

# Bachelor of Arts Program in International Tourism and Hospitality Management (International Program)

## Degree Plan

### Regular Track and Cooperative Education Track

#### Total Number of Credits

<b>General Education</b>	<b>24 credits</b>
English Languages	9 credits
Integrated Professional Skills Course	15 credits
<b>Professional Education</b>	<b>84 credits</b>
Core Courses	24 credits
Major Requirements	24 credits
Major Electives	36 credits
- Special Interest	21 credits
- Professional Language	15 credits
<b>Free Electives</b>	<b>6 credits</b>
<b>Practicum Training</b>	<b>9 credits</b>
<b>Total</b>	<b><u>123</u> credits</b>

#### List of Courses

### 1. General Education (24 Credits)

#### English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

#### Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

### 2. Professional Education (84 credits)

#### Core Courses (24 credits)

THI101	Introduction to Tourism and Hospitality Management	3
THI102	Service Quality Management	3
THI201	Cross-Cultural Communication	3
THI203	Consumer Behavior in Tourism and Hospitality Industries	3
THI204	People, Management and Change in the Service Industries	3

THI205	Laws and Regulations of Tourism and Hospitality	3
THI206	Technology and Innovation in Tourism and Hospitality	3
THI207	Service Design and Service Marketing	3

**Major Requirements** **(24 credits)**

THI211	Global Trends and Strategies in Tourism and Hospitality	3
THI212	Data Analytics for Tourism and Hospitality	3
THI213	Personality Development for Tourism and Hospitality Management	3
THI311	Sustainable Tourism and Hospitality	3
THI314	Entrepreneurship in Tourism and Hospitality	3
THI411	Logistics and Supply Chains for Tourism and Hospitality Industries	3
THI413	Accounting and Finance for Tourism and Hospitality	3
THI414	Applied Research in Tourism and Hospitality	3

**Major Electives** **(36 credits)**

**Special Interest** **(21 credits)**

Students select only 21 credits from the following courses.

**1. Tourism Business**

THI312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3
THI313	Tour Planning and Operating	3
THI322	Destination Development Planning	3
THI323	Global Integrated Passenger Transportation Networks	3
THI324	Product and Service Development for Tourism and Hospitality	3
THI412	Community-Based Tourism	3
THI425	Niche Tourism	3
THI428	Cruise Tourism	3
THI429	Airline Business Management	3
THI430	In-flight Passenger Service	3
THI431	Event Management	3

**2. International Hospitality Business**

THI331	International Lodging Management	3
THI332	Restaurant Operations	3
THI333	Food and Beverage Operations	3
THI335	Catering Business Management	3

THI336	Wine Appreciation	3
THI351	Front Office and Housekeeping Operations and Management	3
THI352	Digital Marketing for Hotel Business	3
THI438	Innovation Strategies for Hospitality Business	3
THI453	Hotel Planning, Design and Development	3
THI456	Risk and Crisis Management in Hotel and Restaurant Businesses	3
THI463	Revenue Management and Pricing	3

### 3. Health and Wellness Tourism

THI341	Wellness Tourism	3
THI342	Health and Medical Tourism	3
THI343	Sports Tourism	3
THI444	Health and Wellness Design	3
THI445	Spa Operations and Management	3

### 4. MICE and Event Management

THI312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3
THI322	Destination Development Planning	3
THI335	Catering Business Management	3
THI431	Event Management	3
THI438	Innovation Strategies for Hospitality Business	3
THI439	MICE Venue Management	3
THI440	MICE, Sustainability and Standards	3
THI441	Festival, Concert and Creative Industries	3
THI457	Risk and Crisis Management in Tourism and MICE Management	3

### Professional Language

(15 credits)

Students select only 15 credits from the following courses.

#### 1) Thai Language

ITH271	Thai Language and Culture	3
ITH272	Thai for Everyday Life	3
ITH373	Thai for Travelling and Recreation	3
ITH374	Thai for Tourism Management	3
ITH475	Thai for Hospitality Management	3

**2) Korean Language**

IKR271	Korean Language and Culture	3
IKR272	Korean for Everyday Life	3
IKR373	Korean for Travelling and Recreation	3
IKR374	Korean for Tourism Management	3
IKR475	Korean for Hospitality Management	3

**3) Japanese Language**

IJP271	Japanese Language and Culture	3
IJP272	Japanese for Everyday Life	3
IJP373	Japanese for Travelling and Recreation	3
IJP374	Japanese for Tourism Management	3
IJP475	Japanese for Hospitality Management	3

**4) Chinese Language**

ICN271	Chinese Language and Culture	3
ICN272	Chinese for Everyday Life	3
ICN373	Chinese for Travelling and Recreation	3
ICN374	Chinese for Tourism Management	3
ICN475	Chinese for Hospitality Management	3

**5) Italian Language**

IIL271	Italian Language and Culture	3
IIL272	Italian for Everyday Life	3
IIL373	Italian for Travelling and Recreation	3
IIL374	Italian for Tourism Management	3
IIL475	Italian for Hospitality Management	3

**6) Spanish Language**

ISP271	Spanish Language and Culture	3
ISP272	Spanish for Everyday Life	3
ISP373	Spanish for Travelling and Recreation	3
ISP374	Spanish for Tourism Management	3
ISP475	Spanish for Hospitality Management	3

**7) French Language**

IFR271	French Language and Culture	3
IFR272	French for Everyday Life	3
IFR373	French for Travelling and Recreation	3
IFR374	French for Tourism Management	3
IFR475	French for Hospitality Management	3

**8) German Language**

IGR271	German Language and Culture	3
IGR272	German for Everyday Life	3
IGR373	German for Travelling and Recreation	3
IGR374	German for Tourism Management	3
IGR475	German for Hospitality Management	3

**3. Free Electives****(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

THI454	Environmental Planning and Design for Hotel Businesses	3
THI461	Corporate Social Responsibility for International Tourism and Hospitality	3
THI462	Strategic Brand Management	3
THI464	Social Media and Viral Marketing	3
THI465	Basic Flower Arrangement	3
THI466	Bartending	3
THI467	English for Tourism Industry	3
THI468	English for Hospitality Industry	3
THI469	English for Airline Business	3
THI480	World Geography for Tourism	3
THI481	Heritage Tourism and Museum Management	3
THI482	Climate Change Adaptation and Mitigation in Tourism	3
THI483	Gastronomy of the World	3
THI484	Digital Photography for Tourism Promotion	3
THI485	Travel Writing	3
THI487	Aesthetics for Living	3
THI488	Independent Study	3
THI489	Special Topic in Tourism and Hospitality Management	3

THI490	Life and the Art of Travel	3
THI491	Customer Experience Design	3
THI492	Airport Ground Service Management	3

#### **4. Practicum Training (9 credits)**

##### **1) Cooperative Education (For Cooperative Education Track)**

ICO301	Pre-Cooperative Education	3
THI399	Cooperative Education in Tourism and Hospitality Industry	6

##### **2) Internship (For Regular Track)**

THI391	Career Preparation	3
THI392	Internship I	3
THI493	Internship II	3

#### **Course Description**

##### **1. General Education (24 Credits)**

##### **English Languages (9 Credits)**

**IEN106 The Art of Writing (3 Credits)**  
Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing.

**IEN107 Critical Reading and Writing (3 Credits)**  
Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation.

**IEN108 Persuasive Presentation (3 Credits)**  
Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media.

### **Integrated Professional Skills Course (15 Credits)**

#### **IGE011      Thinking Skills for Lifelong Learning      (3 Credits)**

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning.

#### **IGE012      Citizenship in Society and International Community      (3 Credits)**

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures.

#### **IGE013      Technology and Innovation for the Future      (3 Credits)**

Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation.

#### **IGE014      Aesthetics and Well-being for Life      (3 Credits)**

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion.

#### **IGE015      Entrepreneurial Spirit and Financial Literacy      (3 Credits)**

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making.

## 2. Professional Education (84 credits)

### Core Courses (24 credits)

- |               |   |                    |
|---------------|---|--------------------|
| <b>THI101</b> | <b>Introduction to Tourism and Hospitality Management</b>   | <b>(3 Credits)</b> |
|               | The meaning and context of tourism principles. The course provides an overview of hospitality as a form of human exchange between hosts and guests. This course covers various national and international industries and highlight the concepts, principles, influences and trends on tourism and hospitality industry. This course may include field trips.  |                    |
| <b>THI102</b> | <b>Service Quality Management</b>   | <b>(3 Credits)</b> |
|               | Psychological concepts and techniques relating to customer services, factors influencing satisfaction, and applications of psychological concepts and techniques for effective customer services  |                    |
| <b>THI201</b> | <b>Cross-Cultural Communication</b>   | <b>(3 Credits)</b> |
|               | Cross-cultural communication and understanding of culture diversity to work and to do business in international professional work setting   |                    |
| <b>THI203</b> | <b>Consumer Behavior in Tourism and Hospitality Industries</b>  | <b>(3 Credits)</b> |
|               | Travel demand, factors influencing tourist behaviour and trends of tourist behaviour  |                    |
| <b>THI204</b> | <b>People, Management and Change in the Service Industries</b>  | <b>(3 Credits)</b> |
|               | Principles of organizational behaviour and human resource management; examining how studies of human behaviour inform people management; examining how individual and group processes inform practices and policies of managing people and changing organizations.  |                    |
| <b>THI205</b> | <b>Laws and Regulations of Tourism and Hospitality</b>  | <b>(3 Credits)</b> |
|               | Business law, and the laws and regulations related to tourism and hospitality in Thailand and elsewhere, examining legal aspects in relation to contracts, taxation, custom duties, environmental regulations, health and safety, and employment.   |                    |
| <b>THI206</b> | <b>Technology and Innovation in Tourism and Hospitality</b>   | <b>(3 Credits)</b> |
|               | The concepts of information technology and the application of IT systems deployed in the hospitality and tourism industry.  |                    |
| <b>THI207</b> | <b>Service Design and Service Marketing</b>   | <b>(3 Credits)</b> |
|               | Characteristics of service marketing; differences between product and service marketing. Consumer behavior in the service context; customer expectations and perceptions of service design and development. The analysis of customer needs; planning and developing marketing strategies; for building confidence and improving service quality. Managing customer complaints; building good relationships with customers; develop and brand management; market positioning service pricing |                    |



strategy; promotion and distribution channels; adapting service marketing strategies to global markets and addressing cultural considerations and regulatory challenges.

### **Major Requirements (24 credits)**

- |               |  |                    |
|---------------|--|--------------------|
| <b>THI211</b> | <b>Global Trends and Strategies in Tourism and Hospitality</b>   | <b>(3 Credits)</b> |
|               | Global trends in tourism and hospitality industries in relation to business strategies; applied frameworks for understanding opportunities in international and competitive markets.   |                    |
| <b>THI212</b> | <b>Data Analytics for Tourism and Hospitality</b>  | <b>(3 Credits)</b> |
|               | Marketing technology; data collection, processing, and analysis from a multitude of Tourism and Hospitality domains; presenting findings in a variety of formats; assessing and forecasting business and marketing conditions.   |                    |
| <b>THI213</b> | <b>Personality Development for Tourism and Hospitality Management</b>  | <b>(3 Credits)</b> |
|               | Creating and developing service skills; service problem-solving techniques in services; ethics for service careers; human relations; individual's personality development for social adjustment; individual differences and appropriate behaviour training including social etiquette.   |                    |
| <b>THI311</b> | <b>Sustainable Tourism and Hospitality</b>   | <b>(3 Credits)</b> |
|               | Concepts and theories involved in achieving sustainable tourism to balance between environmental, social and economic, principles and practices of sustainability including challenges these industries faces both now and, in future, including field trip.   |                    |
| <b>THI314</b> | <b>Entrepreneurship in Tourism and Hospitality</b>   | <b>(3 Credits)</b> |
|               | Entrepreneurship in tourism and hospitality in relation to various stakeholder perspectives; examining concepts and practices of entrepreneurship and enterprise development; developing skills for analysing and evaluating business environments, potential opportunities, and impacts on communities; may include field trip. |                    |
| <b>THI411</b> | <b>Logistics and Supply Chains for Tourism and Hospitality Industries</b>  | <b>(3 Credits)</b> |
|               | Management of supply chains for tourism and hospitality businesses; examining how customer value is delivered and how logistics connects points in value chains; developing skills for cost estimation, managing inventory, assessing risk, and maintaining technology-based responsiveness; may include field trip.             |                    |
| <b>THI413</b> | <b>Accounting and Finance for Tourism and Hospitality</b>  | <b>(3 Credits)</b> |
|               | Accounting and finance applied to tourism and hospitality businesses; developing skills to prepare, read, and use main financial statements as generalist; examining cost and management data for planning, decision-making and control; estimating cash flow for investment analysis.   |                    |

**THI414      Applied Research in Tourism and Hospitality      (3 Credits)**

Applied research to undertake challenging project of particular interest; developing skills of problem identification, data collection and analysis; covering research design, empirical methodologies, data collection tools, and presentation of findings suitable for various stakeholder purposes.

**Major Electives (36 credits)****Special Interest (21 credits)**

Students select only 21 credits from the following courses.

**1) Tourism Business****THI312      Meetings, Incentives, Conferences and Exhibitions (MICE)      (3 Credits)**

MICE planning, event execution, budgeting, logistics, and stakeholder management; technology integration, sustainability, crisis management, post-event evaluation; personality grooming, case studies, field trip and final project.

**THI313      Tour Planning and Operating      (3 Credits)**

Tour organizing concepts, tour planning processes, itinerary writing techniques, marketing, and customer communication in the context of actual tour organization.

**THI322      Destination Development Planning      (3 Credits)**

Tourism strategy applying to develop a local business the location, management and development of destinations in terms of economic, social, cultural and environmental issues of international tourism management.

**THI323      Global Integrated Passenger Transportation Networks      (3 Credits)**

The principles of passenger transportation, development in technology, innovations of transportation, integrated transportation that is cost-effective and sustainable.

**THI324      Product and Service Development for Tourism and Hospitality      (3 Credits)**

Concepts and issues involved in achieving development of identity of products in the international tourism and hospitality sectors, technical issues for development process and management strategies to reduce cost and failure rates including feasibility of a new product concept.

**THI412      Community-Based Tourism      (3 Credits)**

Concepts and theories involved in achieving community-based tourism as development to meet social, environmental, and economic needs of local communities including diverse nature and culture of community involvement and structural constraints to community-based tourism, monitoring and evaluating actual and potential benefits occurring to local communities including field trip.

- THI425      Niche Tourism      (3 Credits)**  
Specialty tourism products, growth and development of niche tourism appealing to a specific special interest tourism segment in the context of evolving tourist motivations, behaviours and experiences.
- THI428      Cruise Tourism      (3 Credits)**  
Cruise ship industry structure and operational dimensions, different cruise regions and their market maturity.
- THI429      Airline Business Management      (3 Credits)**  
A broader understanding of organizational and consumer trends in commercial aviation, air passenger transportation, timetable, reservations, passenger services, and immigration regulations. The course includes a field trip.
- THI430      In-flight Passenger Service      (3 Credits)**  
In-flight Passenger Service provides the essential skills and knowledge to excel in delivering in-flight passenger services, such as ensuring passenger safety, passenger comfort, and passenger satisfaction.
- THI431      Event Management      (3 Credits)**  
Meaning, categorization criteria, and effect of event management; stakeholders in event management business; technical terminologies; hybrid event management; marketing strategies for event management and branding; online and offline marketing; sponsorship; event management measures; brainstorming for the event's theme; organizing enjoyable and satisfying events for customers; concepts of financial management; writing a business plan and selling event or festival management services that benefit localities; event management evaluation.

## 2) International Hospitality Business

- THI331      International Lodging Management      (3 Credits)**  
The evolution and characteristics of various types of lodging businesses; the management, functions, responsibilities and relationship between various departments in hotels and resorts. This course may include a field trip.
- THI332      Restaurant Operations      (3 Credits)**  
Principles of restaurant management including both restaurant services and kitchen operations. The tasks and responsibilities of restaurant staff, service quality management, menu planning, menu controlling, food purchasing and receiving, storage and disbursement of raw materials, food production and maintenance of physical resources are all covered, with practice in a simulated restaurant.

**THI333 Food and Beverage Operations (3 Credits)**

The structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. The understanding of different types of food and beverages, events, and banquet formats; technology in food and beverage operations; trend in food and beverage industry as well as practical food and beverage service skills; table setting and clearing; and cleaning and storing equipment.

**THI335 Catering Business Management (3 Credits)**

Basics of managing a catering business, market analysis, identifying target audiences, menu design, logistics, pricing strategies, branding, customer service, legal compliance, technology integration, sustainability, and event coordination; field trip, case studies, final project organising a catering event either on-premises or off-premises.

**THI336 Wine Appreciation (3 Credits)**

The geography and history of wine as well as the art of wine making and evaluation. Students will have the opportunity to gain knowledge on food pairing, wine keeping, and wine servicing. A field trip to winery or wine vendors is included.

**THI351 Front Office and Housekeeping Operations and Management (3 Credits)**

Personality and grooming, front desk management, guest services, effective communication, housekeeping, guest relationship management, technology tools, revenue management, safety and security, leadership, industry trends, field trip, and case studies.

**THI352 Digital Marketing for Hotel Business (3 Credits)**

Digital marketing trends, online presence, brand reputation; Hotel website design, user experience, mobile optimisation, Search Engine Optimize (SEO) strategies; social media, content, influencer collaborations; online reputation management, monitoring, positive brand image building; email marketing, personalisation, automation; Paid advertising, targeting strategies; analytics, data-driven decision making, Key Performance Indicator (KPI); Innovations in hotel marketing.

**THI438 Innovation Strategies for Hospitality Business (3 Credits)**

Innovations principles, methods and processes for hospitality business to achieve higher profitability and market share.

**THI453 Hotel Planning, Design and Development (3 Credits)**

Planning, design and development related to hotel and lodging businesses.

**THI456 Risk and Crisis Management in Hotel and Restaurant Businesses (3 Credits)**

This course examines the principles of business planning and management required for emergency situations that can occur in the hotel and restaurant businesses. It primarily focuses on minimizing the impact of disasters to the operation of these businesses.

**THI463 Revenue Management and Pricing (3 Credits)**

Revenue management is the process of offering the right product to the right customer at the right time for the right price. This course examines the fundamental principles and concepts of revenue management, including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution.

**3) Health and Wellness Tourism****THI341 Wellness Tourism (3 Credits)**

Concepts of wellness; meaning and significance of wellness tourism; characteristics and forms of wellness tourism; products and activities reinforcing wellness tourism; laws, orders, and standards regarding health; wellness tourism development, holistic approaches to well-being, various therapeutic method. The integration of tourism and wellness businesses such as resorts, spas or clinics, through relevant management strategies is a key focus. This course may include a field trip.

**THI342 Health and Medical Tourism (3 Credits)**

Evolution of health, medical tourism, key concepts, trends; Analyse the economic, social, cultural impact, compare healthcare quality, accessibility, affordability across different countries; Technology's role, innovation, accreditation, quality standards, regulatory frameworks; Customer experience, cultural competence, analyse strategies through case studies; Legal, ethical issues, business models, pricing strategies, branding; Identify trends, challenges, geopolitical impacts in the industry.

**THI343 Sports Tourism (3 Credits)**

Sports tourism definition, evolution, global trends, economic impact; Analysis of sporting events, case studies, strategies to promote sports events; Sports tourists behaviour, motivations, sports pilgrimage's concept, technology's role; Developing sports-oriented travel packages, promoting sports tourism destinations, balancing infrastructure development, environmental sustainability; Sports local cultures influencing, cultural exchange, addressing ethical concerns, sustainable practices; Technological advancements, niche markets, predicting future developments.

**THI444 Health and Wellness Design (3 Credits)**

Design principles; evidence-based design, biophilic, universal accessibility, technology integration, cultural considerations, physical activity promotion, workplace wellness, community engagement, field trip.

**THI445 Spa Operations and Management (3 Credits)**

Global spa industry, trends; Business plan, market research, financial projections, strategic positioning; Spa's day-to-day operations, service delivery, customer satisfaction; Human resource management, recruitment, training, spa's personnel motivation, skills, dedicated team; Marketing, branding, marketing strategies, digital marketing, effective communication; Wellness, holistic approaches, therapies, treatments; Technology integration, spa software, online booking systems, customer relationship management tools; Legal, ethical, case studies, field trip.

**4) MICE and Event Management****THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) (3 Credits)**

MICE planning, event execution, budgeting, logistics, and stakeholder management; technology integration, sustainability, crisis management, post-event evaluation; personality grooming, case studies, field trip and final project.

**THI322 Destination Development Planning (3 Credits)**

Tourism strategy applying to develop a local business the location, management and development of destinations in terms of economic, social, cultural and environmental issues of international tourism management.

**THI335 Catering Business Management (3 Credits)**

Basics of managing a catering business, market analysis, identifying target audiences, menu design, logistics, pricing strategies, branding, customer service, legal compliance, technology integration, sustainability, and event coordination; field trip, case studies, final project organising a catering event either on-premises or off-premises.

**THI431 Event Management (3 Credits)**

Meaning, categorization criteria, and effect of event management; stakeholders in event management business; technical terminologies; hybrid event management; marketing strategies for event management and branding; online and offline marketing; sponsorship; event management measures; brainstorming for the event's theme; organizing enjoyable and satisfying events for customers; concepts of financial management; writing a business plan and selling event or festival management services that benefit localities; event management evaluation.

**THI438 Innovation Strategies for Hospitality Business (3 Credits)**

Innovations principles, methods and processes for hospitality business to achieve higher profitability and market share.

- THI439 MICE Venue Management (3 Credits)**  
Criteria for venue selection, planning, budgeting, coordination, and venue preparation in response to different market segments and types of MICE (Meeting, Incentive, Convention, and Exhibition) activities; including the application of operational strategies to support event.
- THI440 MICE, Sustainability and Standards (3 Credits)**  
Insights into sustainability and sustainable standards as opportunities for positive change in the events and tourism industries, including essential skill sets for managing, communicating, and implementing sustainable practices.
- THI441 Festival, Concert and Creative Industries (3 Credits)**  
Planning and management of festivals and concerts; the meaning, significance, and roles of festivals, concerts, and creative industries in tourism and hospitality, including the use of event strategies and tools to evaluate service quality and enhance audience experience through hands-on practices.
- THI457 Risk and Crisis Management in Tourism and MICE Management (3 Credits)**  
Principles of planning and management in response to emergencies and crises in tourism and MICE businesses, focusing on risk assessment, preparedness, and strategies to minimize operational disruptions and mitigate the impact of disasters.

#### **Professional Language (15 credits)**

Students select only 15 credits from the following courses.

#### **1) Thai Language**

- ITH 271 Thai Language and Culture (3 Credits)**  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level; may include field trip
- ITH272 Thai for Everyday Life (3 Credits)**  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.
- ITH373 Thai for Travelling and Recreation (3 Credits)**  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

**ITH374 Thai for Tourism Management (3 Credits)**

Intensive speaking practice in Thai at the upper-intermediate level with a focus on terminology related to tourism management, including elements of the Thai language for career preparation in the tourism industry.

**ITH475 Thai for Hospitality Management (3 Credits)**

Intensive speaking practice in Thai at the upper-intermediate level with a focus on terminology related to hospitality management, including elements of the Thai language for career preparation in the hospitality industry.

**2) Korean Language****IKR271 Korean Language and Culture (3 Credits)**

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

**IKR272 Korean for Everyday Life (3 Credits)**

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

**IKR373 Korean for Travelling and Recreation (3 Credits)**

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

**IKR374 Korean for Tourism Management (3 Credits)**

Intensive speaking practice in Korean at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Korean language for career preparation in the tourism industry.

**IKR475 Korean for Hospitality Management (3 Credits)**

Intensive speaking practice in Korean at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Korean language for career preparation in the hospitality industry.

**3) Japanese Language****IJP271 Japanese Language and Culture (3 Credits)**

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.



- IJP272 Japanese for Everyday Life (3 Credits)**  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.
- IJP373 Japanese for Travelling and Recreation (3 Credits)**  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.
- IJP374 Japanese for Tourism Management (3 Credits)**  
Intensive speaking practice in Japanese at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Japanese language for career preparation in the tourism industry.
- IJP475 Japanese for Hospitality Management (3 Credits)**  
Intensive speaking practice in Japanese at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Japanese language for career preparation in the hospitality industry.

#### 4) Chinese Language

- ICN271 Chinese Language and Culture (3 Credits)**  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.
- ICN272 Chinese for Everyday Life (3 Credits)**  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.
- ICN373 Chinese for Travelling and Recreation (3 Credits)**  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.
- ICN374 Chinese for Tourism Management (3 Credits)**  
Intensive speaking practice in Chinese at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Chinese language for career preparation in the tourism industry.

**ICN475      Chinese for Hospitality Management      (3 Credits)**

Intensive speaking practice in Chinese at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Chinese language for career preparation in the hospitality industry.

**5) Italian Language**

**IIL271      Italian Language and Culture      (3 Credits)**

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

**IIL272      Italian for Everyday Life      (3 Credits)**

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

**IIL373      Italian for Travelling and Recreation      (3 Credits)**

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

**IIL374      Italian for Tourism Management      (3 Credits)**

Intensive speaking practice in Italian at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Italian language for career preparation in the tourism industry.

**IIL475      Italian for Hospitality Management      (3 Credits)**

Intensive speaking practice in Italian at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Italian language for career preparation in the hospitality industry.

**6) Spanish Language**

**ISP271      Spanish Language and Culture      (3 Credits)**

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

**ISP272      Spanish for Everyday Life      (3 Credits)**

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

**ISP373 Spanish for Travelling and Recreation (3 Credits)**  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

**ISP374 Spanish for Tourism Management (3 Credits)**  
Intensive speaking practice in Spanish at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Spanish language for career preparation in the tourism industry.

**ISP475 Spanish for Hospitality Management (3 Credits)**  
Intensive speaking practice in Spanish at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Spanish language for career preparation in the hospitality industry.

## **7) French Language**

**IFR271 French Language and Culture (3 Credits)**  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

**IFR272 French for Everyday Life (3 Credits)**  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

**IFR373 French for Travelling and Recreation (3 Credits)**  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

**IFR374 French for Tourism Management (3 Credits)**  
Intensive speaking practice in French at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the French language for career preparation in the tourism industry.

**IFR475 French for Hospitality Management (3 Credits)**  
Intensive speaking practice in French at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the French language for career preparation in the hospitality industry.

## 8) German Language

- IGR271      German Language and Culture      (3 Credits)**  
 Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.
- IGR272      German for Everyday Life      (3 Credits)**  
 Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.
- IGR373      German for Travelling and Recreation      (3 Credits)**  
 Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.
- IGR374      German for Tourism Management      (3 Credits)**  
 Intensive speaking practice in German at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the German language for career preparation in the tourism industry.
- IGR475      German for Hospitality Management      (3 Credits)**  
 Intensive speaking practice in German at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the German language for career preparation in the hospitality industry.

## 3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

- THI454      Environmental Planning and Design for Hotel Businesses      (3 Credits)**  
 Layout planning for hotel business including facility usage and preparation for services, needs investigation, selection, designing, improvement, application and technologies for conveniences with consideration of environmental standards for hotel businesses.
- THI461      Corporate Social Responsibility for International Tourism and Hospitality      (3 Credits)**  
 Concepts and practices in managing Corporate Social Responsibility for international tourism and hospitality businesses.

- THI462 Strategic Brand Management (3 Credits)**  
Concepts and practices in branding and strategic communications, especially in advertising, public relations and digital platforms.
- THI464 Social Media and Viral Marketing (3 Credits)**  
Concepts and practices of social media and viral marketing in contemporary marketing; examining how social media and viral marketing facilitates and changes consumer behavior; focusing on strategic perspective, implementation, tactics and measurements.
- THI465 Basic Flower Arrangement (3 Credits)**  
Theories, components, principles, and basic knowledge of flower arrangement, characteristics, maintenance, and equipment, as well as the selection of proper vases for flower designs, including both Eastern and Western arrangements. Basic Flower Arrangement covers an integration of theories and practice.
- THI466 Bartending (3 Credits)**  
Various types of beverages and mixed drinks, both alcoholic and non-alcoholic, are covered. The focus is on the study of tools and equipment, mixing and serving techniques, and measures as applied to bartending. The bartending course includes both theoretical and practical lessons.
- THI467 English for Tourism Industry (3 Credits)**  
English for working in the tourism industry includes listening, speaking, reading and writing skills.
- THI468 English for Hospitality Industry (3 Credits)**  
English for working in the hospitality industry includes listening, speaking, reading and writing skills.
- THI469 English for Airline Business (3 Credits)**  
English for working in the Airline Business includes listening, speaking, reading and writing skills.
- THI480 World Geography for Tourism (3 Credits)**  
Concepts and issues involved in achieving world geography for tourism, overview of Southeast Asia and global geography, landscape characteristics, climate zones, and ethnic groups including geographical conditions and tourism management in both local and international tourism destinations especially in the natural and cultural-based destinations, historical destinations, and livelihoods are explored in order to plan tourism development accordingly.

- THI481 Heritage Tourism and Museum Management (3 Credits)**  
 Concepts and issues involved in achieving heritage tourism and museum management in term of development of cultural heritage tourism resources as primary or secondary destination products, cultural and heritage assets to be tourism attractions including museums, the performing arts, historic sites, and national parks including current and future cultural and heritage trends; the role of the organizations involved in cultural heritage tourism; and using cultural heritage resources for economic development.
- THI482 Climate Change Adaptation and Mitigation in Tourism (3 Credits)**  
 Issues involved in achieving climate change in term of greatest challenges facing the environment today, tourism industry and affected by climate change, as well as being a significant contributor to climate change, tourism industry adapts and mitigation efforts for sustainability.
- THI483 Gastronomy of the World (3 Credits)**  
 History national food, food cultures from different parts of the world and a field trip
- THI484 Digital Photography for Tourism Promotion (3 Credits)**  
 Digital photography fundamentals, composition techniques, storytelling, landscape and architecture photography, cultural sensitivity, lighting and editing, social media promotion, legal and ethical considerations, practical exercises and case studies.
- THI485 Travel Writing (3 Credits)**  
 Issues involved in achieving techniques and various styles of writing to share travel experiences and knowledge in various aspects such as culture, tourist destinations, livelihoods, foods, festivals in term of travel writing.
- THI487 Aesthetics for Living (3 Credits)**  
 Concepts and issues involved in achieving aesthetics of living including experiencing nature, art, performance, music, and culture through process based on various media and diverse experience.
- THI488 Independent Study (3 Credits)**  
 Concepts, issues and cases study involved in achieving topic in tourism and hospitality industries under the supervision and recommendation of faculty member.
- THI489 Special Topic in Tourism and Hospitality Management (3 Credits)**  
 Concepts and issues involved in achieving special topic in tourism and hospitality management in term of interesting, current and relevant topic related to tourism and hospitality.

- THI490 Life and the Art of Travel (3 Credits)**  
Self-fulfillment and the art of travel, culture, beliefs, wisdom, learning from meaningful experiences when traveling to places.
- THI491 Customer Experience Design (3 Credits)**  
Concepts and practices in managing and designing customer experience, customer engagement, and customer journey mapping.
- THI492 Airport Ground Service Management (3 Credits)**  
Principles of the operations and management of ground services at airports. This course explores the essential aspects of managing ground services, including passenger handling, baggage handling, aircraft servicing, and safety procedures.

#### **4. Practicum Training (9 credits)**

##### **1) Cooperative Education (For Cooperative Education Track)**

- ICO301 Pre-Cooperative Education (3 Credits)**  
Preparation for work by enhancing essential skills, communicating in English, cross-cultural communication. creative teamwork skills in different enterprise cultures, psychology of working with others, entrepreneurial spirit, moral and professional ethics.
- THI399 Cooperative Education in Tourism and Hospitality Industry (6 Credits)**  
Prerequisite: Passed ICO301  
Students study the practical system in a workplace by being an employee. The course is designed to prepare students for professional careers by working in systematic operations. Students are required to work full-time for at least 24 weeks. The assigned work must be of high quality, providing practical experience in the students' major field of study, or a proposed project, or work that benefits the organization as a whole. Cooperative education will be monitored and evaluated through cooperation between the school departments and the work placement organizations.

##### **2) Internship (For Regular Track)**

- THI391 Career Preparation (3 Credits)**  
Career preparation for working in tourism and hospitality includes job selection based on personal characteristics, job interview preparation, personality development, the job application process, and best practices for working in the tourism industry.

**THI392 Internship I****(3 Credits)**

Prerequisite: Passed THI101, THI102 and THI391 or Dean's Approval

The practical study aims to give students the opportunity to apply the knowledge and understanding they have acquired in real-life situations. Students can intern in businesses related to the hotel and tourism industry, including relevant organizations both domestically and internationally. The internship period should be no less than one academic semester or at least 12 weeks. This study will be supervised and evaluated by the school department in collaboration with the organizations that accept student interns.

**THI493 Internship II****(3 Credits)**

Prerequisite: Passed THI392 or Dean's Approval

Practical study for students to apply the knowledge and experience gained from the first internship to practical training in the hotel and tourism business, both domestically and internationally, to enhance career readiness. This training will last for at least 16 weeks under the supervision and evaluation of the school department and the internship organization.