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THE-ICE 18th IPoE Forum 2025

Panel 2: Globalisation Trends and Cross-Cultural Competence in Tourism and Hospitality Education

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Assistant Professor Dr Sangkae Punyasiri

Dean, Graduate School of Tourism Management (GSTM), National Institute of Development Administration (NIDA), Bangkok, Thailand



With over two decades of combined academic, industry, and policy experience, Dr Sangkae Punyasiri is recognised as a regional leader in tourism standards, sustainable financial management in hospitality, and cross-cultural curriculum design. Her Tourism expertise is widely sought after by organisations such as PATA, DASTA (Designated Areas for Sustainable Tourism Administration, Thailand), and Thailand's Ministry of Tourism & Sports. Her policy projects include "Tourism for All," promoting accessible travel across the country.

Dr Sangkae's scholarly work ranges from pioneering research on work-family-conflict in five-star hotel among women managers to benchmark studies of sustainable practices in luxury hotels and structural HR models. Her research has also informed regional planning initiatives across

Thailand's Andaman coast and Eastern Seaboard.

At GSTM, she spearheaded the school's AI-Transformation Roadmap and launched the TedQual-aligned micro-credential series focused on ESG, innovation, and cultural intelligence. A passionate educator and research mentor, she actively supports the next generation of tourism scholars and is committed to embedding environmental, social, and governance principles into Thailand's tourism education ecosystem to prepare graduates for a globally connected future.