

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

Degree Plan

Total Number of Credits

General Education	30 credits
English Languages	9 credits
Integrated Professional Skills Course	21 credits
Professional Education	84 credits
Core Courses	24 credits
Specialized Courses	60 credits
- Requirement	30 credits
- Specialized Courses – Electives (Special Interest)	30 credits 15 credits
(Professional Language)	15 credits
Free Electives	6 credits
Practicum Training	9 credits
Total	<u>129</u> credits

List of Courses

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106	The Art of Writing	3
IEN 107	Critical Reading and Writing	3
IEN 108	Persuasive Presentation	3

Integrated Professional Skills Course (21 Credits)

IGE 101	Thinking Skills for Lifelong Learning	3
IGE 102	Citizenship and Social Transformation	3
IGE 103	Technology and Innovation	3
IGE 104	Aesthetics and Well-being for Life	3
IGE 105	Global Alliance and Emerging Issues	3
IGE 106	Financial Literacy and Sustainable Development	3
IGE 107	Entrepreneurial Spirit and Leadership Skills	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
THI202	International Service Marketing	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

Specialized Courses (60 credits)

- Requirement (30 credits)

THI211	Global Trends and Strategies in Tourism and Hospitality	3
THI311	Sustainable Tourism and Hospitality	3
THI312	Meetings, Incentives, Conferences and Exhibitions (MICE)	3
THI313	Tour Planning and Operating	3
THI314	Entrepreneurship in Tourism and Hospitality	3
THI411	Logistics and Supply Chains for Tourism and Hospitality Industries	3
THI412	Community-Based Tourism	3
THI413	Accounting and Finance for Tourism and Hospitality	3
THI414	Applied Research in Tourism and Hospitality	3
THI415	Feasibility Studies and Project Management for International Tourism and Hospitality	3

- Specialized Courses – Electives (30 credits)

Special Interest (15 credits)

Students select only 15 credits from the following courses.

1) International Tourism Business

THI321	Product Development for International Tourism and Hospitality	3
THI322	Destination Development Planning	3
THI323	Global Integrated Passenger Transportation Networks	3
THI424	Contemporary Issues in Cruise Tourism	3
THI425	Niche Tourism	3
THI426	Airline Business and Technology	3
THI427	Managing Incentive B-2-B Travel Programs	3

2) International Hospitality Business

THI331	International Lodging Management	3
THI332	Restaurant Operations	3
THI333	Food and Beverage Operations	3
THI334	Introduction to Wine	3
THI335	Catering Business Management	3
THI436	MICE Venue Management	3
THI437	MICE, Sustainability and Standards	3
THI438	Innovation Strategies for Hospitality Business	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) Hotel Management

THI332	Restaurant Operations	3
THI333	Food and Beverage Operations	3
THI351	Front Office and Housekeeping Operations and Management	3
THI352	Digital Marketing for Hotel Business	3
THI453	Hotel Planning, Design and Development	3
THI454	Environmental Planning and Design for Hotel Businesses	3
THI455	Crisis Management in Hotel and Restaurant Businesses	3
THI461	Corporate Social Responsibility for International Tourism and Hospitality	3
THI462	Strategic Brand Management	3
THI463	Revenue Management and Pricing	3
THI464	Social Media and Viral Marketing	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

9) Business English

IEN271	Business English I	3
IEN272	Business English II	3
IEN373	Oral Communication in the Service Sector	3
IEN374	Business Correspondence in the Service Sector	3
IEN475	Business English for Negotiations and Persuasion	3

10) Asean English

IVN101	Vietnamese Language and Culture I	3
IVN102	Vietnamese Language and Culture II	3
IBH101	Bahasa Malaysia /Indonesia I	3
IBH 102	Bahasa Malaysia /Indonesia II	3
IKM101	Khmer Language and Culture I	3
IKM102	Khmer Language and Culture II	3
ITG101	Tagalog Language and Filipino Culture I	3
ITG102	Tagalog Language and Filipino Culture II	3
IMR101	Myanmar Language and Culture I	3
IMR102	Myanmar Language and Culture II	3

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

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

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
THI486	Zen and the Art of Travel	3
THI487	Aesthetics for Living	3
THI488	Independent Study	3
THI489	Special Topic in Tourism and Hospitality Management	3

4. Practicum Training**(9 Credits)****1. Cooperative Education**

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

2. Internship

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

Course Description

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106 The Art of Writing (3 Credits)

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

IEN 107 Critical Reading and Writing (3 Credits)

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

IEN 108 Persuasive Presentation (3 Credits)

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.

Integrated Professional Skills Course (21 Credits)

IGE 101 Thinking Skills for Lifelong Learning (3 Credits)

A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.

IGE 102 Citizenship and Social Transformation (3 Credits)

A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.

IGE 103 Technology and Innovation (3 Credits)

A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.

IGE 104 Aesthetics and Well-being for Life (3 Credits)

Learn to live a meaningful life through various types of arts and recreational activities. Students will open new perspectives for the aesthetics of life and society from various artistic works and sport that influence the existence of life, society, and culture.

IGE 105 Global Alliance and Emerging Issues (3 Credits)

A study of the international economic and political developments that impact the social and cultural changes in the global society in order to understand critical emerging issues of the world community.

IGE 106 Financial Literacy and Sustainable Development (3 Credits)

A study of how to effectively manage and make financial decisions including personal financial management and investing. Emphasis is placed on the sustainable development through the integration of knowledge that harmonizes the relationship between community and society with an aim to recognize key problems and take positive actions.

IGE 107 Entrepreneurial Spirit and Leadership Skills (3 Credits)

A study of the development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur. This course comprises of creative thinking and seeking opportunities to start and run businesses on the basis of ethics and moral grounds. It also focuses on demonstrating effective leadership and teamwork as well as making bold, prompt, and well-informed decisions.

2. Professional Education (84 credits)**Core Courses (24 credits)****THI101 Introduction to Tourism and Hospitality Management (3 Credits)**

This course explores the meaning and context of tourism and provides an overview to the study of hospitality as a form of human exchange between hosts and guests. It will examine various national and international industries and highlight the concepts, principles, influences and trends on the sector as a whole. It will consider the current scale and pattern of tourism and hospitality related activities and the implication this has for their management. This course may include field trips.

THI102 Service Quality Management (3 Credits)

This course explores the psychological concepts and techniques related to the management of customer services. It will examine the human relations aspects for services and the factors that influence their quality; it will provide an understanding of the applications of psychological concepts and techniques of quality management to the day-to-day operations of customer services.

THI201 Cross-Cultural Communication (3 Credits)

This course explores cross-cultural communication with an emphasis to reduce communication barriers. It examines cultural communication differences in relation to aspects such as high and low-context cultures, gender differences, social conventions, politeness and nonverbal communication. It aims to improve students' confidence, self-development, and cultural awareness required in international professional work setting.

THI202 International Service Marketing (3 Credits)

This course introduces students to the core principles of marketing with an emphasis on the importance and development of marketing strategies for service industries. It examines the role of marketing in determining the sustainability and growth potential of a business, including attracting and retaining customers, and the value of an appropriate marketing-mix in a competitive environment.

THI203 Consumer Behavior in Tourism and Hospitality Industries (3 Credits)

The behavior of consumers is a fundamental aspect in understanding the nature of tourism and hospitality as a whole. This course involves critical reflection of the reasons why people behave as they do when becoming a "tourist" or "guest". Aspects of behavior before, during and after the trip will be discussed in light of theories of consumer behavior in tourism and hospitality settings.

THI204 People, Management and Change in the Service Industries (3 Credits)

This course introduces students to the principles of organizational behavior and human resource management. It will examine how an understanding of human behavior can help in the management of others and self. It will examine fundamental individual and group processes and the ways in which these inform the practices and policies of managing people and changing organizations.

THI205 Laws and Regulations of Tourism and Hospitality (3 Credits)

This course aims to provide knowledge about business law, and the laws and regulations related to tourism and hospitality in Thailand and elsewhere, including legal aspects in relation to contracts, taxation, custom duties, transportation, the environment, and staff employment.

THI206 Technology and Innovation in Tourism and Hospitality (3 Credits)

This course introduces students to the concepts of information technology and the application of IT systems deployed in the hospitality and tourism industry. It aims to demonstrate how practitioners use specific technologies and how this can improve their performance. The course entails practice-based sessions in computer labs.

Specialized Courses (60 credits)**- Requirement (30 credits)****THI211 Global Trends and Strategies in Tourism and Hospitality (3 Credits)**

This course examines global trends in the tourism and hospitality sector and explores how this relates to the development of relevant business strategies. It aims to equip students with an applied framework for understanding business strategies and opportunities within the context of international and competitive markets.

THI311 Sustainable Tourism and Hospitality (3 Credits)

This course aims to provide a critical understanding of the opportunities and constraints involved in achieving a balance between the environmental, social and economic aspects of the tourism and hospitality industries that is needed for sustainable outcomes. It will examine how tourism and hospitality management can embed principles and practices of sustainability. It will explore the key challenges these industries face both now and in the future. This course may include a field trip.

THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) (3 Credits)

This course aims to provide an understanding of the importance and characteristics of the meeting, incentive, convention, and exhibition (MICE) industry. It explores the practical aspects of planning, management and operations relevant to MICE businesses. This course may include a field trip.

THI313 Tour Planning and Operating (3 Credits)

This course explores the concepts of tour organizing, as well as the processes and techniques of tour planning, itinerary writing, including related aspects of marketing and communication with customers. Students will have the opportunity to organize an actual tour of a real destination.

THI314 Entrepreneurship in Tourism and Hospitality (3 Credits)

This course aims to provide an overview of entrepreneurship in tourism and hospitality, encompassing both management and sociological perspectives. It will examine relevant theories and concepts of entrepreneurship and enterprise development within the tourism context. This will allow students to analyze and evaluate the business environment, its impact on the tourism industry sectors and potential for entrepreneurship and enterprise development. This course may include a field trip.

THI411 Logistics and Supply Chains for Tourism and Hospitality Industries (3 Credits)

This course provides an understanding of the role of logistics in the supply chain related to the Hospitality industry. It will explore issues such as the basic terms of logistics, distribution and transportation, the connection between logistics and marketing, the estimation of value and costs in logistics, sourcing and supply management, and logistics future challenges and opportunities. This course may include a field trip.

THI412 Community-Based Tourism (3 Credits)

This course examines community-based tourism as a mean of development to meet the social, environmental and economic needs of local communities. This includes an understanding of diverse nature of community involvement and heterogeneity of host communities, structural constraints to local control of tourism businesses, and the requirements of monitoring and recording activities to evaluate actual and potential benefits occurring to local communities. This course may include field trips.

THI413 Accounting and Finance for Tourism and Hospitality (3 Credits)

This course provides understanding of accounting and finance applied to tourism and hospitality related industries. It will develop students' ability to prepare, read, understand and use main financial statements as a generalist. It examines the use and the preparation of cost and management data for planning, decision-making and control. It focuses on the estimation of cash flows for investment analysis, as well as the applications of company investment analysis.

THI414 Applied Research in Tourism and Hospitality (3 Credits)

This course aims to enable students to undertake a challenging and detailed study of a particular area of interest. It will focus on key skills, including problem identification, problem solving, collection and analysis of secondary data. This may cover practical aspects such research question selection, research design, sampling, empirical methodology, data collection tools, data analysis by statistical software along with research finding presentation for business development.

THI415 Feasibility Studies and Project Management for International Tourism (3 Credits)
and Hospitality

This course examines feasibility and project management issues for potential businesses in international tourism and hospitality. This includes analysis of global trends, local market situations, and existing competition.

- Specialized Courses – Electives (30 credits)

- Special Interest (15 credits)

Students select only 15 credits from the following courses.

1) International Tourism Business

THI321 Product Development for International Tourism and Hospitality (3 Credits)

This course aims to provide an understanding of issues central to the development of products in the international tourism and hospitality sectors. It examines technical issues that can accelerate the development process and management strategies to reduce cost and failure rates. Students will investigate the feasibility of a new product concept.

THI322 Destination Development Planning (3 Credits)

This course examines the challenges and issues faced by locations pursuing tourism as a business and community development strategy. It will focus on the management and development of destinations in terms of economic, social, cultural and environmental issues and provides an understanding of the planning issues involved in this evolving aspect of international tourism management.

THI323 Global Integrated Passenger Transportation Networks (3 Credits)

This course gives an understanding of the global growth and demand for passenger transportation. It will explore current developments in technology (including high-speed rail, innovations in air transportation, organizational restructuring, consumer trends and political initiatives aimed at providing integrated transportation that is cost-effective and sustainable. It will examine the challenges and opportunities for the passenger transportation in the 21st century.

THI424 Contemporary Issues in Cruise Tourism (3 Credits)

Cruise ship tourism is increasingly recognized as a successful and dynamic subsector of the global tourism industry. This course provides an understanding of cruise tourism in terms of different stakeholders, industry structure and operational dimensions. It will examine different cruise regions and their market maturity, such as Caribbean, Mediterranean, and Asia-Pacific and explore operational issues such as onboard working conditions, as well as the impact on coastal, marine and atmospheric environments, local economies, and the sociocultural nature of port communities.

THI425 Niche Tourism (3 Credits)

This course explores the emergence of specialty tourism products that appeal to a small but often dedicated market. It examines the growth and development of niche tourism in the context of evolving tourist motivations, behaviors and experiences. Students will research, identify and assess niche markets, key destinations, and leading companies that specialize in this market segment.

THI426 Airline Business and Technology (3 Credits)

Prerequisite: THI206

This course examines the relevance and structure of airline businesses and the current technologies they deploy. This will include a broader understanding of organizational and consumer trends in commercial aviation, as well as specific operational aspects for air passenger transportation, such as timetable, reservations, ticketing, air fare calculation, passenger services, and immigration regulations. The course entails practice-based session in computer labs and may include a field trip.

THI427 Managing Incentive B-2-B Travel Programs (3 Credits)

This course examines the essential elements for successfully managing incentive travel programs with a focus on business-to-business applications. This includes an overview of the planning phases and effective project management strategies, as well as reviewing proven solutions that mitigate common risks surrounding incentive travel products.

THI461 Corporate Social Responsibility for International Tourism and Hospitality (3 Credits)

This course examines challenges inherent in managing international tourism hospitality businesses that perform well financially as well as environmentally and socially. It explores underlying conceptual changes such as the growing importance of a stakeholder perspective, as well as practical aspects such as the increased measurement of resources and their consumption, pollution controls, monitoring ethical supply chains, and expanded training and awareness of employees.

THI462 Strategic Brand Management (3 Credits)

This course aims to develop a critical appreciation of the role of strategic brand management in contemporary tourism and hospitality marketing. It will enhance student's knowledge of the practical and theoretical issues in branding and strategic communications, especially advertising, PR and digital platforms.

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.

THI464 Social Media and Viral Marketing (3 Credits)

This course examines theories and practices of social media and viral marketing in contemporary marketing landscape. It explores how social media and viral marketing facilitates and changes consumer behavior. Students will focus on social media and viral marketing from a strategic perspective as well as on implementation, tactics and measurements.

2) International Hospitality Business**THI331 International Lodging Management (3 Credits)**

A study of evolution and characteristics of various types of lodging businesses such as hotels and resorts, including the management, functions, responsibilities and relationship between various departments in such businesses. This course may include a field trip.

THI332 Restaurant Operations (3 Credits)

Study of the 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)

This course examines the structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. It will provide an understanding of different types of food and beverages, events and banquet formats, as well as practical food and beverage service skills, table setting and clearing, and cleaning and storing equipment.

THI334 Introduction to Wine (3 Credits)

This course introduces 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.

THI335 Catering Business Management (3 Credits)

Study of forms and management principles of catering as well as procedures for operating and planning on-site and off-site catering functions. Emphasis is on providing client contacts, dealing with problems and conflicts, exploring trends in the catering business.

THI436 MICE Venue Management (3 Credits)

This course provides the criteria of venue selection, planning, budgeting, coordinating, and preparing the venue in response to types of market target and meeting, incentive, convention, and exhibition (MICE) activities. This course includes field trips.

THI437 MICE, Sustainability and Standards (3 Credits)

This course will provide an insight to sustainability and sustainable standards as an opportunity for change; as well as the relevant skill sets of managing, communicating and implementing. This includes studies of climate neutral events together with the necessary reporting guidelines and sustainable event checklists. The following MICE standards are a key focus: ISO 50001: Energy Management, ISO 22000: Food Safety Management, TISI 22300: MICE Security Management Systems, ISO 20121: Event Sustainability Management Systems, ISO 22301: Business Continuity Management Systems and Thailand MICE venue Standard (TMVS).

THI438 Innovation Strategies for Hospitality Business (3 Credits)

This course covers innovations principles, ideas, methods and relevant processes to develop and improve hospitality business performance in order to achieve higher profitability and market share including innovation of product and services, marketing, process and organizational productivity.

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

This course examines the concepts and practices of wellness tourism, including holistic approaches to well-being, various therapeutic methods, as well as regulations and licensing aspects. 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)

This course examines emerging tourism market segments in relation to the globalization of healthcare. This includes a critical exploration of concepts such as medical tourism and medical travel, as well as related aspects of integrating tourism to healthcare provision. A core focus is the unique position of Thailand as an active and growing health and medical tourism destination.

THI343 Sports Tourism (3 Credits)

Tourism generated by sports activities and events is an emerging trend in the development of major destination areas. This course provides an understanding of sports tourism in terms of participants, policy makers, and service providers. It will examine the profiles, motivations and behavior patterns of sports tourists, their socio-economic impact, the response by policy makers, as well as providers' marketing and overall strategic directions.

THI444 Health and Wellness Design (3 Credits)

This course provides an understanding how a service organization's physical, social and natural environment may influence consumers and employees. It will examine how external stimuli through, for example, face-to-face or online interaction, interior design, building layouts, and landscaping can influence the behavior of consumer and employee in healthcare and hospitality settings. It will explore a range of contemporary issues such as therapeutic landscapes, seasonal movements for health enhancement, luxury designs and cosmetic surgery, patient experiences and gender.

THI445 Spa Operations and Management (3 Credits)

This course examines the evolution of spa businesses and their integration with health and wellness tourism. It will provide an understanding of key aspects of managing and operating spa businesses, including different therapies, products, and regulations. This course may include field trips.

4) Hotel Management**THI332 Restaurant Operations (3 Credits)**

Study of the 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)

This course examines the structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. It will provide an understanding of different types of food and beverages, events and banquet formats, as well as practical food and beverage service skills, table setting and clearing, and cleaning and storing equipment.

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

A study of front office management, including department structure, roles and responsibilities, codes of conduct, reservations systems, greeting, guest registration, room allocation, telephone handling, information service management, customer relations and problem solving skills, as well as coordinating with other departments.

THI352 Digital Marketing for Hotel Business (3 Credits)

This course covers the idea of digital marketing communication; media planning and how to reach the stakeholders, marketing promotion activities, brand differentiation in the hotel business, and potential trends of communication technology with the customers, the effect of new methods of marketing communication, communication evaluation and marketing campaigns.

THI453 Hotel Planning, Design and Development (3 Credits)

This course examines the practice and theory of hotel planning, development, and design. Students will explore various types of hotel designs, such as urban hotels, boutique hotels, multi-branded hotels, resort hotels, convention hotels, and how these types determine the planning and development of premises. In addition, the course examines important factors, such as location, environment, budget, building regulations and social responsibility.

THI454 Environmental Planning and Design for Hotel Businesses (3 Credits)

A study of 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.

THI455 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.

- Professional Language (15 credits)

Students select only 15 credits from the following courses.

1) Thai Language**ITH271 Thai Language and Culture (3 Credits)**

This course is an introduction to the Thai language with an emphasis on comprehension of the spoken language and appreciation of Thai culture, leading to the ability to function effectively at a basic level. This course may include field trips.

ITH272 Thai for Everyday Life (3 Credits)

This course is the continuation of “Thai Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ITH373 Thai for Travelling and Recreation (3 Credits)

This course introduces students to the Thai language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ITH374 Thai for Tourism Management (3 Credits)

This course introduces students to the Thai language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ITH475 Thai for Hospitality Management (3 Credits)

This course introduces students to the Thai language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

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

This course is an introduction to the Korean language with an emphasis on comprehension of the spoken language and appreciation of Korean culture, leading to the ability to function effectively at a basic level.

IKR272 Korean for Everyday Life (3 Credits)

This course is the continuation of “Korean Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IKR373 Korean for Travelling and Recreation (3 Credits)

This course introduces students to the Korean language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IKR374 Korean for Tourism Management (3 Credits)

This course introduces students to the Korean language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IKR475 Korean for Hospitality Management (3 Credits)

This course introduces students to the Korean language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

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

This course is an introduction to the Japanese language with an emphasis on comprehension of the spoken language and appreciation of the Japanese culture, leading to the ability to function effectively at a basic level.

IJP272 Japanese for Everyday Life (3 Credits)

This course is the continuation of “Japanese Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IJP373 Japanese for Travelling and Recreation (3 Credits)
 This course introduces students to the Japanese language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IJP374 Japanese for Tourism Management (3 Credits)
 This course introduces students to the Japanese language used in the tourism industry and to technical terms in listening speaking, reading, and writing.

IJP475 Japanese for Hospitality Management (3 Credits)
 This course introduces students to the Japanese language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

4) Chinese Language

ICN271 Chinese Language and Culture (3 Credits)
 This course is an introduction to the Chinese language with an emphasis on comprehension of the spoken language and appreciation of the Chinese culture, leading to the ability to function effectively at a basic level.

ICN272 Chinese for Everyday Life (3 Credits)
 This course is the continuation of “Chinese Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ICN373 Chinese for Travelling and Recreation (3 Credits)
 This course introduces students to the Chinese language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ICN374 Chinese for Tourism Management (3 Credits)
 This course introduces students to the Chinese language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ICN475 Chinese for Hospitality Management (3 Credits)
 This course introduces students to the Chinese language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

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

This course is an introduction to the Italian language with an emphasis on comprehension of the spoken language and appreciation of the Italian culture, leading to the ability to function effectively at a basic level.

IIL272 Italian for Everyday Life (3 Credits)

This course is the continuation of “Italian Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IIL373 Italian for Travelling and Recreation (3 Credits)

This course introduces students to the Italian language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IIL374 Italian for Tourism Management (3 Credits)

This course introduces students to the Italian language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IIL475 Italian for Hospitality Management (3 Credits)

This course introduces students to the Italian language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

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

This course is an introduction to the Spanish language with an emphasis on comprehension of the spoken language and appreciation of the Spanish culture, leading to the ability to function effectively at a basic level.

ISP272 Spanish for Everyday Life (3 Credits)

This course is a continuation of “Spanish Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

ISP373 Spanish for Travelling and Recreation (3 Credits)

This course introduces students to the Spanish language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

ISP374 Spanish for Tourism Management (3 Credits)

This course introduces students to the Spanish language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

ISP475 Spanish for Hospitality Management (3 Credits)

This course introduces students to the Spanish language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

7) French Language**IFR271 French Language and Culture (3 Credits)**

This course is an introduction to the French language with an emphasis on comprehension of the spoken language and appreciation of the French culture, leading to the ability to function effectively at a basic level.

IFR272 French for Everyday Life (3 Credits)

This course is the continuation of “French Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IFR373 French for Travelling and Recreation (3 Credits)

This course introduces students to the French language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IFR374 French for Tourism Management (3 Credits)

This course introduces students to the French language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IFR475 French for Hospitality Management (3 Credits)

This course introduces students to the French language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

8) German Language**IGR271 German Language and Culture (3 Credits)**

This course is an introduction to the German language with an emphasis on comprehension often spoken language and appreciation of the German culture, leading to the ability to function effectively at a basic level.

IGR272 German for Everyday Life (3 Credits)

This course is the continuation of “German Language and Culture” with an emphasis on practicing intermediate listening, speaking, reading, and writing in the context of everyday life activities and situations.

IGR373 German for Travelling and Recreation (3 Credits)

This course introduces students to the German language used in the context of travel and recreational activities. It emphasizes on aspects of listening, speaking, reading, and writing.

IGR374 German for Tourism Management (3 Credits)

This course introduces students to the German language used in the tourism industry and to technical terms in listening, speaking, reading, and writing.

IGR475 German for Hospitality Management (3 Credits)

This course introduces students to the German language used in the hospitality industry and to technical terms in listening, speaking, reading, and writing.

9) Business English**IEN271 Business English I (3 Credits)**

The course builds students’ listening comprehension and oral communication as well as etiquettes in professional interaction. Students will practice skills for communication relevant for situations in business and commerce, such as making and responding to a request, stating an agreement or disagreement, giving an opinion and arguing with an idea.

IEN272 Business English II (3 Credits)

This course will develop the core language skills required for business and commerce. The students will read various types of texts, such as business reports and correspondence, travel logs, customer reviews. Topics include identifying the main idea and supporting details, determining the text’s purpose and tone, identifying patterns of organization in a paragraph or passage, recognizing the relationships between sentences, and identifying and using context clues to determine the meaning.

IEN373 Oral Communication in the Service Sector (3 Credits)

Prerequisite: IEN271 or Dean’s Approval

This course advances the students’ business conversation skills required in the service sector. It focuses on practice of responding appropriately to others, and taking part in informal discussions and exchanges. Case studies will be used to introduce business concepts and vocabulary for analysis and discussion, expression of plans and opinions, and practice in both formal and informal presentations.

IEN374 Business Correspondence in the Service Sector (3 Credits)

Prerequisite: IEN272 or Dean's Approval

This course provides an understanding of the core principles of rhetoric, such as the elements of an argument for and persuasive texts in the service sector. This includes the analysis of content and presentation of information and propositions in newspaper and business magazine articles and editorials.

IEN475 Business English for Negotiations and Persuasion (3 Credits)

Prerequisite: IEN271 or Dean's Approval

This course provides an understanding of the principles and techniques in business negotiations and persuasion. Students will practice preparing structures of different types of negotiations and persuasion and their implementing through the roles of communication, different types of power, cultural factors affecting negotiations, and practical negotiating frameworks and tactics.

10) Asean Language**IVN101 Vietnamese Language and Culture I (3 Credits)**

An introduction to the Vietnamese language with the emphasis on comprehension of the language and appreciation of the Vietnamese culture, leading to the ability to function effectively at a basic level.

IVN102 Vietnamese Language and Culture II (3 Credits)

Prerequisite: IVN101 or Dean's Approval

A continuation of IVN101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

IBH101 Bahasa Malaysia/ Indonesia I (3 Credits)

An introduction to the Bahasa Malaysian/Indonesian language with the emphasis on comprehension of the language and appreciation of the Malaysian/Indonesian culture, leading to the ability to function effectively at a basic level.

IBH102 Bahasa Malaysia/ Indonesia II (3 Credits)

Prerequisite: IBH101 or Dean's Approval

A continuation of IBH101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

IKM101 Khmer Language and Culture I (3 Credits)

An introduction to Khmer language with the emphasis on comprehension of the language and appreciation of the Cambodian culture, leading to the ability to function effectively at a basic level.

IKM102 Khmer Language and Culture II (3 Credits)

Prerequisite: IKM101 or Dean's Approval

A continuation of IKM101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

ITG101 Tagalog Language and Filipino Culture I (3 Credits)

An introduction to Tagalog language with the emphasis on comprehension of the language and appreciation of the Filipino culture, leading to the ability to function effectively at a basic level.

ITG102 Tagalog Language and Filipino Culture II (3 Credits)

Prerequisite: ITG101 or Dean's Approval

A continuation of ITG101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

IMR101 Myanmar Language and Culture I (3 Credits)

An introduction to Myanmar language with the emphasis on comprehension of the language and appreciation of the Myanmar culture, leading to the ability to function effectively at a basic level.

IMR102 Myanmar Language and Culture II (3 Credits)

Prerequisite: IMR101 or Dean's Approval

A continuation of IMR101 whereby students study the language and culture and practice intermediate listening, speaking, reading and writing.

3. Free Electives (6 Credits)

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

THI480 World Geography for Tourism (3 Credits)

This course provides the overview of Southeast Asia and the global geography, landscape characteristics, climate zones, and ethnic groups. The correlation between the geographical conditions and tourism management in both local and international tourism destinations especially in the natural-based destinations, historical destinations, and livelihoods are explored in order to effectively plan the tourism development accordingly.

THI481 Heritage Tourism and Museum Management (3 Credits)

This course examines the development of cultural heritage tourism resources as primary or secondary destination products. Students examine the range of cultural and heritage assets that can become viable tourism attractions including museums, the performing arts, historic sites, and national parks. Topics include 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)

Climate change is one of the greatest challenges facing the environment today. This course examines how tourism is affected by climate change, as well as being a significant contributor to climate change. It explores how the industry adapts to these challenges, and how mitigation efforts can make a difference to the question of sustainability.

THI483 Gastronomy of the World (3 Credits)

This course explores the history and relevance of various national and regional foods, foods for special occasions, as well as the unique aspects of different food cultures. This course may include a field trip.

THI484 Digital Photography for Tourism Promotion (3 Credits)

This course provides the basic principle of Digital Photography for Tourism Promotion. Through directed projects students will examine basic camera control and aspects such as the relationship of aperture, shutter speed and ISO setting, rules of composition and ratios, balancing elements, leading lines. Students will also explore photographic trends in tourism marketing.

THI485 Travel Writing (3 Credits)

This course provides the techniques and various styles of writing to share travel experiences and knowledge in various aspects such as culture, tourist destinations, livelihoods, foods, festivals. Students have a chance to practice travel writing based on their interest.

THI486 Zen and the Art of Travel (3 Credits)

This course explores how individual travel can provide a deeper understanding of culture, beliefs, wisdom, and everyday practices. It examines the experiential learning processes that travelling may offer when it meaningfully engages with new places.

THI487 Aesthetics for Living (3 Credits)

This course provides an understanding of the notion of Aesthetics of Living through experiencing the nature, art, performance, music, and culture. It emphasizes on learning process based on various media and diverse experience.

THI488 Independent Study (3 Credits)

This is an individual study of a selected topic in tourism and hospitality industries under the supervision and recommendation of faculty member.

THI489 Special Topic in Tourism and Hospitality Management (3 Credits)

A study of an interesting, current, and relevant topic related to tourism and hospitality.

4. Practicum Training (9 Credits)**1. Cooperative Education****ICO301 Pre-Cooperative Education (3 Credits)**

This course features concept of cooperative education and prepares students for work by enhancing essential skills such as preparing documents for job application, choosing establishments, interview techniques, communication skill development including cross-generation communication, communicating in English, cross-cultural communication. Also, this course focuses on creative teamwork skills in different enterprise cultures, psychology of working with others, emotion development techniques, adjusting to changes, entrepreneurial spirit, report writing and presentation techniques, etiquette in workplace as well as moral and professional ethics.

THI399 Cooperative Education in Tourism and Hospitality Industry (6 Credits)

Prerequisite: ICO301

Students study the practical working system in a workplace through being an employee. The course is designed to prepare students to be ready for professional careers by working in principle and systematic operations. Students are required to work full time for at least a semester of 16 weeks. The assigned work must be of high quality or work that provides practical experience in the students' major fields of study or a proposed project or work that benefits an organization as a whole. The Cooperative education will be monitored and evaluated under cooperation between the school departments and the work placements. Students are required to submit an evaluation report at the end of the placement.

2. Internship**THI391 Career Preparation (3 Credits)**

This course aims to prepare students to be equipped with necessary working skills including job selection based on personal characteristics, job interview preparation, personality development, job application process and good practice for working in tourism industry. Professionals in tourism industry are invited to share their knowledge and experiences in this course.

THI392 Internship I**(3 Credits)**

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

Students apply the studied theories to their practicum training at tourism related industries both in domestic or overseas organization under College's approval. Students are trained for a minimum of 10 weeks or approximately 400 hours. The internship is under the faculty's supervision and evaluated by both faculty and training organization. Students are required to submit internship report after finishing the internship.

THI493 Internship II**(3 Credits)**

Prerequisite : Passed THI392 or Dean's Approval

Advanced practical training for students to apply the studied theories and experience from Internship I to the real working situation in tourism and hospitality related industries both in domestic or overseas organization under the program chair's approval. Students are trained for one semester or at least 10 weeks consecutively of approximately 400 hours. The internship is under the faculty's supervision and evaluated by both faculty and training organization. Students are required to submit internship report along with a tourism business development project after finishing the internship. Moreover, after the period of internship, students are also required to attend the seminar organized by the instructor to present their works and discuss with their peers.