

# Tourism and Hotel Program

## Faculty of Management Sciences

### **Mission**

To produce knowledgeable Tourism and Hotel proficient graduates who can effectively utilize their tourism and hotel skills in their daily interactions and chosen careers

### **Curriculum Objective**

To produce Bachelor of Arts in Tourism and Hotel graduates who are:

- Able to integrated academic knowledge and working as a professional in tourism and hotel
- Able to dealing with others appropriate and responsible to the society
- Excellent officer in Tourism and hotel field

### **Future Career of Graduates**

Bachelor of Arts Tourism and Hotel graduates are widely accepted in the labor market in various professions such as:

- Government/Non-government officers
- Teacher/Lecturer
- Tourism guides
- Hotel field
- Secretary
- Editorial
- Journalist
- Public Relations
- Hotel Manager

### **General Information**

**Degree Designation** : Bachelor of Arts (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

1st semester: Jun - Sep

Summer semester: Mar - May

2nd semester: Nov - Feb

## **Course Structure**

A: General Education Course

B: Major Course

C: Free Elective Course

### **A: General Education (30 credits)**

#### **1. Language and Communication (6 credits)**

##### **- Fundamental Course (6 credits):**

1551001 Fundamental English

1551002 English for Communication

##### **- Free Elective (6 credits):**

1541001 Thai Language Skills

1541002 Language and Communication for Specific Purposes

1541003 Language and Communication in Local Community

1561001 Oral - Aural Communication in Japanese Language

1571001 Oral - Aural Communication in Chinese Language

1691001 Oral - Aural Communication in Myanmar Language

#### **2. Humanities (6-9 credits)**

1001003 Human Behavior and Self Development

1001004 Critical Thinking Skills

1511001 Ethics and Human Being

1521002 Facts of Life

1521001 Buddhism

1631001 Information for Research and Study

2011001 Aesthetics of Visual Art

2011001 Aesthetics of Drama

2061001 Music Appreciation

3561001 Leadership and Contemporary Management

### **3. Social Sciences (6-9 credits)**

2501001 Thai Social Economy

2501002 Social Equity and Peace

2501003 Civics and Social Responsibility

2521001 Globalization and Localization

2531001 Thai and Global Society

2541001 Human Being Community and Environment

2541002 Local Resource Management

2551002 Thai Politics and Government

2561001 Introduction to Law

3541001 Entrepreneurship

3591001 Economics in Daily Life

3591002 Sufficiency Economy

### **4. Mathematics, Science, and Technology (6-9 credits)**

1161001 Sports and Recreation for Quality of Life

1161002 Exercises for Health

4001001 Science and Technology for Development

4001002 Science and Technology for Daily Life

4001003 Conservation Environments and Natural Resources

4091001 Fundamental Mathematics

4091003 Mathematics and Decision Making  
4121001 Computer Skills and Information Technology for Students  
4121002 Word Processing and Presentation  
4121004 Skills of Spreadsheet and Data Management Applications  
4121005 Website Design and Development  
5001001 Local Technology  
5501001 Technology in Daily Life  
5501002 Local Technology

**B: Major Course (121 credits)**

**Major Requirement**

**- Professional basis (24 credits)**

3573201 Tourism Industry  
3571301 Principle of Hotel  
3574601 Information Technology for Tourism and Hotel  
3571701 English for Tourism and Hotel 1  
3571702 English for Tourism and Hotel 2  
3574603 Professional Ethics and Laws for Tourism and Hotel  
3571302 Personality Development for Hospitality Industry  
3574607 Cross Cultural Communication

**Major Elective (Tourism) Course (30 credits)**

3573203 Tourism Behavior  
3572207 Service Psychology  
3572201 Tour Planning and Organization  
3572205 Airline Business and Ticketing  
3571201 Principle of Guide  
3574608 Sustainable Tourism  
3571203 World Tourism Resources and Thai Tourism Resources

3574606 Tourism and Hotel Marketing

3573402 Tour Operation and Management

3573209 Logistics for Tourism Industry

**Major Elective (Hotel) Course (30 credits)**

3573304 Housekeeping Operation and Management

3573305 Front Office Operation and Management

3571106 Food and Beverage Service and Operation

3574602 Human Resources Management for Tourism and Hotel

3572303 Catering Operation and Service

3574605 Research in Tourism and Hotel

3571402 Health Tourism and Spa Management

3572403 Thai Food Operation and Management

3574208 International Food Operation and Management

3574105 Hotel Operation and Management

**Major Elective (Tourism and Hotel) Course (21 credits)**

3574402 Meeting, Incentive, Convention and Exhibition (MICE) Operation and Management

3572402 Cultural Tourism Operation and Management

3574604 Seminar on Tourism and Hotel

3574206 Tourism Resource Development

3571403 Kitchen Operation and Management

3572105 Service Industry Operation and Management

3572404 Community-Based Tourism

**Foreign Language Course (9 credits)**

**English Language**

3573703 English for Tourism and Hotel 3

3573704 English for Tourism and Hotel 4

3573705 English for Tourism and Hotel 5

### **Myanmar Language**

3571706 Myanmar for Tourism and Hotel 1

3572707 Myanmar for Tourism and Hotel 2

3573708 Myanmar for Tourism and Hotel 3

### **Chinese Language**

3571711 Chinese for Tourism and Hotel 1

3572712 Chinese for Tourism and Hotel 2

3573713 Chinese for Tourism and Hotel 3

### **Korea Language**

3571721 Korea for Tourism and Hotel 1

3572722 Korea for Tourism and Hotel 2

3572723 Korea for Tourism and Hotel 3

### **Preparation for Professional Internship and Professional Internship (7 credits)**

#### **Plan A**

3604801 Preparation for Professional Internship in Thai

3604802 Professional Internship in Thai

#### **Plan B**

3503801 Cooperative Education Preparation

3503802 Cooperative Education

### **C: Free Elective Course (6 credits)**

## Study Plan for Tourism and Hotel Program

### 1<sup>st</sup> year, semester 1

Course Code	Course	Credits
1661001	Listening and Speaking Korea	3(3-0-6)
2061001	Music Appreciation	3(3-0-6)
3573201	Tourism Industry	3(3-0-6)
3571106	Food and Beverage Service and Operation	3(3-0-6)
3571203	World Tourism Resources and Thai Tourism Resources	3(3-0-6)
2521001	Globalization and Localization	3(3-0-6)
<b>Total</b>		<b>18</b>

### 1<sup>st</sup> year, semester 2

Course Code	Course	Credits
1551002	English for Communication	3(3-0-6)
1511002	Facts of Life	3(3-0-6)
3541001	Entrepreneurship	3(3-0-6)
3571302	Personality Development for Hospitality Industry	3(3-0-6)
3571701	English for Tourism and Hotel 1	3(3-0-6)
3571201	Principle of Guide	3(3-0-6)
3571403	Kitchen Operation and Management	3(3-0-6)
1551001	Intensive English 1	3(3-0-6)
<b>Total</b>		<b>24</b>

### 2nd year, semester 1

Course Code	Course	Credits
1551002	English for Communication	3(3-0-6)
4001003	Conservation Environments and Natural Resources	3(3-0-6)
3572702	English for Tourism and Hotel 2	3(3-0-6)
3572201	Tour Planning and Organization	3(3-0-6)
3572303	Catering Operation and Service	3(3-0-6)
3572403	Thai Food Operation and Management	3(3-0-6)
3572402	Cultural Tourism Operation and Management	3(3-0-6)
1550002	Intensive English 2	3(3-0-6)
<b>Total</b>		<b>24</b>

### 2nd year, semester 2

Course Code	Course	Credits
1161001	Sport and Recreation for Quality of Life	3(3-0-6)
3572205	Airline Business and Ticketing	3(3-0-6)
3572207	Service Psychology	3(3-0-6)
3574208	International Food Operation and Management	3(3-0-6)
3572105	Service Industry Operation and Management	3(3-0-6)
3573703	English for Tourism and Hotel 3	3(3-0-6)
1550003	Intensive English 3	3(3-0-6)
<b>Total</b>		<b>21</b>



### 3rd year, semester 1

Course Code	Course	Credits
3571402	Health Tourism and Hotel	3(3-0-6)
3573203	Tourist Behavior	3(3-0-6)
3573304	Housekeeping Operation and Management	3(3-0-6)
3574105	Hotel Operation and Management	3(3-0-6)
3574606	Tourism and Hotel Marketing	3(3-0-6)
3574704	English for Tourism and Hotel 4	3(3-0-6)
1550004	Intensive English 4	3(3-0-6)
<b>Total</b>		<b>21</b>

### 3rd year, semester 2

Course Code	Course	Credits
3574603	Professional Ethics and Laws for Tourism and Hotel	3(3-0-6)
3573305	Front Office Operation and Management	3(3-0-6)
3571711	Chinese for Tourism and Hotel 1	3(3-0-6)
3574206	Tourism Resource Development	3(3-0-6)
3574402	Meeting, Incentive, Convention and Exhibition (MICE) Operation and Management	3(3-0-6)
3575705	English for Tourism and Hotel 5	3(3-0-6)
3572404	Community-based Tourism	3(3-0-6)
<b>Total</b>		<b>21</b>

#### 4th year, semester 1

Course Code	Course	Credits
3574601	Information Technology for Tourism and Hotel	3(3-0-6)
3573402	Tour Operation and Management	3(3-0-6)
3574605	Research in Tourism and Hotel	3(3-0-6)
<b>Total</b>		<b>18</b>

#### 4th year, summer semester

Course Code	Course	Credits
3574602	Human Resources Management for Tourism and Hotel	3(3-0-6)
3572712	Chinese for Tourism and Hotel 2	3(3-0-6)
3574604	Seminar on Tourism and Hotel	3(3-0-6)
3574801	Preparation for Professional Experience in Tourism and Hotel	2
<b>Total</b>		<b>8</b>

#### 4th year, semester 2

Course Code	Course	Credits
3574802	Professional Experience in Tourism and Hotel	5
<b>Total</b>		<b>5</b>

## Name List of Lecturers from Hotel and Tourism Management Program

### 1. Asst. Prof. Dr. Ratchaneewan Boonanon

- Doctor of Philosophy Program in Administration and Development Strategies, Kamphaeng Phet Rajabhat University (Kamphaengphet).
- Master of Arts Program in Cooperative Economics, Kasetsart University (Bangkok).
- Bachelor of Arts Program in Tourism Industry, Pibulsongkram Rajabhat University (Phitsanulok).

**Email:**

ratchaneewan\_b@hotmail.com

**Responsible Subjects:** Research for Tourism and Hotel, Community Base Tourism Management, etc.



### 2. Mr. Karan Chareonsuwan

- Master of Arts Program in Tourism, Rangsit University (Phatumthani).
- Bachelor of Arts Program in Tourism Industry, Rajabhat Rajanagarindra University (Chachoengsao).
- Certificate for Tourist Guide License (Foreign Tourist), Ministry of Tourism and Sports.
- Certificate for Bartending, School of the Oriental Hotel Apprenticeship Programme (Bangkok).

**Email:** Under\_j1@hotmail.com

**Responsible Subjects:** Food and Beverage Management, Western Cuisine Operation and Management, etc.



### 3. Ms. Supaporn Manha

- Master of Arts Program in Tourism, Rangsit University (Phatumthani).
- Bachelor of Arts Program in Tourism Industry, Rajabhat Rajanagarindra University (Chachoengsao).
- Certificate for Tourist Guide License (Foreign Tourist), Ministry of Tourism and Sports.

**Email:** therain\_4@hotmail.com

**Responsible Subjects:** Airline Business and Ticket Management, Tourism Business Operation and Management, etc.



### 4. Mr. Praphol Chitkati

- Master of Arts Program in Tourism, Rangsit University (Phatumthani).
- Bachelor of Arts Program in Tourism Industry, Kamphaeng Phet Rajabhat University (Kamphaengphet).
- Certificate for Tourist Guide License (Foreign Tourist), Ministry of Tourism and Sports.
- Certificate for National Assessor (Housekeeping Profession), Ministry of Tourism and Sports.
- Certificate for Thai Cuisine Chef Level 1. Department of Skill Development, Ministry of Labour.

**Email:** seraph\_cap@hotmail.com


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**Wechat:** keesamayan

**Tel:** +669 0684 0043

**Responsible Subjects:** Tourism Industry, Thai Food Operation and Management, etc.



<p><b>5. Ms. Yuchita Kanhaming</b></p> <ul style="list-style-type: none"> <li>- Master of Arts Program in Hotel and Tourism Management, University of Phayao (Phayao).</li> <li>- Bachelor of Business Administration Program in Tourism Management, Naresuan University (Phitsanulok).</li> <li>- Certificate for Tourist Guide License (Foreign Tourist), Ministry of Tourism and Sports.</li> </ul> <p><b>Email:</b> <a href="mailto:taw_yuchita@hotmail.com">taw_yuchita@hotmail.com</a></p> <p><b>Responsible Subject:</b> Medical Tourism and Spa Management, Hotel Principle, etc.</p>	
<p style="text-align: center;"><b>Special Lecturer</b></p> <p><b>1. Ms. Napaphat Riwkulkhajorn</b></p> <ul style="list-style-type: none"> <li>- Master of Hotel Management, Blue Mountains International Hotel Management School (Australia)</li> <li>- Master of Human Resource Management, University of Canberra (Australia)</li> <li>- Bachelor of Business Administration Program in Hospitality and Tourism Management, Assumption University (Bangkok)</li> <li>- Certificate for Business and Office Management, Saint John College (Bangkok).</li> </ul> <p><b>Email:</b> <a href="mailto:nan.napaphat@gmail.com">nan.napaphat@gmail.com</a></p> <p><b>Responsible Subject:</b> English for Hotel and Tourism, Operation and Management of Hotel Business.</p>	