

Bachelor of Arts Program in Tourism Industry and Hospitality Management

The aim of this program is to produce graduates who possess knowledge of the principles and theories of hospitality and tourism management and understand and have awareness of hospitality and tourism management professional standards and ethics. Also graduates are able to apply analytical tools and conceptual frameworks to solve business problems and work as a team and motivate others to work appropriately. The program is equivalently designed to Tour Guide Business, Tourism for Health and Sport, Airline Business, and MICE

Career Path: Tour Guide, Flight Attendant, Ground-Service Staff, Spa Business Owner

Curriculum Structure

Number of credits: At least	130 Credits
1. General Education Courses	30 Credits
(1) Language and Communications Skills	12 Credits
(2) Social Sciences and Humanities	9 Credits
(3) Mathematics Sciences and Technology	9 Credits
2. Major Courses	94 Credits
(1) Core Courses	24 Credits
(2) Requirement Courses	70 Credits
- Requirement Courses	24 Credits
- Elective Courses	39 Credits
- Field Experience or Co-operative Education Course	7 Credits
3. Free Elective Courses	6 Credits
Total Credits at least	130 Credits

1. General Education Courses **30 Credits**

(1) Language and Communication Skills **12 Credits**

1.1.1 Requirement Courses 9 credits

Course code	subject	lecture-practice-self-study
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GEL1101	Thai Usage	3(3-0-6)
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GEL1102	English for Communication and Information Retrieval	3(3-0-6)
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GEL1103	English for Communication and Study Skills	3(3-0-6)
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1.1.2 Major Elective Courses 3 credits

GEL2201	Thai for Academic Purpose	3(3-0-6)
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GEL2202	English for Academic Purpose	3(3-0-6)
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GEL2203	ASEAN Languages	3(3-0-6)
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GEL2204	Thai for careers	3(3-0-6)
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(2) Social Sciences and Humanities **9 credits**

1.2.1 Requirement Courses 6 credits

GEH1101	Aesthetic Appreciation	3(3-0-6)
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GEH1102	Thai Society in Global Context	3(3-0-6)
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1.2.2 Major Elective Courses 3 credits

GEH2201	Self Development	3(3-0-6)
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GEH2002	Truth of Life	3(3-0-6)
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GEH2203	Life in Multicultural Society	3(3-0-6)
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GEH2204	Civil Education	3(3-0-6)
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GEH2205	Life Skills for The Absolute Human	3(3-0-6)
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(3) Mathematics Science and technology **9 credits**

1.3.1 Requirement Courses 6 credits

GES1101	Information Technology for Communication and Learning	3(3-0-6)
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GES1102	Science and Technology for Quality of Life	3(3-0-6)
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1.3.2 Major Elective Courses 3 credits

GES2201	Science and Technology and Environment	3(3-0-6)
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GES2202	Thinking and Decision Making	3(3-0-6)
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GES2203	Information Literacy	3(3-0-6)
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GES2204	Mathematics for Life	3(3-0-6)
GES2205	Recreation for Quality of Life	3(3-0-6)
GES2206	Life and Health	3(3-0-6)

2. Major Courses 94 credits

(1) Core Courses (for major and minor program) 24 credits

Course code	subject	lecture-practice-self-study
TAH1201	Introduction to Hospitality Industry	3(3-0-6)
TAH1202	Service Psychology and Personality Development	3(2-2-5)
TAH1203	Professional Ethics and Laws for Tourism and Hotel	3(3-0-6)
TAH1204	Human Resource Management in Hospitality Industry	3(3-0-6)
TAH2201	Information Technology for Tourism and Hotel	3(2-2-5)
TAH2202	Tourist Behavior and Cross Cultural Communication	3(3-0-6)
TAH2203	Thai Society-Cultural and Wisdom	3(3-0-6)
TAH4201	Research in Hospitality Industry	3(2-2-5)

(2) Requirement Courses 70 credits

- Requirement Courses 24 credits

Course code	subject	lecture-practice-self-study
TIM1301	Tourism Resources	3(3-0-6)
TIM1302	Introduction to Food Service	3(2-2-5)
TIM2303	Sales and Marketing in Tourism Industry	3(2-2-5)
TIM2304	Tour Guide Management	3(2-2-5)
TIM2305	Sustainable Tourism Management	3(2-2-5)
TIM3306	Room Operations Management	3(2-2-5)
TIM3307	Tour Planning	3(2-2-5)
TIM4308	Seminar in Tourism	3(2-2-5)

- Elective Courses		39 credits
Course code	subject	lecture-practice-self-study
1) Travel Agency		
TIM1401	Travel Agency and Special Purpose Tourism	3(3-0-6)
TIM2402	Reservation System for Tourism	3(2-2-5)
TIM3403	Creative for Tour Conducting Activities	3(2-2-5)
TIM3404	International Tour Operations	3(2-2-5)
TIM4405	Cultural and Community Tourism Management	3(2-2-5)
TIM4406	Eco-Adventure Tourism	3(2-2-5)
2) Airline Business		
TIM1407	Aviation Industry	3(3-0-6)
TIM2408	Airline Reservation and Ticketing	3(2-2-5)
TIM3409	Airport Ground Service Management	3(3-0-6)
TIM3410	Air Cargo Service	3(3-0-6)
TIM4411	In-flight Service Management	3(3-0-6)
TIM4412	Food and Beverage Management in The Aviation Industry	3(3-0-6)
3) Health and Sport Tourism		
TIM1413	Health Tourism	3(3-0-6)
TIM2414	Spa and Health Business Management	3(3-0-6)
TIM3415	Traditional Thai Medicine for Health Tourism	3(2-2-5)
TIM3416	Sport Tourism Management	3(2-2-5)
TIM4417	Activities, Recreational and Entertainment Management	3(3-0-6)
TIM4418	Customer Behavior in Health and Sport Tourism	3(3-0-6)
4) MICE and Event Management		
TIM1419	Introduction to MICE Business	3(3-0-6)
TIM2420	MICE Management in Accommodation Business	3(3-0-6)
TIM3421	Event Management	3(2-2-5)
TIM3422	Meetings, Convention and Exhibition Management	3(2-2-5)
TIM4423	Incentive Tourism Management	3(3-0-6)
TIM4424	MICE and Event Management Analysis and Design	3(3-0-6)

Foreign languages for professional purposes. 24 credits

TIM1501	English for Tourism Business	3(2-2-5)
TIM2502	English for Hotel	3(2-2-5)
TIM3503	English for Airlines and Travelling	3(2-2-5)
TIM3504	English for Tour Conducting 1	3(2-2-5)
TIM4505	English for Tour Conducting 2	3(2-2-5)
TIM4506	English for Spas and Health	3(2-2-5)

Choose to study foreign languages for career (in the second) one of the languages. Not less than 9 credits

- Korean language

Course code	subject	lecture-practice-self-study
TIM2601	Basic Korean	3(2-2-5)
TIM3602	Korean for Communication	3(2-2-5)
TIM3603	Korean for Hotel	3(2-2-5)
TIM4604	Korean for Tour Conducting	3(2-2-5)

- Japanese Language

TIM2605	Basic Japanese	3(2-2-5)
TIM3606	Japanese for Communication	3(2-2-5)
TIM3607	Japanese for Hotel	3(2-2-5)
TIM4608	Japanese for Tour Conducting	3(2-2-5)

- Chinese Language

TIM2609	Basic Chinese	3(2-2-5)
TIM3610	Chinese for Communication	3(2-2-5)
TIM3611	Chinese for Hotel	3(2-2-5)
TIM4612	Chinese for Tour Conducting	3(2-2-5)

- French Language

Course code	subject	lecture-practice-self-study
TIM2613	Basic French	3(2-2-5)
TIM3614	French for Communication	3(2-2-5)
TIM3615	French for Hotel	3(2-2-5)
TIM4616	French for Tour Conducting	3(2-2-5)

- Myanmar Language

TIM2617	Basic Burmese	3(2-2-5)
TIM3618	Burmese for Communication	3(2-2-5)
TIM3619	Burmese for Hotel	3(2-2-5)
TIM4620	Burmese for Tour Conducting	3(2-2-5)

- Arabic Language

TIM2621	Basic Arabic	3(2-2-5)
TIM3622	Arabic for Communication	3(2-2-5)
TIM3623	Arabic for Hotel	3(2-2-5)
TIM4624	Arabic for Tour Conducting	3(2-2-5)

- Thai Language (Foreign Students)

THL1201	Listening and Speaking	3(2-2-5)
THL1202	Reading	3(3-0-6)
THL1203	Writing	3(3-0-6)
THL3206	Language for Specific Purpose	3(3-0-6)
THL3215	Business Thai	3(3-0-6)
THL3217	Thai Usage for Career	3(3-0-6)

(2.3) Field Experience or Co-operative Education Course

7 credits

TIM4901	Preparation for the Job Training in Tourism and Hospitality Industry Careers	2(90)
TIM4902	On the Job Training in Tourism and Hospitality Industry Careers	5(600)

OR

TIM4903	Preparation for Co-operation Education	1(90)
TIM4904	Co-operation Education	6(600)

3. Free Elective Courses

6 credits

Select 6 credits from any courses provided within Suan Sunandha University.