

Bachelor of Arts Program in Tourism and Hotel

General Information

Degree Designation : Bachelor of Arts Program in Tourism and Hotel

Total Credits : 157 credits

Graduate : 4 years

Academic Year

The academic calendar mostly consists of two semesters (Two-semester system). Each semester is not less than 15 weeks. The summer session is scheduled to meet the requirements of each

- 1 st semester : June - September
- 2 nd semester : November – February
- Summer semester : March – May

Course Structure

- A : General Education Course
- B : Major Course
- C : Free Elective Course

A : General Education (30 credits)

1. Language and Communication (9 credits)

- Fundamental Course (6 credits) :

| Course ID | Course name | Credits |
|-----------|---------------------------|----------|
| 1551001 | Fundamental English | 3(3-0-6) |
| 1551002 | English for Communication | 3(3-0-6) |

- Free Elective (3 credits) :

| | | |
|---------|--|----------|
| 1541001 | Thai Language Usage Skills | 3(3-0-6) |
| 1541002 | Language and Communication for Specific Purposes | 3(3-0-6) |
| 1561001 | Japanese for Communication | 3(3-0-6) |
| 1571001 | Chinese for Communication | 3(3-0-6) |
| 1571002 | Fundamental Chinese for Tourism | 3(3-0-6) |
| 1661001 | Korean for Communication | 3(3-0-6) |
| 1691001 | Fundamental Burmese | 3(3-0-6) |
| 1691002 | Burmese for Communication | 3(3-0-6) |

2. Humanities (6 credits)

| Course ID | Course name | Credits |
|-----------|---|----------|
| 1001003 | Human Behavior and Self-Development | 3(3-0-6) |
| 1001005 | Thinking and Decision Making Skill | 3(3-0-6) |
| 1511001 | Ethics and Human Beings | 3(3-0-6) |
| 1511002 | Facts of Life | 3(3-0-6) |
| 1521001 | Buddhism | 3(3-0-6) |
| 1631001 | Information for Study and Research | 3(3-0-6) |
| 2011001 | Aesthetics of Visual Arts | 3(3-0-6) |
| 2051001 | Aesthetics of Performing Arts | 3(3-0-6) |
| 2061001 | Music Appreciation | 3(3-0-6) |
| 3501001 | Leadership Development | 3(3-0-6) |
| 3501003 | Personality Development and the Arts of Socializing | 3(3-0-6) |

3. Social Sciences (6 credits)

| Course ID | Course name | Credits |
|-----------|---|----------|
| 2501001 | History of Thai Society and Culture | 3(3-0-6) |
| 2501003 | Public Mind and Civic Social Engagement | 3(3-0-6) |
| 2501004 | Interdisciplinary Social Science for Development | 3(3-0-6) |
| 2501005 | Kamphaeng Phet Studies | 3(2-2-5) |
| 2521001 | Globalization and Localization | 3(3-0-6) |
| 2521002 | ASEAN Studies | 3(3-0-6) |
| 2541001 | Human Beings, Community, and Environment | 3(3-0-6) |
| 2541002 | Local Resource Management | 3(3-0-6) |
| 2551002 | Fundamental Knowledge on Thai Politics and Government | 3(3-0-6) |
| 2561001 | Introduction to Laws | 3(3-0-6) |
| 3501004 | Business Initiation | 3(3-0-6) |
| 3531001 | Finance in Daily Life | 3(3-0-6) |
| 3541001 | Entrepreneurship | 3(3-0-6) |
| 3591002 | Sufficiency Economy | 3(3-0-6) |

4. Mathematics, Science, and Technology (6 credits)

Select courses in subjects 1. - 4. (3 credits)

| Course ID | Course name | Credits |
|-----------|---|----------|
| 1161001 | Sports and Recreation for Quality of Life | 3(2-2-5) |
| 1161002 | Exercise for Health | 3(2-2-5) |
| 4001002 | Science and Technology for Daily Life | 3(3-0-6) |
| 4001003 | Environments and Natural Resources Conservation | 3(3-0-6) |
| 4071001 | Health and Health Care | 3(3-0-6) |
| 4091001 | Mathematics in Daily Life | 3(3-0-6) |
| 4091003 | Mathematics and Decision Making | 3(3-0-6) |
| 4121001 | Computer and Information Technology | 3(2-2-5) |
| 4121005 | Website Design and Development | 3(2-2-5) |
| 4121006 | Package Software for Application | 3(2-2-5) |
| 5001001 | Agriculture in Daily Life | 3(3-0-6) |
| 5071001 | Food for Health | 3(3-0-6) |
| 5501001 | Technology in Daily Life | 3(3-0-6) |

B : Major Course (121 credits)

Core subjects (24 credits)

| Course ID | Course name | Credits |
|-----------|--|----------|
| 3571203 | World Tourism Resources and Thai Tourism Resources | 3(3-0-6) |
| 3571301 | Principles of Hotel | 3(2-2-5) |
| 3572214 | Service Psychology and Tourist Behavior | 3(2-2-5) |
| 3573201 | Tourism Industry | 3(3-0-6) |
| 3574601 | Information Technology for Tourism and Hotel | 3(2-2-5) |
| 3574602 | Human Resource Management for Tourism and Hotel | 3(3-0-6) |
| 3574603 | Professional Ethics and Laws for Tourism and Hotel | 3(3-0-6) |
| 3574607 | Cross Cultural Communication | 3(3-0-6) |

Major Requirement (60 credits)

| Course ID | Course name | Credits |
|------------------|--|----------------|
| 3571106 | Food and Beverage Service | 3(2-2-5) |
| 3571201 | Principles of Guide | 3(2-2-5) |
| 3571302 | Personality Development for Hospitality Industry | 3(2-2-5) |
| 3571402 | Wellness Business and Spa Management | 3(2-2-5) |
| 3571403 | Kitchen Management | 3(2-2-5) |
| 3572105 | Service Industry Management | 3(3-0-6) |
| 3572201 | Tour Planning and Organization | 3(2-2-5) |
| 3572213 | Tour Operation | 3(2-2-5) |
| 3572303 | Catering Service | 3(2-2-5) |
| 3573209 | Logistics for Tourism Industry | 3(3-0-6) |
| 3573304 | Housekeeping Management | 3(2-2-5) |
| 3573305 | Front Office Management | 3(2-2-5) |
| 3573402 | Tour Business Management | 3(2-2-5) |
| 3574101 | Airline Business | 3(2-2-5) |
| 3574105 | Hotel Business Management | 3(3-0-6) |
| 3574402 | Meeting, Incentive, Convention and Exhibition (MICE) Management | 3(2-2-5) |
| 3574604 | Seminar on Tourism and Hotel | 3(3-0-6) |
| 3574605 | Research in Tourism and Hotel | 3(2-2-5) |
| 3574606 | Tourism and Hotel Marketing | 3(3-0-6) |
| 3574608 | Sustainable Tourism | 3(2-2-5) |

Major Elective Course (30 credits)

| Course ID | Course name | Credits |
|------------------|--|----------------|
| 3571701 | English for Tourism and Hotel 1 | 3(2-2-5) |
| 3571706 | Myanmar for Tourism and Hotel 1 | 3(2-2-5) |
| 3571711 | Chinese for Tourism and Hotel 1 | 3(2-2-5) |
| 3572101 | Reservation and Ticketing | 3(2-2-5) |
| 3572402 | Cultural Tourism Management | 3(2-2-5) |
| 3572403 | Thai Food Management | 3(2-2-5) |
| 3572404 | Community Based Tourism | 3(2-2-5) |
| 3572405 | Floral Arrangement and Vegetable Fruit Carving for Decoration | 3(2-2-5) |

| Course ID | Course name | Credits |
|-----------|---------------------------------|----------|
| 3572702 | English for Tourism and Hotel 2 | 3(2-2-5) |
| 3572707 | Myanmar for Tourism and Hotel 2 | 3(2-2-5) |
| 3572712 | Chinese for Tourism and Hotel 2 | 3(2-2-5) |
| 3573101 | Bar and Beverage Management | 3(2-2-5) |
| 3573403 | Bakery Management | 3(2-2-5) |
| 3573404 | Travel Agent Management | 3(2-2-5) |
| 3573703 | English for Tourism and Hotel 3 | 3(2-2-5) |
| 3573708 | Myanmar for Tourism and Hotel 3 | 3(2-2-5) |
| 3573713 | Chinese for Tourism and Hotel 3 | 3(2-2-5) |
| 3574206 | Tourism Resource Development | 3(2-2-5) |
| 3574208 | International Food Management | 3(2-2-5) |
| 3574704 | English for Tourism and Hotel 4 | 3(2-2-5) |
| 3574709 | Myanmar for Tourism and Hotel 4 | 3(2-2-5) |
| 3574714 | Chinese for Tourism and Hotel 4 | 3(2-2-5) |
| 3575705 | English for Tourism and Hotel 5 | 3(2-2-5) |
| 3575710 | Myanmar for Tourism and Hotel 5 | 3(2-2-5) |
| 3575715 | Chinese for Tourism and Hotel 5 | 3(2-2-5) |

Professional Experience or Cooperative Education (7 credits)

Select a plan

| Course ID | Course name | Credits |
|-----------|--|---------|
| 3574801 | Preparation for Professional Experience in Tourism and Hotel | 2(90) |
| 3574802 | Professional Experience in Tourism and Hotel | 5(450) |
| | or | |
| 3574803 | Cooperative Education Preparation | 1(45) |
| 3574804 | Cooperative Education | 6(540) |

C: Free Elective Course (6 credits)

Freely choose any courses provided by the university. The courses chosen must not have been taken before by the student and must not be the compulsory non-credit courses.