of Tourism and Sports of Thailand. 2006.

Project Coordinator and Researcher on the project “Development of the Interpretive Dimensions of the World Heritage of Sukhothai Historic Town and Associated Cities, Sukhothai and Kamphaeng Phet, Thailand”, for UNESCO and Fine Arts Department of Thailand. 2006.

Prepared final proceedings in Thai for “ASEAN NTOs Meetings, 4-7 July 2006 in Chiang Mai province, Thailand” for the Ministry of Tourism and Sports, Office of Tourism Development. 2006.

Prepared final proceedings for “Indonesia – Malaysia – Thailand Growth Triangle (IMT-GT): The 4th Meeting of the Implementing Technical Group (ITG) on Tourism Development, 20-21 April 2006 in Trang province, Thailand” for the Ministry of Tourism and Sports, Office of Tourism Development. 2006.

Prepared final proceedings for “The 2nd Thailand-Malaysia Committee Meeting on Joint Development Strategy for Border Areas, 21 April 2006 in Trang province, Thailand” for the Ministry of Tourism and Sports, Office of Tourism Development. 2006.

Team member in developing “Thailand Tourism Standards for Natural Attractions” for the Ministry of Tourism and Sports, Office of Tourism Development. 2005.

Team member in developing “Thailand Tourism Standards for Cultural Attractions” for the Ministry of Tourism and Sports, Office of Tourism Development. 2005.

Team member in developing “Thailand Tourism Standards for Recreation Attractions” for the Ministry of Tourism and Sports, Office of Tourism Development. 2005.

Conducted survey and prepared a report on “Assessment of Potential Tourism as a Rehabilitate Livelihoods in Tsunami-Affected Coastal Communities in Ranong Province, Thailand” for the Post-Tsunami Sustainable Livelihoods Program funded by USAID. September 2005.

Team member in developing “Community-based Tourism Monitoring and Evaluation Toolkit” for the Netherlands Development Organization SNV. 2005.

Team member on the project “Development of the Interpretive Dimensions of the Vat Phou Site and Champasak Cultural Landscape, Lao PDR”, UNESCO. 2005.

With Prof. Walter Jamieson prepared a background paper and final proceedings for “The Meeting on ASEAN Tourism Standard 24 August 2004, Thailand” for the Ministry of Tourism and Sports, Office of Tourism Development. 2004.

With Prof. Walter Jamieson prepared a background paper and final proceedings for “The Meeting on Mechanism for Efficient ASEAN Tourism Investment, 25 August 2004, Thailand” for the Ministry of Tourism and Sports, Office of Tourism Development. 2004.

Prepared a background paper and final proceedings for “The Second Asia Cooperation Dialogue: Tourism Business Forum, Chiang Mai” for the Ministry of Tourism and Sports, Office of Tourism Development. 2004.

With Prof. Walter Jamieson prepared a preliminary study on an ASEAN Environmental Management Certification System for Hotel Industry for a Workshop on ‘ASEAN Hotel Standard’ organized by the Ministry of Tourism and Sports, Office of Tourism Development, Thailand. 2004.

Prepared a paper on “Cultural Heritage Tourism Management: Thailand Strategies and Policies” for the Tourism Authority of Thailand, 2004.

Prepared a final proceedings and action plan on “Tourism Development Cooperation in the Emerald Triangle area (Cambodia, Lao PDR and Thailand)” for the Ministry of Tourism and Sports, Office of Tourism Development, Thailand. 2003.

With Prof. Walter Jamieson prepared a study on “National Hotel Classification in Thailand” for Ministry of Tourism and Sports, Office of Tourism Development, Thailand. 2003.

Team member with Prof. Walter Jamieson and others in developing “A Manual for Water and Waste Management: What the Facility Can Do to Improve Its Performance” funded by UNEP. 2003.

With Prof. Walter Jamieson prepared a background paper and final proceedings for “The First Asia Cooperation Dialogue: Tourism Business Forum, May 22-24, 2003, Phuket” for Ministry of Tourism and Sports, Office of Tourism Development. 2003.

Team leader in organizing a study tour on “Community-Based Tourism Development” in Thailand for the Philippines-Canada Local Government Support Program (LGSP II) funded by CIDA. 2003.

Team member with Prof. Walter Jamieson and Pallavi Mandke in “the Development of a Workbook on Poverty Alleviation through Sustainable Development” for UN ESCAP. 2002.

Assisted Professor Walter Jamieson in his work in “the Environmental Impact Assessment Study for Road Construction in Southern Lao PDR” as part of a JICA funded project. 2002.

Team member with Prof. Walter Jamieson and Pallavi Mandke in the study on “Developing an Integrated Tourism Product for Macau within the Pearl River Delta” for the Institute of Tourism Studies, Macau, 2002.

Coordinator and team member in a project developing a policy document on village-based tourism for GMS countries for AMTA. 2002.

Assisted Prof. Walter Jamieson in developing village-based tourism approaches in the Potoch Village, Cambodia. 2001.

Assisted Professor Walter Jamieson in his work in the development of the National Tourism Development Plan for Cambodia for the ADB funded project TA 3454-CAM. 2001.

Coordinator and project team member in a project providing technical assistance for the development of a community tourism plan for Klong Khwang village, Nakorn Ratchasima Province, Thailand for CUC UEM. 1999-2001.

Coordinator of the “Developing Traffic Management Alternatives at the Chang Wattana-Muang Thong Intersection” project, Nonthaburi Province, Thailand for CUC UEM. 2000.

Team member in village-based tourism project concerned with reducing poverty in Lao PDR, Viet Nam and Thailand, CUC UEM in collaboration with the Agency for Coordinating Mekong Tourism Activities (AMTA). 2000.

Coordinator and project team member with Canadian and Thai colleagues in a project developing sustainable environmental tourism destination management plans for Phimai, Nakorn Ratchasima Province, Thailand for CUC UEM. 1999-2000.

Team member with Prof. Walter Jamieson and Pallavi Mandke in the Blue Flag Feasibility Evaluation: Study for the United Nations Environment Programme (UNEP). 1999-2000.

PROJECT MANAGEMENT EXPERIENCE

Experiences in project management include:

- Preparing project proposal.
- Monitoring project impacts.
- Responsibility for financial management of the project and organization.
- Supervising administrative support staff in preparing monthly financial reports.
- Involvement in the preparation of results based management reports as well as quarterly and annual reports.
- Responsibility for the production of all project publications.

EVENTS COORDINATION

Coordinated and organized 5-day training course on “Strategic Management and Planning of Tourism Destinations” during 16-20 June 2008 in collaboration with PATA Foundation and Asian Institute of Technology (AIT). Bangkok. 2008.

Organized public lecture on “Destination Branding” delivered by Mr. Frank Haas, University of Hawaii at Manoa. Bangkok. 2007.

Organized public lecture on “Achieving Corporate Social Responsibility while Meeting the Bottom Line” delivered by Mr. Bill Black, Managing Director of Bed Management Company on 25 September 2006. Bangkok. 2005.

Coordinated and organized 8-day workshop on “Future Leaders of Andaman Sea” during 14-21 October 2005 sponsored by the World Tourism Organization (WTO). Phang Nga, Thailand. 2005.

Coordinated and organized 2-day training course on “Disaster Risk Management for Hotels” during 27-28 June 2005 in collaboration with Asian Disaster Preparedness Center and Thai Hotels Association. Bangkok. 2005.

Organized public lecture on “Corporate Sustainable and Responsible Tourism” delivered by Chairman of Banyan Tree Hotels and Resorts – Mr. Ho Kwon Ping on 26 April 2005 in collaboration with Srinakarinwirot University. Bangkok. 2005.

Coordinated and organized training course on “ACMECS Cultural Heritage Tourism: Managing Historic Resources within a Tourism Context” during 19-23 August 2004 sponsored by the Ministry of Tourism and Sports, Office of Tourism Development with the support of the School of Travel Industry Management, University of Hawaii. 2004

Team leader in organizing a study tour on “Community-Based Tourism Development” in Thailand for the Philippines-Canada Local Government Support Program (LGSP II) funded by CIDA. 2003.

Conference coordinator and a member of organizing committee for the international conference on “Sustainable Community Tourism Destination Management”, Bangkok Thailand. 2000.

Coordinator for the seven-day workshop for Greater Mekong Subregion countries on “Introduction to Heritage Resource Management and Cultural Tourism”, Bangkok Thailand, for CUC UEM and AMTA. 2000.

Coordinated and organized training course on “Urban Road Safety” for CUC UEM, AIT, Bangkok, Thailand. 2000.

Coordinated and organized training course on “Air Quality, Public Health and Traffic Management” for CUC UEM, AIT, Bangkok, Thailand. 2000.

Coordinated and organized training course on “Financing Urban Transport Infrastructure” for CUC UEM, AIT, Bangkok, Thailand. 2000.

Coordinated and organized training course on “Doing Business with the World Bank and Asian Development Bank” for CUC UEM, AIT, Bangkok, Thailand. 2000.

Participation in organizing a workshop on “Creating Sustainable Cities through Environmental Management” for Environment Canada, Bangkok Thailand. 2000.

TEACHING, PRESENTATION AT CONFERENCES, SEMINAR AND TRAINING COURSES

Training Team on “Developing Tourism Strategy of Chainat Province and Creating Local Networking”, for the Center for Tourism, Sports and Recreation, Ministry of Tourism and Sports of Thailand, Chainat Province. 11-13 September 2006.

Training Team on “Developing Sustainable Tourism Strategy at Cluster Level #2”, for the Office of Policy and Strategy, Ministry of Tourism and Sports of Thailand, Bangkok. 13-15 September 2006.

Training Team on “Developing Sustainable Tourism Strategy at Cluster Level #1”, for the Office of Policy and Strategy, Ministry of Tourism and Sports of Thailand, Bangkok. 23-25 August 2006.

Training Team on “Developing Tourism Strategy at Provincial Level #2”, for the Office of Policy and Strategy, Ministry of Tourism and Sports of Thailand, Bangkok. 21-23 August 2006.

Training Team on “Developing Tourism Strategy at Provincial Level #1”, for the Office of Policy and Strategy, Ministry of Tourism and Sports of Thailand, Bangkok. 31 July – 2 August 2006.

Presentation with Prof. Walter Jamieson on “Planning and Managing Pro Poor Tourism Development” at the regional seminar on “Poverty Alleviation through Sustainable Tourism Development” organized by UNESCAP, Katmandu, Nepal. 2003.

Presentation on “Issues and Challenges in Community Tourism Planning Process” at the regional conference “Community-Based Ecotourism in Southeast Asia”, Chiang Mai, Thailand. 2002.

Participation in lectures for the Cultural Tourism Management course for International Program in Cultural Management, Chulalongkorn University, Bangkok Thailand. 2001.

Teaching Assistant for Prof. Walter Jamieson in “Managing Data Gathering and Analysis” course at AIT. 2001.

Presentation with Prof. Walter Jamieson at the Development and Management of Cultural Tourism in the Greater Mekong Subregion seminar organized by UNESCAP and Chulalongkorn University, Bangkok Thailand. 2001.

Presented a project case study on “Community Planning in Tourism” at the Program “Follow the Leader: Youth and Environmental Leadership in the Asia Pacific Region” organized by the United Nations University’s Bangkok, Thailand. 2001.

Presented a paper on “Community Involvement in Tourism Planning and Management – Klong Khwang Tourism Planning Process” with the village headman at an international conference “Sustainable Community Tourism Destination Management”, Thailand. 2000.

Presented a paper on “Urban Environmental Tourism Destination for Phimai” at an international conference “Sustainable Community Tourism Destination Management”, Thailand. 2000.

PUBLICATIONS

Team member involved in the preparation of the “IMPACT: Luang Prabang Publication” UNESCO. Thailand. 2004.

Book Chapters

Jamieson, Walter & Sunalai, Pawinee. “Sustainable Tourism Planning and Management in Klong Khwang, Thailand”, UNU-UNEP Innovative Communities Publication, United Nations Universities. 2003.

Jamieson, Walter & Sunalai, Pawinee. “Community Planning for Tourism Development”, Community Tourism Destination Management: Principles and Practices, Walter Jamieson (ed.), Canadian Universities Consortium Urban Environmental Management Project. 2001.

Jamieson, Walter & Sunalai, Pawinee. “Urban Environmental Tourism Destination Management: Phimai Case Study, Nakhon Ratchasima Province”, Community Tourism Destination Management: Principles and Practices, Walter Jamieson (ed.), Canadian Universities Consortium Urban Environmental Management Project. 2001.

Occasional Paper

Jamieson, Walter & Sunalai, Pawinee. “The Management of Urban Tourism Destination: The Cases of Klong Khwang and Phimai, Nakhon Ratchasima Province”, UMP-Asia Occasional Paper, United Nations Urban Management Programme Regional Office for Asia and the Pacific. 2002.

CONFERENCES, SEMINARS, WORKSHOPS AND TRAINING COURSES ATTENDED

27th Executive Development Institute for Tourism organized by School of Travel Industry Management, University of Hawaii at Manoa, USA, 2005.

Ninth Mekong Tourism Forum, organized by the Pacific Asia Travel Association (PATA), Chiang Mai, Thailand, 2004.

15th Mekong Tourism Working Group Meeting, organized by the Agency for Coordinating Mekong Tourism Activities (AMTA), Chiang Mai, Thailand, 2004.

4th Meeting of the WTO Committee on Sustainable Development of Tourism organized by the World Tourism Organization, Chiang Mai, Thailand, 2004.

52nd PATA Annual Conference “Culture and Tourism: From Heritage to Legacy”, Bali, Indonesia, 2003.

The GMS Environmental Forum for Sustainable Development”, organized by GMSARN, Asian Institute of Technology, Bangkok, Thailand. 2001.

The CityNet Congress, organized by CityNet and UN ESCAP, Bangkok, Thailand. 2001.

Sixth Mekong Tourism Forum, organized by the Pacific Asia Travel Association (PATA), Kunming, China. 2001.

Globe 2000, organized by the Globe Foundation, Vancouver, Canada. 2000.

Pangaea Workshop, Gaming Simulation Exercise for Sustainable Regional Development, the Asian Institute of Technology, Thailand. 1998

COMPUTER LITERACY

Significant experience with MS Office and various windows based application packages such as Page Maker, Illustrator and Visio