

## **Development of Management Model for Promoting Sustainable Tourism of Rajabhat Universities in Thailand**

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**Abstract :** This research paper is to study the development of a management model for promoting sustainable tourism of Rajabhat universities in Thailand. Mixed Method Research is applied under the said topic. The researcher has developed a management model to promote sustainable tourism. The objectives of the research are 1) to study the readiness in management sustainable tourism of Rajabhat universities in Thailand 2) to develop a management model for promoting sustainable tourism of those universities. The process of this research is organized in two steps according to the objectives. The results of the research are as in the following: 1. Rajabhat universities have the readiness in management for promoting sustainable tourism. The universities can be developed to be sustainable tourist attraction under the administrators who have vision and realize the importance of tourism, eager to promote sustainable tourism of the universities by specifying obvious policy plans and management. 2. The management model for promoting sustainable tourism of Rajabhat universities is consisted of the main following factors : 2.1 Master plan and policy, 2.2 Rajabhat universities organization management and personnel administration, 2.3 Assignment and authority, leadership, 2.4 Join network, 2.5 Assurance of quality and controlling, 2.6 Budget management, 2.7 Human Resources management, 2.8 Alliance and co-ordination, 2.9 Tool of marketing. There are also other communal factors for promoting sustainable tourism. They are: local communities, local communities, tourism activities, government and private sectors, communicative technology system, history, tourist attractive, art and culture, internal and external environment including local wisdom heritage. The management model for promoting sustainable tourism can be concluded from these main and communal factors mentioned above.

**Keywords :** tourism, sustainable tourism, management, Rajabhat University

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