

## **Dr. Sasithara PICHAJ**



Dr. Sasithara Pichaichannarong had her Master and Ph.D. Degrees from Sorbonne University in Paris, France. She had served as Deputy Permanent Delegate of Thailand to UNESCO from 1996 to 1998 and has vast experiences in various fields ranging from Tourism to Education.

She was appointed Permanent Secretary of Thailand for Tourism and Sports in 2007 and for Education in 2014. During her tenure in the Ministry of Tourism and Sports, Dr. Sasithara chaired Thailand GMS Tourism Cooperation and Thailand ASEAN Tourism Cooperation. She also chaired UN World Tourism Organization, Asia and the Pacific Region for two consecutive periods.

Dr. Sasithara is at present Rector of College of Tourism and Hospitality, Rangsit University, Thailand.