



The signing ceremony of the Academic Cooperation Memorandum between Suan Sunandha Rajabhat University and Phatthalung Province

Suan Sunandha Rajabhat University by Hotel and Lodging Business Management Program, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University signed a Memorandum of Understanding on the Academic Cooperation (MOU) between Suan Sunandha Rajabhat University and Phatthalung Province. Associate Professor Dr. Chutikan Srivibul, Acting President of Suan Sunandha Rajabhat University signed a Memorandum of Understanding on the Academic Cooperation with Mr. Wirat Rakphan, Deputy Governor of Phatthalung Province. On this occasion, there were Mr. Surat Jaranyothin, Tourism and Sports, from Phatthalung Province, Group Captain (special) Athikun Khongmee, in the working group for the Minister of Tourism and Sports, Mr. Chaturon Pakdeevanich, Chief Minister's Office, Mr. Naris Kanjanopas, Head of Public Relations Group, Assistant Professor Dr. Preecha Phongpheng, Acting Vice President for Administration of Suan Sunandha Rajabhat University, Associate Professor Dr. Nipon Sasitornsawapa, Dean of the Faculty of Humanities and Social Sciences, and executive teams of Suan Sunandha Rajabhat University honorable to attend this signing ceremony at the Council Room of Suan Sunandha Rajabhat University.

The objectives of this signing are the cooperation in research development, academic service, and to improve the quality of life for people in the area of Phatthalung Province by

developing operational skills for unique accommodation business owners, food operators, and tour operators. The focus is on community participation based on the cultural capital of the area which brings maximum benefits in both research, academic, and national development in the future. For this academic cooperation, the Faculty of Humanities and Social Sciences will be the main unit in doing research and academic service, create a database to connect the provincial information, produce digital and social media for effective publicity and connection of information, training seminars to enhance knowledge, develop operational skills and increasing the capacity of personnel in the province area. Including the establishment of a learning center of Suan Sunandha Rajabhat University in the area.