

Bachelor of Arts Program in Tourism (Year 2017)

CODE AND TITLE OF THE CURRICULUM

English Language: Bachelor of Arts Program in Tourism

TITLE OF THE DEGREE AND DEPARTMENT

Full Title: Bachelor of Arts (Tourism)

Abbreviation: B.A. (Tourism)

1. CURRICULUM

1.1 Total credits in the curriculum structure - a minimum of 139 Credits

1.2 Curriculum structure

Courses	Regulation TQF	Bachelor Year 2017
1. General Education Courses - a minimum of	30	30
2. Specialized Education Courses - a minimum of	72	103
2.1 Professional Foundation Courses		27
2.2 Specialization Courses		61
2.2.1 Required Courses		31
2.2.2 Elective Courses		30
1) Elective Courses for Tourism		15
2) Foreign Language in Tourism Profession		15
2.2.3 Undergraduated Thesis		6
2.3 Professional Experience Courses		9
3. Free Elective Courses	6	6
Total credits in the curriculum structure – a minimum of	120	139

2. Courses

1. General Education Courses		30	Credits
Consisting of the following courses:			
1. Language Courses		12	Credits
001201	Thai Language Skills		3(2-2-5)
001211	Fundamental English		3(2-2-5)
001212	Developmental English		3(2-2-5)
001213	English for Academic Purposes		3(2-2-5)
2. Humanities Courses		6	Credits
001221	Information Science for Study and Research		3(2-2-5)
001222	Language, Society and Culture		3(2-2-5)
001224	Arts in Daily Life		3(2-2-5)
001225	Life Privacy		3(2-2-5)
001226	Ways of Living in the Digital Age		3(2-2-5)
001227	Music Studies in Thai Culture		3(2-2-5)
001228	Happiness with Hobbies		3(2-2-5)
001229	Know Yourself, Understand Others, Meaningful Life		3(2-2-5)
001241	Western Music in Daily Life		3(2-2-5)
001242	Creative Thinking and Innovation		3(2-2-5)
3. Social Science Courses		6	Credits
001231	Philosophy of Life for Sufficient living		3(2-2-5)
001232	Fundamental Laws for Quality of Life		3(2-2-5)
001233	Thai State and the World Community		3(2-2-5)
001234	Civilization and Local Wisdom		3(2-2-5)
001235	Politics, Economy and Society		3(2-2-5)
001236	Living Management		3(2-2-5)
001237	Life Skills		3(2-2-5)
001238	Media Literacy		3(2-2-5)
001239	Leadership and Compassion		3(2-2-5)
001251	Group Dynamics and Teamwork		3(2-2-5)
001252	Naresuan Studies		3(2-2-5)
001253	Entrepreneurship		3(2-2-5)

4. Science Courses	6	Credits
001271	Man and Environment	3(2-2-5)
001272	Introduction to Computer Information Science	3(2-2-5)
001273	Mathematics and Statistics in Everyday life	3(2-2-5)
001274	Drugs and Chemicals in Daily Life	3(2-2-5)
001275	Food and Life Style	3(2-2-5)
001276	Energy and Technology Around Us	3(2-2-5)
001277	Human Behavior	3(2-2-5)
001278	Life and Health	3(2-2-5)
001279	Science in Everyday Life	3(2-2-5)
5. Personal Hygiene Courses	1	Credits
001281	Sports and Exercises	1(0-2-1)
2. Specialized Education Courses	103	Credits
2.1 Professional Foundation Courses	27	Credits
222206	Principles of Accounting and Accounting for Tourism Business	3(2-2-5)
224111	Tourism and Hospitality Industry	3(2-2-5)
224212	Cross Cultural Communication in Tourism and Hospitality	3(3-0-6)
224213	Introduction to Laws and Tourism Laws	3(2-2-5)
224214	Global Culture for Tourism	3(2-2-5)
224215	Principle of Modern Management in Tourism and Hospitality	3(2-2-5)
224216	Psychology for Tourism and Hospitality	3(2-2-5)
224317	Human Capital Management in Tourism and Hospitality	3(2-2-5)
224318	Information Technology and Innovation for Tourism and Hospitality Management	3(2-2-5)
2.2 Specialization Courses	61	Credits
2.2.1 Required Courses	31	Credits
205200	Communicative English for Specific Purposes	1(0-2-1)
205201	Communicative English for Academic Analysis	1(0-2-1)

205202	Communicative English for Research Presentation	1(0-2-1)
224121	Tourism Resources	3(2-2-5)
224122	Introduction to Hospitality	3(2-2-5)
224223	Creative Thinking for Tourism	3(2-2-5)
224224	Sustainability for Tourism and Hospitality Industry	3(2-2-5)
224325	Tour Guiding Management	3(2-2-5)
224326	Tour Business Operations and Management	3(2-2-5)
224327	Contemporary Marketing for Tourism and Hospitality Industry	3(2-2-5)
224328	Businesses Analysis and Entrepreneurship in Tourism and Hospitality Industry	3(2-2-5)
224329	Survey and Research Methodology for Tourism and Hospitality	3(2-2-5)
224420	Seminar in Tourism and Hospitality	1(0-3-2)

2.2.2 Elective Courses **30 Credits**

1) Elective Courses for Tourism **15 Credits**

1.1) Hotel

224231	Art of Communications and Services	3(2-2-5)
224232	Principles of Hotel Management	3(2-2-5)
224233	Housekeeping Management and Operations	3(2-2-5)
224334	Front Office Management and Operations	3(2-2-5)
224335	Food and Beverage Services	3(2-2-5)

1.2) MICE Business

224241	MICE Businesses	3(2-2-5)
224242	Creative Event Management	3(2-2-5)
224343	MICE Project Management and Coordination	3(2-2-5)

1.3) Tourism Management

224251	Special Interest Tourism	3(2-2-5)
224252	Recreation for Tourism	3(2-2-5)
224353	Cultural Heritage Specialist Guide	3(2-2-5)
224354	Art History for Tourism	3(2-2-5)
224355	Health Tourism	3(2-2-5)

1.4) Airline

224261	Logistics for Tourism	3(2-2-5)
224262	Introduction to Airline Business	3(2-2-5)
224363	System and Ticketing Reservation	3(2-2-5)

2) Foreign Language in Tourism Profession 15 Credits

205232	English Conversation	3(2-2-5)
205373	English for Tourism	3(2-2-5)
205475	English for Hotel Business	3(2-2-5)
224371	English for Tour Conducting	3(2-2-5)
224472	English for Tourism Personnel	3(2-2-5)

2.2.3 Undergraduated Thesis 6 Credits

224421	Undergraduate Thesis I	3 Credits
224422	Undergraduate Thesis II	3 Credits

2.3 Professional Experience Courses 9 Credits

224391	Professional Training	3 Credits
224492	Co-operative Education/ International Academic or Professional Training	6 Credits

3. Free Elective Courses - a minimum of 6 Credits

Choose only courses open on Naresuan University