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Dr. Prathana Kannaovkun is the Dean of the Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus (PSU-Phuket) in Thailand. She has been on various working committee for the Phuket province including Phuket MICE City and Phuket Smart City. She has also been on the editorial board of *Journal of International Studies*. Her research interest includes intercultural communication and tourist behaviors. She was a former Vice President of Prince of Songkla University, Pattani Campus and Acting Vice President of Prince of Songkla University, Phuket Campus.