

Bachelor of Arts Program in Tourism (Year 2017)

Courses Description

001201 Thai Language Skills 3(2-2-5)

The importance and characteristics of Thai language in Thai society as a meaning making tool. Learning about various kinds of modern media including newspapers and electronic media. Cultivating reading habits and practicing analyzing and criticizing literary values especially relations and values in Thai and global societies in various contexts (economics and politics in different situations) along with developing Thai language skills especially reading and writing.

001211 Fundamental English 3(2-2-5)

Development of basic English listening, speaking, reading skills and grammar for communication in various contexts in preparation for a global society.

001212 Developmental English 3(2-2-5)

Gain knowledge of the English language, cultivate 21st century skills and develop in the areas of listening, speaking, reading and grammar in order to understand and communicate real-world information used in different relevant context.

001213 English for Academic Purposes 3(2-2-5)

The development of English skills with an emphasis on academic reading, writing and researching in preparation for a global society.

001221 Information Science for Study and Research 3(2-2-5)

The meaning and importance of information, types of information sources, Access to different sources of information; application of information technology and communication, media and information literacy ,knowledge management, selection, synthesis, and presentation of information as well as creating positive attitudes and a sense of inquiry in students, diligence, patience, honesty and gratitude to the country.

- 001222 Language, Society and Culture 3(2-2-5)**
 The relationship between language and society as well as language and culture in terms of the ways in which language reflects society and culture. The study includes verbal and symbolic communication, new meanings of social and cultural structure, changes of language and usages in borderless world.
- 001224 Arts in Daily Life 3(2-2-5)**
 Art Fundamentals and understanding in the basic features, meaning, value, differences and the relationship between the various categories of works of art including fine art, applied art, visual art, audio art, audiovisual art, and new media art. Through the artistic experience and basic practice on various types of art. For developing knowledge, understanding and indoctrinating aesthetic judgment that can be applied in daily life, harmonized with the social context in both the global and local levels.
- 001225 Life Privacy 3(2-2-5)**
 Philosophy and basic knowledge of privacy. Human rights, privacy law. Privacy regarding private information, health, residence, and information technology. Protection of privacy, privacy in daily life.
- 001226 Ways of Living in the Digital Age 3(2-2-5)**
 Development of skills in media usage, various computer equipment utilization, inquiries, analysis, measurement, rights and creation, including ethical awareness and individual responsibility to the society in communication behaviors.
- 001227 Music Studies in Thai Culture 3(2-2-5)**
 Uniqueness and development of various genres of music in Thai Culture Including its roles and functions, aesthetic values, and significance to Thai society and Thai culture.
- 001228 Happiness with Hobbies 3(2-2-5)**
 Concept of happiness, basic elements of happiness in life, creative thinking, Creation of works from hobbies to promote life and social happiness.

- 001229 Know Yourself, Understand Others, Meaningful Life 3(2-2-5)**
Mindfulness, self-reflection, meaning of life, deep listening, handling emotions, empathy and consideration of the social economic cultural and environmental context, living and working constructively with others.
- 001231 Philosophy of Life for Sufficient living 3(2-2-5)**
Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experience and factors or conditions which influence success in all aspects of life and profession of respected people.
- 001232 Fundamental Laws for Quality of Life 3(2-2-5)**
The laws concerning the quality of student life such as basic rights, human rights, media ethics in the digital age, intellectual property law, environmental laws, the laws relating to the protection of art and culture as well as the laws pertaining to the developments towards the 21st century.
- 001233 Thai State and the World Community 3(2-2-5)**
Relations between Thailand and the world community under changes over time premodern period to since the present day and roles of Thailand in the world forum including future trends, applications of knowledge in self-improvement, ethic of life management and being a good citizen of Thailand and the world.
- 001234 Civilization and Local Wisdom 3(2-2-5)**
Civilizations throughout history, cultural evolution, ways of life, traditions, ritual practices, beliefs, and contributions, development are preservation of local wisdom.
- 001235 Politics, Economy and Society 3(2-2-5)**
Meaning and relationship of politics, economy and society, development of international politics, fundamental politics, politics and the adjustment of developed and developing countries, Thai politics, World economy systems, influences of globalization in terms of economy, fundamental economy, the development of economy and society of Thailand, human and society, fundamental sociology, social order, social refinement, social characteristics, uniqueness of Thai society and the application of the body of knowledge to one's living in a dynamic world of change in politics, economy and society and relationships of world and Thai systems.

- 001236 Living Management 3(2-2-5)**
 Living Management: knowledge and skills concerning role, duty and human nature as well as factors relating to sustainable development in improving responsibility, thinking skills and being updated with modern science and technology in daily life. Living ethically along the dynamics of 21th century which is essential to the members of ASEAN Community as well as world community.
- 001237 Life Skills 3(2-2-5)**
 Knowledge, relating to role, duty, and responsibility of an individual both as a member of a family and a member of a society which include an adaptation to changes in a society, life and career skills 21st century, flexibility and adaptability skills, creativity and self-direction skills, intra-social and cross culture interaction skills, productivity and accountability skills, leadership and responsibility skills.
- 001238 Media Literacy 3(2-2-5)**
 Processes of media analysis and acknowledgements in digital literacy. Understanding of media effect theories such as myth semiology and advertising concept, attributes and influence of contemporary and digital media. Analyzing of contents on every current platform.
- 001239 Leadership and Compassion 3(2-2-5)**
 The importance of leader, leadership in the 21st century, learning and living with love, good global citizenship, studying good practices of conducting public activities as a guideline for learners' own activities.
- 001241 Western Music in Daily Life 3(2-2-5)**
 Aesthetics of music, elements, structure and the history of Western music. Style of music in daily life. Criticism and admiration of music. The application and process of Western music in daily life.

- 001242 Creative Thinking and Innovation 3(2-2-5)**
 Innovation development process; means of accessing customers' mind and discovering the roots of problems; generating and selecting ideas, creating rough prototypes, testing in the field and extracting information, quick and efficient design-build-test cycles, getting things done as a multidisciplinary team: brainstorming, making decisions, giving constructive comments and managing conflicts.
- 001251 Group Dynamics and Teamwork 3(2-2-5)**
 Various behaviors regarding grouping behaviors, development of group characterization, group's environments, interpersonal relations versus group involvement, group persuasion, change in group attitudes, intra-group communication, teamwork model, guideline to create Team and Network, group unity, factors enhancing teamwork and practice of teamwork.
- 001252 Naresuan Studies 3(2-2-5)**
 Biography of King Naresuan the Great; his royal duties while reigning the kingdom such as economy, society and international affairs reflecting Thai identity in various aspects namely the pursuit of knowledge, perseverance, endeavour, courage, sacrifice, loyalty and their tolerance for troubles.
- 001253 Entrepreneurship การเป็นผู้ประกอบการ 3(2-2-5)**
 The entrepreneurial practices with an emphasis on learning how to find business ideas, evaluation of new market opportunities and starting a new venture; focuses on identifying and evaluating new venture, and how to recognize the barriers to success. Exposure to the stresses of a start-up business, the uncertainties that exist, and the behavior of entrepreneurs. Theoretical overview, entrepreneurs, entrepreneurship's links with other disciplines, and entrepreneurial networks and alliances. Strategies for sustainable survival.
- 001271 Man and Environment 3(2-2-5)**
 Ecosystems and biodiversity, man-nature and ecosystem service, human structure and system change that effects on environment, planetary boundary, climate change, sustainable development goals, environmental ethic and consciousness building, and environmental public participation.

- 001272 Introduction to Computer Information Science 3(2-2-5)**
Evolution of computer technology from past to present and a possible future, computer hardware, software and data, how a computer works, basic computer network, Internet and applications on the Internet, risks of a system usage, data management, information system, office automation software, multimedia technology, web-based media publishing, web design and development and an influence of technology on human society.
- 001273 Mathematics and Statistics in Everyday life 3(2-2-5)**
Fundamental knowledge of Mathematics and Statistics for everyday life including measurement in different types of unit systems, surface area and volume of geometric shapes, tax, profit, depreciation, interest and discount, process of data survey, data collection methods, introduction to data analysis and presentation, probability, and introduction to statistical decision making.
- 001274 Drugs and Chemicals in Daily Life 3(2-2-5)**
Basic Knowledge of drug and chemical, nutrition, food supplement including cosmetics and herbal medicinal product commonly used in daily life and related to health as well as their proper selection and management for health and environmental safety.
- 001275 Food and Life Style 3(2-2-5)**
Roles and importance of food in daily life, cultures and consumption behavior around the world including the influence of foreign cultures on Thai consumption behavior, identity and wisdom of food in Thailand, proper food selections according to basic needs, food choices, information for purchasing food, and food and life style according in the age of globalization.
- 001276 Energy and Technology around Us 3(2-2-5)**
Fundamental knowledge of energy and technology around us; energy sources and knowledge about electrical energy, fuel energy and alternative energy; relationship between technology and energy consumption; direct and indirect energy consumption; global warming and related energy situation; current issues and relationship to energy and technology; participation in energy conservation; efficient energy use and proactive approach to energy issuers.

- 001277 Human Behavior 3(2-2-5)**
 The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behavior; mindfulness, meditation, consciousness and its involved substances; sensory perception, learning and memory, language; the intelligent and others quotients; social behaviors; abnormal behaviors; human behavioral analysis and applications in daily life.
- 001278 Life and Health 3(2-2-5)**
 Life and health behavior, health care and promotion for each age group including the implementation of the health knowledge and skills for continuous improvement of the quality of life for oneself and other.
- 001279 Science in Everyday Life 3(2-2-5)**
 The role of science and technology with concentration on both biological and physicals science and integration of earth science in everyday life, including organisms and environments, chemical, energy and electricity, telecommunications, meteorology, earth, space and the new frontier of science and technology.
- 001281 Sports and Exercises 1(0-2-1)**
 The sport playing, exercises for improvement of the physical fitness and physical fitness test.
- 205200 Communicative English for Specific Purposes 1(0-2-1)**
 Listening and speaking English with emphasis on pronunciation, vocabulary, expressions, and sentence structures for academic and professional purposes.
- 205201 Communicative English for Academic Analysis 1(0-2-1)**
 Listening and speaking English with emphasis on summarizing, analyzing, interpreting, and expressing opinions for academic purposes applicable to students' educational fields.
- 205202 Communicative English for Research Presentation 1(0-2-1)**
 Giving oral presentations on academic research related to students' educational fields with effective delivery in English.

- 205232 English Conversation 3(2-2-5)**
 Longer and more complicated dialogues in various situations, using appropriate vocabulary words and structures, practicing listening comprehension.
- 205373 English for Tourism 3(2-2-5)**
 Using English to communicate and provide services in Tourism Businesses. Describing and informing the History, Culture, Traditions and Lifestyles related to the Tourist Attractions in Thailand, including field trip practice.
- 205475 English for Hotel Business 3(2-2-5)**
 Skills in Listening, Speaking, Reading, and Writing English for different sections in Hotel Business such as Reception, Public Relations, Marketing, Housekeeping, and Food and Beverage.
- 222206 Principles of Accounting and Accounting for Tourism Business 3(2-2-5)**
 Principles and benefits of accounting; business patterns; basic concepts of accountancy; accounting equation; principles of parallel accounting; accounts recording; setting and analysing budgets; principles of budget planning for tourism and hotel business operation.
- 224111 Tourism and Hospitality Industry 3(2-2-5)**
 Definitions, concepts, significance and components of tourism and hospitality industry; trends and changes of global tourism; concepts, policies and roles of government and tourist organisations regarding the development of tourism and hospitality industry in the context of free trade and services; impacts of tourism and hospitality industry.
- 224121 Tourism Resources 3(2-2-5)**
 Definitions, significance, components and classifications of tourist resources; tourist geography and utilization of Thai and international tourist resources; impacts of tourism upon tourist resources and solution guidelines.
- 224122 Introduction to Hospitality 3(2-2-5)**
 History, definitions, significance and types of hospitality industry; introduction to operative patterns and scopes of career paths in hospitality industry; trends and situations of hospitality industry.

- 224212** **Cross Cultural Communication in Tourism and Hospitality** **3(2-2-5)**
Definitions; significance of cross cultural communication; knowledge and understanding of cultures from neighbour countries; characteristics, process and effectiveness of cross cultural communication.
- 224213** **Introduction to Laws and Tourism Laws** **3(2-2-5)**
Definitions and general characteristics of law; concepts, application and abrogation of law; rights and action; enactment of statutory law; essences of civil and commercial laws; codes of criminal laws; tax laws and legislation relating to tourism; case studies.
- 224214** **Global Culture for Tourism** **3(2-2-5)**
Definitions, diversity, and importance of philosophy, society, culture, and contemporary traditions; protection of world cultural heritage; relationship between world cultures and tourism; applicable concepts to cultural tourism; case studies.
- 224215** **Principle of Modern Management in Tourism and Hospitality** **3(2-2-5)**
Concepts and principles of management; modern management theories; concepts of organization management; managerial functions; other interesting issues related to trends of modern management.
- 224216** **Psychology for Tourism and Hospitality** **3(2-2-5)**
The study of theories on psychology and its application to tourism and hospitality industry; the study of attitudes and behaviours of tourists; planning, developing, quality management, and tourist marketing with psychological perspectives.
- 224223** **Creative Thinking for Tourism** **3(2-2-5)**
Definitions of creative thinking; important components of human and environmental factors influencing on creative thinking; creative thinking and value increase; process, techniques, and tools to develop creative thinking abilities; activities to practice and develop creative thinking skills; case studies within tourism and hospitality industry.

- 224224 Sustainability for Tourism and Hospitality Industry 3(2-2-5)**
 Concepts and principles of sustainability development; application of this concept into planning and management of tourism and hospitality; patterns of sustainable tourism; impacts of tourism upon socio-cultural aspects, economics and environment; current issues regarding sustainable tourism; case studies and field trips.
- 224231 Art of Communications and Services 3(2-2-5)**
 Basic components of communication and services; personality development including, speaking, dressing, expressions, social etiquettes and manners of service providers; human relations and positive attitudes toward service industry; team working and leadership; providing solutions to urgent problems regarding services
- 224232 Principles of Hotel Management 3(2-2-5)**
 Types and patterns of lodging management; basic knowledge of hotel business; hotel services; types of hotel management; structures of hotel organisation; roles, duties and responsibilities of each department in hotel business; coordination among departments and tourism industry.
- 224233 Housekeeping Management and Operations 3(2-2-5)**
 Structures, duties, and responsibilities of housekeeping department; process and techniques in operations; coordination among departments; human resource management; staff' s attitudes and ethics; guidelines for solutions to problems during operations; training practice.
- 224241 MICE Businesses 3(2-2-5)**
 Definitions, types, roles and significance of Meeting, Incentive, Convention and Exhibition (MICE) business, and other special events; knowledge of relevant organisations; principles of management; marketing planning; operations; evaluation and training practice.
- 224242 Creative Event Management 3(2-2-5)**
 Definitions, significance, evolution, types, and components of special creative event tourism; value increase in special events; roles as a stakeholder; case studies and filed trips.

- 224251 Special Interest Tourism 3(2-2-5)**
 Definitions and types of special interest tourism; influences of special interest tourism on management and tourist marketing; discussions of current issues in special interest tourism; case studies.
- 224252 Recreation for Tourism 3(2-2-5)**
 Characteristics; roles; significance and operation of recreation activities for tourism; association of recreation activities with entertainment business and other new development models in the future; field trips.
- 224261 Logistics for Tourism 3(2-2-5)**
 Concepts and components of logistics; management and operation regarding logistics; relationships between logistics and tourism, logistics system management for tourism.
- 224262 Introduction to Airline Business 3(2-2-5)**
 Background knowledge of airline business; organisations related to airline business; airline business management; terminology for airline business; airports; guidelines on ground operation of an airline and airport; types and formats of airline business management; flight services; marketing and human resource management regarding airline business; impacts of airline business
- 224317 Human Capital Management in Tourism and Hospitality 3(2-2-5)**
 Concepts, principles, significance of Human Capital; Human Capital management system; case studies; desirable characteristics of Human Capital for tourism and hospitality industry.
- 224318 Information Technology and Innovation for Tourism and Hospitality Management 3(2-2-5)**
 Definitions, significance, procedure, types of information technology and innovation for tourism and hospitality management offering benefits to customers and organisations.

- 224325 Tour Guiding Management 3(2-2-5)**
 Definitions, types, roles, duties and ethics of tour guides and tour leaders; quality and standards of performance as a tour guide and leader; personality and interpersonal skills of tour guides and leaders; process and techniques on tour leading; recreation; immigration rules; knowledge of safety when travelling and first aid; solving urgent problems; practicing being a tour guide and tour leader outside classroom.
- 224326 Tour Business Operation and Management 3(2-2-5)**
 Trends on global tourist behaviours; types of tourist business; international tourist operation; procedure of tour guide company establishment; organisational structure management; financial sources; marketing planning and office management; planning for operation and information technology systems; financial planning and accounting, taxation; principles and techniques on tourist itinerary arrangement, knowledge of ticketing, quality and standards of tourism and services; regulations and ethics as well as standardisation of entrepreneurs in tour business; practicing tour arrangement outside classroom.
- 224327 Contemporary Marketing for Tourism and Hospitality Industry 3(2-2-5)**
 Contemporary marketing concepts, marketing situations and trends in tourism and hospitality industry; customer experience analysis and design; brand development for tourist destinations; tourism and hospitality business; integrated marketing communication and responsible marketing for society and environment; case studies and practice.
- 224328 Businesses Analysis and Entrepreneurship in Tourism and Hospitality Industry 3(2-2-5)**
 Definitions, process, and tools for business analysis; business environment in tourism and hospitality; analysis of situations and strategies; concepts and principles of entrepreneurship; business model innovation for tourism and hospitality business; business planning; case studies.
- 224329 Survey and Research Methodology for Tourism and Hospitality 3(2-2-5)**
 Principles and research methodology; locating research problems and objectives for tourism; research design; qualitative, quantitative and mixed research methods; sampling of research population; data collection; data analysis; report of research findings; survey projects for tourism purposes.

- 224334 Front Office Management and Operations 3(2-2-5)**
Structures, duties and responsibilities of front office department; operational process; coordination among departments; staff' s personality, attitudes and ethics; guidelines for solutions to problems during operations; case studies.
- 224335 Food and Beverage Services 3(2-2-5)**
Basic knowledge of Western and Eastern cuisine; duties and responsibilities towards food and beverage department; coordination among departments; patterns of food and beverage management within tourism industry; principles and techniques in International Food and Beverage Services; training practice and field trips.
- 224343 MICE Project Management and Coordination 3(2-2-5)**
Basic project management and coordination emphasising on techniques regarding project management; staff recruitment; probability analysis; project planning; budget management.
- 224353 Cultural Heritage Specialist Guide 3(2-2-5)**
Definitions, roles and responsibilities, standards, and ethics of tour guides; principles of operation for cultural heritage specialist guides; case studies; basic knowledge of cultural heritage; field trips and training practice in tour leading.
- 224354 Art History for Tourism 3(2-2-5)**
Knowledge of art history for tourism; concepts and theories on art history and archaeology; purposes and components influencing on creation of arts in various forms; principles of assumption, values and roles of Thai art history to tourism; case studies and training practice.
- 224355 Health Tourism 3(2-2-5)**
Evolution, concepts and significance of health tourism; types, patterns and management of health tourism; guidelines on planning and developing business; marketing; problems and trends of health tourism in the future; case studies.

- 224363** **System and Ticketing Reservation** **3(2-2-5)**
 Airline geography; flight routes; airport and airline codes; flight schedules; international currency exchange rates; travel documents such as visa, passport, and airline ticket; basic ticket reservation
- 224371** **English for Tour Conducting** **3(2-2-5)**
 Professional English for effective tour leading to historical and archaeological sites within and outside Thailand; English for responding inquires about art work, handicraft, cultures and Thai ways of life.
- 224391** **Professional Training** **3 credits**
 Training for tourism and hospitality in government or private sectors approved by university at least 400 hours.
- 224420** **Seminar in Tourism and Hospitality** **1(0-3-2)**
 Studying and analysing related issues on current situations of tourism industry; analysing trends of tourism industry from the past to the present time and estimating potential changes in the future.
- 224421** **Undergraduate Thesis I** **3 credits**
Prerequisite : 224329 Survey and Research Methodology for Tourism and Hospitality
 Rationale, Objective of research, Literature, Research design and Collection of data
- 224422** **Undergraduate Thesis II** **3 credits**
Prerequisite : 224421 Undergraduate Thesis I
 Analysis; summary of research findings and recommendations as well as thesis presentation.
- 224472** **English for Tourism Personnel** **3(2-2-5)**
 Integration of listening, speaking, reading and writing skills in English for communication and problem solving related to tourism and hotel industry; role-plays as a travel agent staff, airlines staff, tour guide, and receptionist for training; project writing; project oral presentations and discussions.

224492 Co-operative Education/International Academic or Professional Training 6 credits

Professional training as a temporary staff at a public or private organisation at the minimum of 16 weeks; preparing and presenting report on the training experience evaluated by faculty supervisors and supervisors from the organization or international academic in tourism field or Professional Training in tourism in government or private organization outside Thailand at least 3 months and 300 hours.