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

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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 forSuansunandhaRajabhat 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 forSuansunandhaRajabhatUniversity 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 themanagement of development for SuansunandhaRajabhatUniversity 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 inthe 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.NiponSasithornsaowapa)

"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. Pornnapat 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).

SuansunadhaRajabhat 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.NiponSasithornsaowapa)

"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. Criteriaof 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 Universitydo 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.NiponSasithornsaowapa)
"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)

"SuansunandhaRajabhatUniversty 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.NiponSasithornsaowapa)

"SuansunandhaRajabhatUniversty 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.ChantouchWannathanom)

"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.NiponSasithornsaowapa)

"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.ChantouchWannathanom)

"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.NiponSasithornsaowapa)

"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 directior 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.ChantouchWannathanom)

"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.NiponSasithornsaowapa)

"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. Pornnapat 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.ChantouchWannathanom)

"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 shouldmake 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.NiponSasithornsaowapa)

"The Universitymust 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. Pornnapat 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 placeHead of Tourism Industry Management and Service (Asst.Prof.ChantouchWannathanom)

"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.NiponSasithornsaowapa)

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

3. The others comment

"Supportingtodepartmentseeking 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.ChantouchWannathanom)

"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)

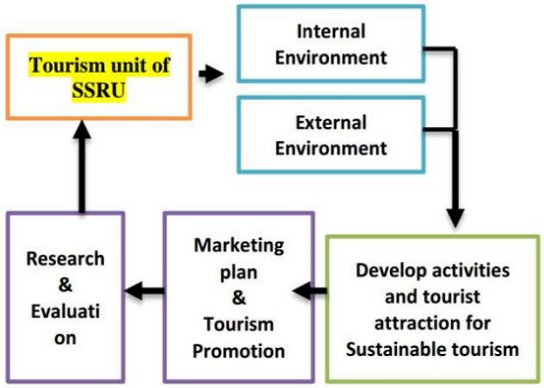
"Criteria of tourism of personnel, as well as, awareness in the benefits of tourism and participation."Dean of Humanity and Social Science (Asst.Prof.Dr.NiponSasithornsaowapa)
"There are still thecriteria which promote the readiness leading to management in sustainable tourism of Rajabhat Universities, namely place, significant and personnel"Manager of Wang Suansunandha Hotel (Mr.SuradeachTermjerm)

"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. Pornnapat Berndt)

From the research of a management of development for SuansunandhaRajabhat University through the Sustainable Tourism, it can be seen thatSuansunandhaRajabhat 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 SuansunandhaRajabhat 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 SuansunandhaRajabhat 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 sustainabletourist 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 SuansunandhaRajabhat 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 SuansunandhaRajabhat 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 SuansunandhaRajabhat University through the Sustainable Tourism

CONCLUSIONS

SuansunandhaRajabhat University mustset upas 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 SuansunandhaRajabhat 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 SuansunandhaRajabhat University. Eventually, based on this research can be concluded as the model of management model of development for SuansunandhaRajabhat University through the sustainable Tourism as bellowing :



Model1: 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. NiponSasithornsaowapa, Asst.Prof.ChantouchWannathanom, Mr.SuradeachTermjerm (Manager of Wang Suasunandha Hotel), Prof. Asst. Dr.SuwareeYodchim and Assoc. Prof. Dr. LuedechGirdwichai,Asst.Prof.Dr.witthayamekhum for providing great oversea presentation. Finally, the researcher wish to express the gratitude to SuansunandhaRajhabhat University to support the piece of research to be successful.

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