

2.3 Course Description

803511 Tourism and Hospitality Industry Development 3(3-0-6)

Meaning and significance of tourism and hospitality development; tourism system approach; interaction of each component in tourism and hospitality industry; change in tourism demand and supply in a digital era; tourist destination management; tourism and hospitality management concepts; impacts of tourism and hospitality industry at macro and micro level; policy and strategic plan for Thailand Tourism Development; tourism global trends; roles and responsibilities of related organizations for tourism and hospitality industry development

803512 Multidisciplinary Studies in Tourism and Hospitality Industry 3(3-0-6)

Management

Analysis of tourism and hospitality concepts from interdisciplinary and body of knowledge in sociology, anthropology, psychology, history, economics, politics and governance; integration and interdisciplinary application to develop modern and post-modern consumption knowledge; regional and global tourist mobility; influence of international culture to paradigm shift in tourism and hospitality for tourism purposes

803513 Tourist Behavior and Consumer Culture Analysis 3(3-0-6)

Consumer behavior in tourism and hospitality industry; motivation, perception, decision making process; tourist experience; relations between tourism psychology (combination) and tourist typology; tourist culture and leisure; internal and external factors influencing tourist behaviors; impact of technological and digital advancement in tourist behaviors and service provision of tourism businesses; case studies

803515 Organizational Psychology and Human Resource Management in 3(3-0-6)

Tourism and Hospitality Industry

Concepts, theories of human behaviors in organizations and organizations behaviors; importance and principles of human resource management in Tourism and Hospitality Industry; such as manpower planning, job analysis, recruitment and selecting; human resources management in a digital era; professional competency and working skill development in tourism businesses with Thai and International hospitality; employee relations; labor laws and regulations; case studies

- 803516 Seminar in Tourism and Hospitality Management 1(0-2-1)**
 Discussing the important issues of tourism and hospitality industry development in postmodern society; influences of information technology to tourist lifestyles; adaptation of tourism businesses in crisis; tourism types and sustainable tourism development models in borderless world; research direction to support tourism and hospitality industry development; seminar report writing
- 803519 Strategic Marketing and Innovation in Tourism and Hospitality Industry 3(3-0-6)**
 Critical marketing concepts for tourism and hospitality; sustainability perspectives and initiatives; creating guest life-time value with Thai hospitality; digital marketing strategies and trends; analysis of tourism and hospitality marketing drivers and trends; dynamic market landscapes and dynamics; innovation model and applications in tourism marketing; innovation strategies for tourism and hospitality experience designing, hospitality brand experience and tourism destinations; strategic marketing plan and tactics in tourism and hospitality industry, case studies
- 803570 Research Methodology in Social Sciences 3(3-0-6)**
 Research definitions, research characteristics and goals; research types and process; identification of research problem; variables and hypotheses; data collection; data analysis; proposal and research report writing, research evaluation; research application; ethics of researchers; and research techniques in social sciences
- 803523 Hospitality Education for Sustainability in Tourism and Hospitality Industry 3(2-2-5)**
 Characteristics, principles, concepts and theories of hospitality education; hospitality in a multi-cultural context; cultivating hospitable mind for tourism and hospitality personnel in order to build the capacities for managing tourism destinations and tourism businesses that create sustainability in economic, environmental and socio-cultural dimensions
- 803524 Convention, Events and Exhibition Management 3(2-2-5)**
 Definitions, significance, types of conventions, special events and exhibitions in tourism industry; Thailand's potentiality and readiness from international, regional and local perspectives; support from public sectors, responsibility of private sector responding to the success of convention, special events and exhibitions; benefits and impacts on community and tourism resources in the area; case studies

803526 Hospitality Quality Management in Thai Ways 3(2-2-5)

Definitions, significance of service quality to customer satisfaction and loyalty; principles, concepts and application of Thai hospitality outstanding characteristics international hospitality characteristics; needs of Thai hospitality competency for tourism businesses; cooperated with competitive advantage analysis; transferring Thai hospitality characteristics, increasing potential in quality and developing Thai hospitality competency in various agents to increase domestic and international tourist arrivals

803527 Thai Hospitable Leader 3(2-2-5)

Characteristics and competencies of THAI hospitable leaders and practice in leading hospitality organizations with Thai hospitality value; dynamic capability of hospitality organizations; cultivating organizational cultures and delivering Thai hospitality value; strategic development of organizations and service innovation with Thai hospitality case studies; THAI hospitable leader project

803528 Innovative Management under Crisis Circumstances in 3(2-2-5)
MICE Business

Types and lifecycle of crises and disasters in tourism; global phenomenon event patterns; and crisis circumstances in MICE; strategic and holistic approaches to crisis planning and management; crisis innovative management in tourism; resilience management in crisis management

803529 Urban Tourism and Creative Place-making 3(2-2-5)

Definitions and significance of urban tourism in a tourism destination; distinguishing urban tourism features from other tourism activities; capital and place; place and placelessness in tourism destinations; significance of sense of place; creative place-making concepts; urban design to tourism place-making; tourism planning and place-making

803530 Strategic Management for Health Tourism 3(2-2-5)

Importance of physical, mental and spiritual health awareness to the way of consumption, with demand and supply in tourism and hospitality industry; analysis of marketing trends and environments; scenario and ecosystem of health tourism; leadership in health tourism organizations; creation and cultivation of health tourism organization culture; development of valuable offerings in creating competitive advantages; analysis and networking of strategic alliance; strategic process planning; service resources and risk management; evaluation and revisit of strategic management among changes

- 803531 Multicultural Management in Tourism and Hospitality Industry 3(2-2-5)**
 Definitions and the importance of cultural sensitivity; concepts and theories in multiculturalism; cultural identity and cultural diversity; positioning the business strategies within the context of the multicultural environment in tourism and hospitality industry
- 803532 Digital Technology Management for Tourism Industry 3(2-2-5)**
 Management Information System for management; enterprise information technology management; digital platform topology for tourism Industry; technological innovation for tourism enterprise; big data; artificial intelligence; smart tourism destination management; social media and social media commerce; mobility commerce; information technology strategies and planning for tourism Industry; ethical issues in digital technology for future of tourism industry
- 803590 Thesis 1, Type 2 3 credits**
 Studying the elements of a thesis or thesis examples in the related field of study; determining the thesis title; developing a concept paper; and preparing the summary of the literature and related research synthesis
- 803591 Thesis 2, Type 2 3 credits**
 Developing research instruments and research methodology; and preparing a thesis proposal in order to present it to the committee
- 803592 Thesis 3, Type 2 6 credits**
 Collecting data; analyzing data; preparing a progress report in order to present to the thesis advisor; and preparing the full-text thesis and a research article in order to get published according to the graduation criteria
- 803593 Independent Study 1 3 credits**
 Selection of interested topics on tourism management or topics for knowledge development contributing to tourism management in government, private and community tourism organizations; under supervision of the advisor appointed by the Naresuan University Graduate School; designing appropriate research methods for the topic of study; defining research population and how to approach; research fieldwork; analysis of research findings
- 803594 Independent Study 2 3 credits**
 Presentation of research findings by discussing results relating to conceptual framework proposed previously in the research proposal; research report writing and a presentation of full research