



## Curriculum Vitae

**Dr. Rumpapak Luekveerawattana**

### Academic Position:

Assistant Professor in Business Entrepreneurship  
Faculty of Management Science  
Suan Sunandha Rajabhat University

### Address:

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### 1. Education

- **Ph.D. in Architectural Heritage Management and Tourism**  
Silpakorn University, Thailand
- **M.Sc. in Applied Statistics**  
King Mongkut's University of Technology North Bangkok, Thailand
- **M.B.A. in Management**  
Assumption University, Thailand
- **B.B.A. in Financial Management**  
University of the Thai Chamber of Commerce, Thailand

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### 2. Academic and Professional Experience

- **Assistant Professor**  
Business Entrepreneurship Program  
Faculty of Management Science  
Suan Sunandha Rajabhat University

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### 3. Research Interests

- Sustainable Tourism Management
- Cultural and Heritage Tourism
- Agro-tourism Development
- Community-Based Tourism
- Tourist Behavior and Experience
- Cycling and Green Tourism Development

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### 4. Research Projects

- Development of Sustainable Agro-Tourism Management Model: Coconut Sugar Production (Tao Tan) in Tha Kha Community, Samut Songkhram

- Community Lifestyle Study of Military Community (Dusit District, Bangkok)
- Development of Cultural Tourism in Bang Khonthi District, Samut Songkhram
- Factors Affecting Motivation in Eco-Tourism Destinations in Bangkok Metropolitan Region
- Factors Influencing Revisit Intention in Historical Tourism Destinations in Bangkok
- Tourism Strategy and Sustainable Homestay Standards Development in Udon Thani Province
- Cycling Tourism Routes Development toward Community Tourism Applications
- Green Tourism Route Development in Wang Yai Village, Udon Thani Province
- Cultural Tourism Standard Development for Thai Phuan Community

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## 5. Research Program Roles

### Research Program Coordinator

- Community Enterprise Promotion for Tourism: Chakram Leaf Case Study, Amphawa, Samut Songkhram

### Research Program Director

- Sustainable Tourism Development Policy for Bang Noi Floating Market, Samut Songkhram
- Creative Tourism Strategy Development for Floating Markets and Tourism Routes in Taling Chan, Bangkok

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## 6. Publications

### Journal Articles

- Luekveerawatana, R. (2012). Cultural landscape for sustainable tourism: A case study of Amphawa community. *Procedia - Social and Behavioral Sciences*, 65, 387–396.
- Luekveerawatana, R. (2018). Key factors affecting tourists' decisions to stay at environmentally friendly hotels. *Polish Journal of Management Studies*, 17(2), 148–157.
- Luekveerawatana, R. (2020). Key factors in managing cultural tourism sustainably. *Kasetsart Journal of Social Sciences*, 41(3), 475–480.
- Luekveerawatana, R., & Sawangdee, Y. (2021). Path analysis of revisit potential in iconic tourism destinations. *E3S Web of Conferences*, 258.
- Luekveerawatana, R. (2022). Economic impact factors in cycling cultural tourism route management. *Cogent Social Sciences*, 8(1), 2099563.
- Luekveerawatana, R. (2023). Vital factors for homestay operation in natural tourism during COVID-19. *INTERAGROMASH 2022 Conference Proceedings*.
- Luekveerawatana, R. (2024). Enhancing innovation in cultural heritage tourism: Navigating external factors. *Cogent Social Sciences*, 10(1).

### Conference Papers

- Development of Eco-Tourism: Firefly Watching at Ban Lom Thuan Community, Samut Songkhram (2010)
- Community Potential for Agro-Tourism Management: Tha Kha Community Case Study (2010)

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## 7. Academic Contributions

- Research supervision and academic advising

- Curriculum development in tourism and business management
  - Participation in national and international conferences
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#### **8. Skills**

- Quantitative Research & Data Analysis (SPSS, SEM, SmartPLS)
  - Academic Writing and Publication
  - Tourism Planning and Development
  - Community-Based Research
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#### **9. Affiliations**

- Faculty Member, Suan Sunandha Rajabhat University
- Researcher in Sustainable and Cultural Tourism