



INTERNATIONAL ACADEMY OF SCIENCE, TECHNOLOGY, ENGINEERING AND MANAGEMENT

International Conference on
Social Science and Humanities

Certificate

This is to certify that *Weera Weerasophon* has presented a paper entitled "*A Management Model of Development for SuansunandhaRajabhat University through the Sustainable Tourism*" at the International Conference on Social Science and Humanities (ICSSH) held in San Francisco, USA on 20th -21st March 2017.



A handwritten signature in blue ink, appearing to read 'Lobain', positioned below the stamp.

Chairman

IASTEM

ISBN: 978-93-86291-88-2

PROCEEDINGS OF

IASTEM

INTERNATIONAL CONFERENCE



Date: 20th-21st March, 2017 | Venue: San Francisco, USA

In Association With



Proceedings of
49TH IASTEM
INTERNATIONAL CONFERENCE
SAN FRANCISCO, USA

ISBN- 978-93-86291-88-2

Organized by

IASTEM

Date of Event:
20th-21st March, 2017

Event Co-Sponsored by



Corporate Address

IRAJ Research Forum

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@iraj.in, www.iraj.in

Publisher: IRAJ

© 2017, IASTEM International Conference, San Francisco, USA

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-86291-88-2
Edtn: 22

Type set & printed by:

**R. K Printers
Bhubaneswar, India**

About IRAJ Research Forum (IRF):

The *IRAJ Research Forum* is an International non-profit academic association under 'Peoples Empowerment Trust' with the stated goals of promoting cooperation among scientists, defending scientific freedom, encouraging scientific responsibility, and supporting scientific education and science outreach for the betterment of all humanity. It is the one of the world's largest and most prestigious general scientific society.

Objective of IRF:

- ❖ To provide a world class platform to researchers to share the research findings by organizing International/National Conferences.
- ❖ To use the research output of the conference in the class room for the benefits of the students.
- ❖ To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- ❖ To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- ❖ To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- ❖ To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- ❖ To set up, establish, maintain and manage centers of excellence for the study of /on related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

About IASTEM:

International Academy of Science, Technology, Engineering and Management (IASTEM) is a non-profit private association dedicated to the promotion of international education and university cooperation in the field of Science, Technology, Engineering and Management. It is a Branch of The international Institute of Engineers and Researchers (The IIER).

Conference Committee

Program Chair:

Dr. P. Suresh

M.E, Ph.D: Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India

Nattapoll Chaiching

Suan Sunandha Rajabhat University,
Bangkok, Thailand

Thanachai Sookkavanich

Suan Sunandha Rajabhat University,
Bangkok, Thailand

Pokkrong Manirojana

Suan Sunandha Rajabhat University,
Bangkok, Thailand

Conference Manager:

Mr. Bijan Kumar Barik

Mob: +91-9776047497

Conference Convener:

Mr. Amareswar Sahoo, The IIER

Mob: +91- 9007375847

Miss. Puspalata Das, IASTEM

Mob: +91- 8339973162

Publication Head:

Mr. Manas Ranjan Prusty, IRAJ, India

INTERNATIONAL ADVISORY MEMBERS

Prof. Goodarz Ahmadi,

Professor, Mechanical and Aeronautical Engineering, Clarkson University, USA

Dr Chi Hieu Le,

Senior Lecturer, University of Greenwich. Kent ME4 4TB. United Kingdom

PROF. (ER.) Anand Nayyar

Department of Computer Applications & I.T.KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001,Punjab, India.

Prof. R. M. Khaire,

Professor, Dept. Of Elex. and Telecommunication, B, V University, India

Dr.P.Suresh,

Professor, Karpagam College of Engineering, Coimbatore,Tamilnadu

Mark Leeson

Associate Professor (Reader)

Area of Expertise: nanoscale communications,
evolutionary algorithms, network coding and communication systems

Dr. P. K. Agarwal

Professor, Deptt. of Civil Engineering, MANIT Bhopal ,Ph. D: IIT Kanpur
M.E: Civil Engg.IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Shahriar Shahbazpanahi

Islamic Azad University,

Department of Civil Engineering, Sanandaj, Kurdistan, Iran, PhD (Structural Engineering),
University Putra Malaysia, Malaysia ,

I
J
C
I
I
E
S
M
E
P
M
P
E
A
V
M
P
A
D
A
P
I
G
I/
P:
D

Harun Bin Sarip

Head of Research and Innovation Dept, UniKL-MICET
Doctorate : Universite de La Rochelle, France
Member : International Society of Pharmaceutical Engineer, Singapore Chapter

Dr. Buchari Lapau

Professor, Pekanbaru Hang Tuah Institute of Health (STIKes HTP),
Riau, Indonesia

Dr. Bilal Ali Yaseen Al-Nassar

The World Islamic Sciences and Education University (WISE)
Faculty of Business and Finance
Department of Management
Information System (MIS), Amman- Jordan

Dr. Md. Al-Amin Bhuiyan

Associate Professor
Dept. of Computer Engineering
King Faisal University
Al Ahssa 31982, Saudi Arabia

Prof. (Er.) Anand nayyar

Department of Computer Applications & I.T.
KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001
Punjab, India

Prof. Aleksandr Cariow

institution or Company: West Pomeranian University of
Technology, Szczecin

Dr. P. K. Agarwal

Professor, Deptt. of Civil Engineering, MANIT Bhopal, Ph. D: IIT Kanpur
M.E: Civil Engg. IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Dr. VPS Naidu

Principal Scientist & Assoc. Prof., MSDF Lab, FMCD
CSIR - National Aerospace Laboratories, Bangalore, India

Mr. P. Sita Rama Reddy

Chief Scientist, Mineral Processing Department, CSIR - Institute of Minerals & Materials Technology
Bhubaneswar, India, M.Tech. (Chem. Engg., IIT, KGP)

Dr. P.C. Srikanth,

Professor & Head, E&C Dept, Malnad College of Engineering, Karnataka
Senior Member IEEE, Secretary IEEE Photonics Society,
M.Tech: IIT, Kanpur, Ph.D: In IISc Photonics lab

Prof. Lalit Kumar Awasthi,

Professor, Department of Computer Science & Engineering
National Institute of Technology (NIT-Hamirpur),
PhD, IIT, Roorkee, M. Tech, IIT, Delhi

Dr. Chandra Mohan V.P.

Assistant Professor, Dept. of Mech. Engg., NIT Warangal,
Warangal. Ph.D : Indian Institute of Technology (IIT), Delhi
M.B.A: Alagappa University

Prof. I.Suneetha,

Associate Professor, Dept. of ECE, AITS, Tirupati, India

Dr.s. Chandra Mohan Reddy,

Assistant Professor (SG) & Head, Dept. of Electronics & Communication Engineering, JNTUA College of Engineering, Pulivendula,
Ph.D, J.N.T. University Anantapur, Anantapuramu

Gurudatt Anil Kulkarni,

I/C HOD E&TC Department, MARATHWADA MITRA MANDAL'S POLYTECHNIC

Pasuluri Bindu Swetha

Dept. Of ECE, Stanley college of Engineering & Technology for Women, Hyderabad, India

TABLE OF CONTENTS

Sl No.	TITLES AND AUTHORS	Page No.
01.	A Measurement of Customer Satisfaction Towards Service Quality in A Small Sized Hotel: A Case of Silom Village Inn, Bangkok, Thailand ➤ <i>Sunattha Krudthong</i>	1-4
02.	Political Participation in The General Election of Thailand: A Case of Students in Sakon Nakhon Rajabhat University ➤ <i>Nipon Sasithornsawapa</i>	5-8
03.	The Study of Thai Tourist Guide' Attitude Towards The Guidelines to Develop Personality for Thai Identity in Tourism Industry ➤ <i>Chantouch Wannathanom</i>	9-11
04.	A Management Model of Development for Suansunandha Rajabhat University Through The Sustainable Tourism ➤ <i>Weera Weerasophon</i>	12-18
05.	An Analysis of The Location of Plastic Industry in Thailand ➤ <i>Musthaya Patchanee</i>	19-22
06.	Financial Status of Local Administrative Organization: A Case Study of Bangkok, Annual Budget 2008-2012 ➤ <i>Airawee Wiraphanphong</i>	23-25
07.	Family : The Role of Social Institution That Effect on Youth Socialization ➤ <i>Marthinee Khongsatid</i>	26-28
08.	From Bangkok to Beijing on The Early Cold War: The Underground Diplomacy of Field Marshal Pibulsongkram Government, 1955 -1957 ➤ <i>Nattapoll Chaiching</i>	29-32
09.	The Polices of Town Municipality to Establish A Human Capital Elderly in Community Town Municipality, Nakhonsawan Province. ➤ <i>Phichak Phutrakhul</i>	33-37
10.	Attitudes of Thai Ho Sts Towards Foreign Volunteer Tourists ➤ <i>Raweevan Proyrungroj</i>	38-42
11.	The Analysis Study of Cultural Tourism in Europe ➤ <i>Sakarin Sriupayo</i>	43-45
12.	Thailand's Energy Policy Reform: The Need on The Conflict: A Case Study of Krabi Coal Power Plant ➤ <i>Sanchai Ratthanakwan</i>	46-48

- | | | |
|-----|---|-------|
| 13. | The People's Satisfaction of Taxation Mapping and Property Registration's Survey Services Given by Bang Nok Khwaek Municipality in Bangkhontee District, Samutsongkhram Province | 49-52 |
| | ➤ <i>Saran Jirapongsuwan</i> | |
| 14. | The Use of Biogas as A Renewable Energy Case Study: Swine Small | 53-55 |
| | ➤ <i>Tanuphiya Srikaew</i> | |
| 15. | The Integration of The Mon Ethnic Knowledge and The Participation of Thai-Mon People in Community Strengthening: A Case Study of Mon Communities in Phra Pradaeng and Bang Kadi | 56-59 |
| | ➤ <i>Vilasinee Jintalikhitdee</i> | |
| 16. | The Development of Good Taste Best Sanitation Restaurants Recommending System Based on Android Operating System | 60-64 |
| | ➤ <i>Wipada Chaiwchan</i> | |
| 17. | The Satisfaction of The Savings Group for Production With The Credit Services of The Community Organization, Government Savings Bank: Case of Roi Et Province | 65-68 |
| | ➤ <i>Thanachai Sookkavanich</i> | |
| 18. | Burmese Teenagers' Need and Decision on Migration in Thailand | 69-72 |
| | ➤ <i>Monthakant Rodklai</i> | |
| 19. | Good Governance of Local Government in Nakhon Ratchasima Province Thailand | 73-76 |
| | ➤ <i>Pokkrong Manirojana</i> | |
| 20. | Considering Alternative Sexuality in Thai Society Through Michel Foucault's Concept | 77-79 |
| | ➤ <i>Hatchakorn Vongsayan</i> | |
| 21. | A Study on Cultural Resource Management for Inheriting in Suan Sunandha Rajabhat University | 80-82 |
| | ➤ <i>Siriman Wattana</i> | |
| 22. | Capacity of Community-Based Tourism in Ban Khiri Wongkot, Na Yung, Udon Thani Thailand | 83-86 |
| | ➤ <i>Nachawon Tonthapthimthong</i> | |
| 23. | The Guideline of Health Development for Tourist Towarde Health Tourism in Ranong Province | 87-89 |
| | ➤ <i>Kemika Koompech</i> | |
| 24. | Service Quality of Hotels In Udon Thani's Town, Thailand | 90-92 |
| | ➤ <i>Kankanith Kullachatteeratham</i> | |

25. **Basics of Creative Tourism** 93-97
➤ *Itsaree Tiyaiphat*
26. **Creative Cultural Tourism Management : Studies of Thai Puan Race Baan Chieng Communities , Udonthani, Thailand** 98-99
➤ *Ekkachai sithamma*
27. **The Guideline in The Cultural Tourism Route Development in Community of Ngao District Amphur Muang Ranong Province** 100-107
➤ *Chontinee Yookhong*
28. **Development of Human Resource in Suansunandharajabhat University: Case Study Nakhonprathom Education Center** 103-106
➤ *Perapat Petsang, Nipon Sasithornsawapa*
29. **Effects on Regional Employment From Nih and Venture Capital Funding: Evidence From The Medical Device Industry** 107-111
➤ *Hyunsung D. Kang, David N. Ku, Elazer R. Edelman*
30. **Production of Methane from Coal Through Bacterial Culture and Its Role For Sustainable Energy And Environment Protection** 112-115
➤ *Mehar Ali Kazi*

EDITORIAL

It is my proud privilege to welcome you all to the IASTEM International Conference at San Francisco, USA in association with The IIER. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, IASTEM, The IIER for organizing this event in San Francisco, USA. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

Editor-In-Chief

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India.



A MANAGEMENT MODEL OF DEVELOPMENT FOR SUANSUNANDHA RAJABHAT UNIVERSITY THROUGH THE SUSTAINABLE TOURISM

WEERA WEERASOPHON

SuansunandhaRajabhat University
E-mail: weerasophon@gmail.com, weera.we@ssru.ac.th

Abstract- This research is propose to study and find a potential in the areas affecting management factors affecting sustainable tourism for SuansunandhaRajabhat University in a model of a qualitative research as a survey research. The sample population is executives and faculty members, including persons related to university management of SuansunandhaRajabhat University, total: 5 persons. The researcher usedinterview form as a tools used in the research, the researcher distributed in-depth interview form. The obtained information was brought to conduct content analysis by focus group and brainstorming from expert academician, as well as, persons related to university management of SuansunandhaRajabhat University to consider in sustainable tourism management for SuansunandhaRajabhat University, analyze and develop to be a management of Development for SuansunandhaRajabhat University to through the Sustainable. From the paper results, it is came out that the criteria in management, planning, organizing, personnel management, leadership and guiding, coordination, controlling, budgeting and marketing could power to be amanagement of Development for SuanSunandhaRajabhat University to through the Sustainable Tourism; therefore, SSRU should set up more plans concerning related matters, as well as, development, determining form and policy of SuansunandhaRajabhat University.

Keywords- Sustainable Tourism, SuansunandhaRajabhat University, Tourism management.

I. INTRODUCTION

Tourism is an industry in hospitality sector which has the significant role affecting overall economic system of Thailand because it develops primary income of Thailand. Moreover, it is the industry generating many relevant businesses as, in each year; it can generate income into the Country in foreign currency for hundred billion Baht. The Tourism Authority of Thailand (TAT) forecasts the tendency of tourists who would travel to Thailand in 2015, total 29 million tourists, generating income approximately 2.0 trillion Bath.[1]

In the Rajabhat Universities Act, B.E.2547 (2004), His Majesty had his royal command with kindness to establish Rajabhat Universities substituting Rajabhat Institutes having

total 40 universities. The policies, missions and objectives of the Rajabhat Universities aim to be higher education universities for local development strengthening power of wisdom of the Land, healing power of learning, praising local

Wisdom, creating arts and sciences for stable and sustainable advancement of people, having participation in management, maintenance, utilization of natural resource and environment with balance and sustainability. The objectives are to educate, promote academic matter and advanced profession, teach, research, provide academic service for community, improve, transfer and develop technology, preserve arts and culture, produce teachers and promote academic standing (Source: the Rajabhat Universities Act, B.E.2547 (2004)). [2]

From the policies, missions and objectives and other information of SuansunandhaRajabhat University, it

indicates that SuansunandhaRajabhat University is the educational institute which is capable to support ideas of government policies in tourism promotion, build economics and society, capable to develop locality, strengthen power of wisdom of the Land, heal power of learning, praise local wisdom, create arts and sciences for stable and sustainable advancement. [3]Therefore, in this research, the researcher aims to study, survey factors promoting and supporting the governmental policies, local policies and the University's policy for emphasizing on promotion of cultural tourism by studying in form, structure, policy and guideline together with element of management in order to be amanagement of development for SuansunandhaRajabhat University through the sustainable Tourism.

II. OBJECTIVES

A management of development for SuansunandhaRajabhat University through the Sustainable Tourismhaving objectives of this research as follows:

- A. To study criteria management affecting sustainable tourism development for SuansunandhaRajabhat University
- B. To study criteria of management affecting sustainable tourism for SuansunandhaRajabhat University.

III. RESEARCH METHODOLOGY

The research regarding themanagement of development for SuansunandhaRajabhatUniversity through the Sustainable Tourism, utilizing research

model as qualitative methodology consisted of documentary research and qualitative research as survey research, studied documents and related research works, namely history of SuansunandhaRajabhat University, management process, sustainable tourism.[4]

When the information from the interview paper was brought to consider in order to be the way for proceeding in research and summarizing of document consideration for utilizing in next phase of the research, [5] then, the information of relevant paper was studied to develop as tools utilized in research procedure as in-depth interview, total: 5 persons, including executives, faculty members, people residing in community around SuansunandhaRajabhat University.[6] However, topics of interview and content are the same set in order to study the readiness in management leading to sustainable tourism of SuansunandhaRajabhat University by focus group and brainstorming for academic experts,[7] as well as, persons related to the management of SuansunandhaRajabhat University. When the results of brainstorming were concluded, they were brought to summarize and draft to be the management of development for SuansunandhaRajabhat University through the Sustainable Tourism.

IV. RESULTS AND DISCUSSION

The research and study of the management of development for SuansunandhaRajabhat University through the Sustainable Tourism ,have the objectives to study the readiness in management affecting the development in sustainable tourism for SuansunandhaRajabhat University and to study factors of management affecting sustainable tourism for SuansunandhaRajabhat University.[8] The researcher utilized a qualitative research model, and the tools utilized in research procedure are in-depth interview having questions for open interview from academic experts, as well as, persons related to the management of SuansunandhaRajabhat University,[9] total: 5 persons. The persons included in this research consist of executives, faculty members, person residing in community, folk sage around the University which are knowledgeable and experienced persons. The researcher arranged discussion meeting regarding the management of development for SunandhaRajabhatUniversity through the Sustainable Tourism ,[10] therefore, the researcher hereby presents the analysis of interview forms as follows:

The interview forms for the study of readiness in the management of development for SuansunandhaRajabhatUniversity through the Sustainable Tourism ,:

Topics in the interview as the following.

1. *RajabhatSuansunandhaUniversities and the Development to be the Tourist Attraction*

“We can do it” Head of Tourism Industry Management and Service (Asst.Prof.ChantouchWannathanom)

“Definitely, we can do it that because Rajabhat Universities should have their own identities to development.Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

“Surely, we are able to do it” Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

“All Rajabhat Universities can be the sustainable tourist place.” Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

“Yes, SSRU is able to do it. From the opinion, the Universities are the tourist placeourselves because SuansunandhaRajabhat University has Art and Culture Center and is the academic service center for public.”Lecturer of Tourism Industry Management and Service Program (Dr. Pornapat Berndt)

2. *Criteria's regarding of Management.[11]*

2.1. *In term of Plan and Policy [12]*

“Now a day, there have some plans. The responsible executives should have the role in decisive decision making significantly, must make the plan and communicate to responsible units using the Rajabhat Universities as the center unit to all relevant regions, namely community, folk sage, tourism technician, , marketing personnel, entrepreneur, tour guide, for example the Universities wish to develop agricultural tourist attractions; the excellent expert of province, technician from the Ministry, community are invited to jointly develop the tourist attractions; the Universities should prepare short-term plan to be an urgent plan, conduct survey and observation in successful tourist attractions in order to apply and issue policy and find a strong point of the Universities to be a selling point supported by money plan.Head of Tourism Industry Management and Service (Asst.Prof.ChantouchWannathanom)

“It should be short-term and long-term plans, that is to say, for the cultural tourism, community must have full participation in short term, that is, first, there must be an understanding with local personnel that what cultural is. In long term, is there any step in locality that has participation? What should we do to make them understand? All of them are in the long-term part which has not been prepared. It is up to the personnel management for positioning in area; however, currently, there is no clear guideline, it is depended on the researcher requesting for support in this field.”Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

“In this time, we don't have the any plan (1-3 years).

SuansunandhaRajabhat University must have the plan and policy, starting from short-term plans that can act promptly, as for the long-term plan; it will be a strategic plan to render the University to be the sustainable tourist attractions. Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"All Rajabhat Universities should have the plans and policies for supporting to be the sustainable tourist attractions in both personnel and budget, as well as, objectives and clear goals in order to receive coordination from all working parts; the Universities should have short-term plans to build an understanding and develop personnel to have participation and long-term plans to invest for developing several aspects to be in conformity with sustainable tourism attraction policies. The details in planning of policy is not be found. Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"There must be participation from foundation to advanced level for discussion in order to find the direction in development and making it to be more concrete. A presentation of art and culture works by requesting coordination from each local community to jointly brainstorm. As far as we know, there are no long-term plans and mostly, are short-term plans." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnapat Berndt)

2.2. Criteria of regarding Readiness in Organization Management [13]

"The University should create an internal working unit by selecting the aptitude or strong point of the University, interesting and attractive things by creating working unit that may be a created working unit to be responsible temporarily such as Art and Culture Center. When such working unit can turn to be a tangible unit, then, it can be established as the responsible unit in the development of cultural tourism directly." Head of Tourism Industry Management and Service (Asst.Prof.ChantouchWannathanom)

"Our University do not have any clear plan or policy, but in the future, it may have a certification of tourism plan supporting developmental plans together with national developmental plan." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"SuansunandhaRajabhat University needs and should create a unit to support for developing to be the tourist attraction by promoting according to National Strategies and support learning and teaching." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"SuansunandhaRajabhat University should build a

unit to support the development to be the sustainable tourist place." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"Now, we have a feeling that Rajabhat Universities are the tourist attraction themselves; therefore, there should not have any directly responsible unit as the University has Art and Culture Center and Director; thus, it is not necessary to create more units as those group will continue taking responsibility." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnapat Berndt)

2.3. Criteria in Management of Working Person [14]

"Actually, in making of examination and interview for measuring the working attitude in tourism development, the participant in the examination or interview should demonstrate knowledge and skill that could utilize in actual work and should have tolerance and experiences before. The responsible unit in the selection should be the same unit to be developed as cultural Head of Tourism Industry Management and Service (Asst.Prof.ChantouchWannathanom)

"The university, in sessions, has the selection, that is to say, accepting more instructors in tourism field for faculties having the field of tourism management." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"SuansunandhaRajabhat University should set up personnel from management people to support and compete having related Personnel Administration Division/ Faculty/ Department/ Field supporting in selection." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"SuansunandhaRajabhat University should prepare, allocate and select the personnel having experience, vision and knowledge towards the change in order to be in the part of a working team. Unit of central office and personal division Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"For now, there should not have any direct unit as SuansunandhaRajabhat University has Art and Culture Center and Director. For the matter of creating more units or organizations, we don't have any plan yet. Generally, the director of Art and Culture Center are the person who selects the personnel to be working. The committee are responsible to select appropriate characteristics of such personnel to be working in the unit." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnapat Berndt)

2.4 Criteria of Readiness in Leadership and Guiding [15]

"Executives determines main plan and policy for responsible unit to be able to merge with official tasks affecting goodness; the plan is be able to make as long-term plan, namely inviting entrepreneur to consult with, making advertising media, public relation, finding partnership or ally such as nearby local tourist attractions making new package tour; the executives needs to determine tourism developmental plan to be developed consistently and to be evaluated." Head of Tourism Industry Management and Service (Asst.Prof.Chantouch Wannathanom)

"Actually, Policy and Plan may be determined. A strategy of the University may be a guideline which must be comply with the strategy clearly that such guideline are the subject matter of cultural tourism in the plan of the University clearly; however, first there must be a development in personnel, that is to say, the University must accept the personnel being good at this field to work with the University." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"Executives should determine a strategy/ policy/ vision/ promote tourism, as well as, determine strategic long-term plans having period as 5-10 years for consistency." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"Executives of the University should determine clear policies, have goal and time frame and predict the expected outcomes when finishing, both success and not success according to the plan. The executives should have long-term plans related to working part in those locality as the University could not be alone but local community and supporter must be in support making policies be sustainable and generally recolonized." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"In the present time, the executives, who said broadly that they wanted to make them but that, did not mean not give the support, will see that which persons would be suitable with this kind of work and suitable to take responsibility and perform tasks well when works have been assigned. Long term plans of the University must be cooperated with every related party to participate in planning policy. All in all, it is also depended on the executives." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnapat Berndt)

2.5. Criteria in Coordination [16]

"The management people should create direct units to be responsible or the host in working and cooperating by empowering in cooperating with external department and provide supporting money. The department should be coordinated with, namely Bangkok governor, governmental, Provincial TAT, Central TAT, tourism entrepreneur, local community, website and etc." Head of Tourism Industry

Management and Service
(Asst.Prof.Chantouch Wannathanom)

"In case of organization, the arrangement of organization charts in the matter of tourism must be sustainable. Cooperation with third party not only within the organization should be considered. Main units of the province, TAT, Municipality should be participated in thinking and development to be correct and tangible. Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"There should be a working group and a determination of clear plan within organization by cooperating with units or other external organization with the working group, including evaluation of working results in every working session." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"In case of organization, there must be a cooperative form and internal department Top down to be clear with operatives and to be in compliance with the goal of plan which can be considered and decided in several matters in one point making working performance efficiently, smoothly, totally and can respond to the needs of external customers very well." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"In the present time, we already have Art and Culture Center which would be used for coordination through this organization in kind of submitting an official letter to the director directly. Recently, instructors are accepted to be directors. The former formality is to use invitation letter of personal relationship or invite third party to jointly determine model." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnapat Berndt)

2.6. Criteria in Control [17]

"There should be the collection in statistics together with initiation of developmental plan to be compliance with step and procedure, for example statistics of proper direction of what things should be improved in the University to be the cultural tourist attractions for knowing the guideline." Head of Tourism Industry Management and Service (Asst.Prof.Chantouch Wannathanom)

"The data of tourists coming into area and people in area and satisfaction of tourist attractions" Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"SuansunandhaRajabhatUniversty should create working group by determining model, having follow-up and evaluation in working results." Dean of

Humanity and Social Science
(Asst.Prof.Dr.NiponSasithornsawapa)

"Rajabhat Universities should have a report making, collection of statistics, achievement according to the monthly goal and should have a public relation of working results together consistently in order to draw public attention." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"In every project or arrangement, we always collect data by making satisfactory evaluation form of the participants; we think that this method are the most easiest way." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnat Berndt)

2.7. Criteria in Budgeting [18]

"The University will find investment money in the development from the income of the University, from mutual investment from entrepreneur, government subsidy, province, Sub-district Administration Organization, Provincial Administration Organization as the University will generate income from entering fee, area rental fee, additional income such as food, performance and souvenir." Head of Tourism Industry Management and Service (Asst.Prof.Chantouch Wannathanom)

"This time seeking of money, there are so many money Chanel and certain unit that focus to develop tourism. The income is from tourism creating circulating in funds within local community; person residing in the locality has incomes from the tourism and brings them to use creating circulation and supporting growth in economics." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"SuansunandhaRajabhat University should make investment and budgets by set up networks with organizations in business sector, including promoting in event arrangement, especially the significant unit in the University, namely Art and Culture Center and creation of special activities and learning activities to gain income for the University." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"The University must seek funds and money to promote sustainable tourism from two ways of money, namely internal-from the management of each internal unit to support budget in joint performance, external - from governmental agencies and/or general private sector which envision on the importance and future profits." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"The direct money comes from the University

allocated. In fact such income is not less, and mostly, our SuansunandhaRajabhat University normally has both events which can enter without any fee and charge fee for the entering fee for enter; however, if there are the collections of fee, those fees will be entered to the project entirely. Therefore, there will be no external income as the University focuses on academic service that gains incomes for supporting." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnat Berndt)

2.8. Criteria in Marketing [19]

"There should be a promotion in students and personnel to know and understand the tourist attraction led to pass along, motivation from commission fee for guiding/ travel agencies/ tour guides, creating website, direct public relations to conduct public relations of tourist attractions nearby in order to draw tourists to visit, creating inviting board at the important place Head of Tourism Industry Management and Service (Asst.Prof.Chantouch Wannathanom)

"The University will seek that community should have a participation in the development for thinking. The University could support in public relations, but in the part of, marketing arising from local community having participation for creating consistency." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"SuansunandhaRajabhat University should establish the board of committee, create working plan, find joint networks and present working results through media in order to promote marketing led to development." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"Our University must have the responsible department in marketing and public relations for insider and community to recognize the development of tourist attractions. Also, the University makes online marketing thoroughly." Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"We should suggest with truth as strongly advertisement in forms of publication, TV, online to every government agency." Lecturer of Tourism Industry Management and Service Program (Dr. Pornnat Berndt)

3. The others comment

"Supporting to department seeking selling point for possible development, such as health tourism sport tourism, agricultural tourism temple tourism and cultural tourism" Head of Tourism Industry Management and Service (Asst.Prof.Chantouch Wannathanom)

"First, a policy level of the leader executive in strategic way should be determined definitely in order to have the development or management in tourism with clearness." Director of Research and Development Institute (Asst.Prof.Dr.SuwareeYodchim)

"Criteria of tourism of personnel, as well as awareness in the benefits of tourism and participation." Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsawapa)

"There are still the criteria which promote the readiness leading to management in sustainable tourism of Rajabhat Universities, namely place, significant and personnel" Manager of Wang Suansunandha Hotel (Mr.Suradeach Termjerm)

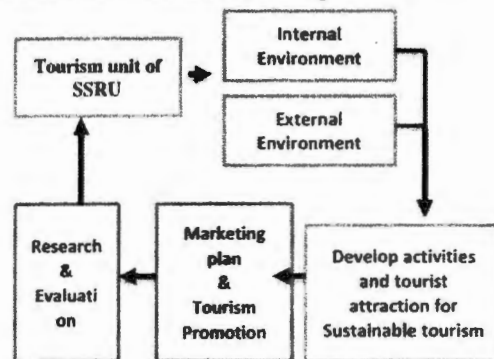
"For the external private agencies, recently, the University coordinate with external units, but does it relate with tourism directly or not? We can answer that "there is no the coordination related with tourism directly." Lecturer of Tourism Industry Management and Service Program (Dr. Pornapat Berndt)

From the research of a management of development for Suansunandha Rajabhat University through the Sustainable Tourism, it can be seen that Suansunandha Rajabhat University is able to develop and manage as the University has the potential and strategic plan in support and the units in conformity with certain cultural tourist attractions, such as Art and Culture Center; however, the time in performance for building awareness and recognition in the organization may take some time, including budget spending on a preliminary development. The factors of readiness in management are, [20] firstly, planning; the researcher finds that there should be clear plans and policies; as for the possibility in conducting, there should be a cooperation between the University and third party units, namely Sub-district Administration Organization and Provincial Administration Organization and etc.. [21] As for Organizing, from the interviews, the researcher finds that the responsible units in of a management of development for Suansunandha Rajabhat University through the Sustainable Tourism, and there should be a readiness in related personnel development, As for staffing, from the interviews, the researcher finds that internal personnel are ready and there should be initiative in of a management of development for Suansunandha Rajabhat University through the Sustainable Tourism together with allocate budget with clearness, determining a characteristics of persons accepting for working in this kind of work to be in compliance with the policies of the institute. As for leading, from the interviews, the researcher finds that the executives should create awareness and initiative in the plans for development of sustainable tourist attractions to the operatives performing according to the plans. As for

coordinating, from the interviews, the researcher finds that the University should have the internal management by coordinating with internal units, as well as external units, namely Provincial TAT to be a mutual system and network utilizing information for developing. As for controlling, from the interviews, the researcher finds that there should be a management in basic information and survey in order to be a management of development for Suansunandha Rajabhat University through the Sustainable Tourism. As for budgeting, from the interviews, the researcher finds that finances and funds in performance could be found in 3 sections, namely government budget, generating income by the University itself, department or other related funds. Finally, as for marketing, from the interviews, the researcher finds that for a management of development for Suansunandha Rajabhat University through the Sustainable Tourism to be successful, there should be the promotions in all type of marketing by applying Thainess in presentation, including the student being the part of marketing promotion could affect and lead to a management of development for Suansunandha Rajabhat University through the Sustainable Tourism

CONCLUSIONS

Suansunandha Rajabhat University must set up short-term and long-term plans in the criteria in management, planning, organizing, staffing, leading, coordination, controlling, budgeting and marketing, as well as, [22] development and promotion in public relation, in the models and policies of Suansunandha Rajabhat University to be able to relay the history of the University, original of that cultural tourist attractions, including nearby tourist place to jointly develop them to be a learning source of tourism to be management of development and promotion of sustainable tourism in Suansunandha Rajabhat University. Eventually, based on this research can be concluded as the model of management model of development for Suansunandha Rajabhat University through the sustainable Tourism as following :



Model: A model of management of development for Suansunandha Rajabhat University through the sustainable tourism

ACKNOWLEDGMENT

This research can be finished by the support of Asst.Prof.Dr. Nipon Sasithornsaowapa, Asst.Prof.Chantouch Wannathanom, Mr.Suradeach Termjerm (Manager of Wang Suasunandha Hotel), Prof. Asst. Dr.Suwaree Yodchim and Assoc. Prof. Dr. Luedech Girdwichai, Asst.Prof.Dr.witthayamekhum for providing great oversea presentation. Finally, the researcher wish to express the gratitude to SuansunandhaRajabhat University to support the piece of research to be successful.

REFERENCES

- [1] Department of Tourism. (2016). Statistics of Tourists (Online). Accessing form: <http://www.tourism.go.th/2010/th/statistic/tourism.php> [2016, August 14].
- [2] Ministry of Education. (2004). The Act of Rajabhat Universities, B.E. 2547 (2004).
- [3] Mc Kercher, B. & du Cros, H. (2002). Cultural tourism: The partnership between tourism and cultural heritage management. New York: Haworth Hospitality Press.
- [4] Vichit Uan. (2010). A Research and Search of Business Information Bangkok Sripatum University
- [5] Netnaphal.cungsa-at.(2007). Management for Developing Spiritual Tourism in Kanchanaburi Province. A Dissertation of Master of Science (Environmental Chemistry). Bangkok: Srinakharinwirot University.
- [6] Wandee Sisang. (2006). A Guidelines for Planning for Development of Sustainably Conservative Tourism of Kanchanaburi Province. Dissertation of Master of Science (Environmental Chemistry). Bangkok: Srinakharinwirot University
- [7] Wina Sumbantit. (2006). An Integrated Strategy Planning for Sustainably Conservative Tourism, Case Study: Samut Songkhram. A Dissertation of Master of Science (Environmental Chemistry). Bangkok. Srinakharinwirot University.
- [8] Bunler Jittangwattana. (1999). A Planning for Development of Sustainable Tourism. Chiang Mai: Faculty of Humanity and Social Science.
- [9] Namthip Wipawin. (2004). A Knowledge Management with Knowledge Archives. Bangkok: SR Printing Mass Product Co., Ltd.
- [10] Ministry of Tourism and Sports. (2011). A Report, B.E. 2554 (2011). Bangkok: Ministry of Tourism and Sports. Ministry of Education, Department of Curriculum and Instruction Development. (2001). Basic Education Core Curriculum B.E. 2544 (2001). Bangkok: Institute of Academic Development (IAD).
- [11] Jeffrey S. Harrison, Cathy A. Enz. (2005). Hospitality strategic management concepts and cases. United States of America: John Wiley & Sons, Inc.
- [12] Charoenwongsa, P. 2004. Heritage resource management in tourism. In M. Bradford & E. Lee
- [13] Liebowitz, J. and T. Backman. (1998). Knowledge Organizations: What Every Manager Should Know, St. Lucie / CRC Press, Boca Raton, FL.
- [14] M. Earl. (1998). "Why Knowledge Management," Presentation at Andersen Consulting's Knowledge Management Workshop, London, March 9.
- [15] Douglas McGregor (2005). The Human Side of Enterprise, Annotated Edition. McGraw Hill Professional.
- [16] McCarthy, C. A. (1997). A reality check the challenges of implementing information power in school library media program. Dissertation Abstracts International, 25, 205-213.
- [17] Drucker, Peter F. (1993). The Post Capitalist Society. Butterworth-Heinemann
- [18] Drucker, p. (1993) Post-Capitalist Society. Oxford.
- [19] Vijan Panit. (2005). A Knowledge Management, Practitioner Edition. Bangkok: Sukaphap Jai.
- [20] Alter, S. (1996) Information Systems: A Management Perspective. 2nd ed. Benjamin/Cummings Publishing.
- [21] Peter F. Drucker (2009) The Daily Drucker. HarperCollins Publisher.
- [22] weera weerasophon. (2016). A Guideline of Development in Management of University in The Center of Thailand in order to promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University. Suansunandha Rajabhat University. Bangkok, Thailand
