

Programme Specification

Master of Arts (Tourism and Hospitality Management)

Curriculum Last Revised in 2022

2. Program Structure

Program structure and required credits

Program structure		MA Program 2022 Credits	
Courses		Type A2	Type B
1	Coursework	24	30
1.1	Required Course	15	15
1.2	Elective Course (not less than)	15	15
2	Thesis	12	-
3	Independent Study	-	6
4	compulsory subjects (Non-credit)	4	4
Required Credits (not less than)		36	36

2.1 Subjects

Plan A

Required course relating to tourism and hospitality **24 credits**

Required courses **15 credits**

803511	Tourism and Hospitality Industry Development	3(3-0-6)
803512	Multidisciplinary Studies in Tourism and Hospitality Industry Management	3(3-0-6)
803513	Tourist Behavior and Consumer Culture Analysis	3(3-0-6)
803515	Organizational Psychology and Human Resource Management in Tourism and Hospitality Industry	3(3-0-6)
803519	Strategic Marketing and Innovation in Tourism and Hospitality Industry	3(3-0-6)

Elective course **9 credits**

803523	Hospitality Education for Sustainability in Tourism and Hospitality Industry	3(2-2-5)
803524	Convention, Events and Exhibition Management	3(2-2-5)
803526	Hospitality Quality Management in Thai ways	3(2-2-5)
803527	Thai Hospitable Leader	3(2-2-5)
803528	Innovative Managerial under Crisis Circumstances in MICE Business	3(2-2-5)
803529	Urban Tourism and Creative Place-making	3(2-2-5)
803530	Strategic Management for Health Tourism	3(2-2-5)
803531	Multicultural Management in Tourism and Hospitality Industry	3(2-2-5)

	803532	Digital Technology Management for Tourism Industry	3(2-2-5)
Thesis			12 credits
	803590	Thesis 1, Type A 2	3 credits
	803591	Thesis 2, Type A 2	3 credits
	803592	Thesis 3, Type A 2	6 credits
Compulsory subjects (Non-credit)			4 credits
	803570	Research Methodology in Social Sciences	3(3-0-6)
	803516	Seminar in Tourism and Hospitality Management	1(0-2-1)
Plan B			
Required course relating to tourism and hospitality			30 credits
Required courses			15 credits
	803511	Tourism and Hospitality Industry Development	3(3-0-6)
	803512	Multidisciplinary Studies in Tourism and Hospitality Industry Management	3(3-0-6)
	803513	Tourist Behavior and Consumer Culture Analysis	3(3-0-6)
	803515	Organizational Psychology and Human Resource Management in Tourism and Hospitality Industry	3(3-0-6)
	803519	Strategic Marketing and Innovation in Tourism and Hospitality Industry	3(3-0-6)
Elective course			15 credits
	803523	Hospitality Education for Sustainability in Tourism and Hospitality Industry	3(2-2-5)
	803524	Convention, Events and Exhibition Management	3(2-2-5)
	803526	Hospitality Quality Management in Thai ways	3(2-2-5)
	803527	Thai Hospitable Leader	3(2-2-5)
	803528	Innovative Managerial under Crisis Circumstances in MICE Business	3(2-2-5)
	803529	Urban Tourism and Creative Place-making	3(2-2-5)
	803530	Strategic Management for Health Tourism	3(2-2-5)
	803531	Multicultural Management in Tourism and Hospitality Industry	3(2-2-5)
	803532	Digital Technology Management for Tourism Industry	3(2-2-5)
Independent Study			6 credits
	803593	Independent study 1	3 credits
	803594	Independent study 2	3 credits

Compulsory subjects (Non-credit)		4 credits
803570	Research Methodology in Social Sciences	3(3-0-6)
803516	Seminar in Tourism and Hospitality Management	1(0-2-1)

2.2 Study Plan

Plan A

1st Year

First Semester

803511	Tourism and Hospitality Industry Development	3(3-0-6)
803512	Multidisciplinary Studies in Tourism and Hospitality Industry Management	3(3-0-6)
803xxx	Elective Course 1	3(2-2-5)
Total		9 credits

Second Semester

803513	Tourist Behavior and Consumer Culture Analysis	3(3-0-6)
803570	Research Methodology in Social Sciences (Non-credit)	3(3-0-6)
803xxx	Elective Course 2	3(2-2-5)
803xxx	Elective Course 3	3(2-2-5)
803590	Thesis 1, Type 2	3 credits
Total		12 credits

2nd Year

First Semester

803515	Organizational Psychology and Human Resource Management in Tourism and Hospitality Industry	3(3-0-6)
803516	Seminar in Tourism and Hospitality Management (Non-credit)	1(0-2-1)
803519	Strategic Marketing and Innovation in Tourism and Hospitality Industry	3(3-0-6)
803591	Thesis 2, Type 2	3 credits
Total		9 credits

Second Semester

803592	Thesis 3, Type 2	6 credits
Total		6 credits

Plan B
1st Year
First Semester

803511	Tourism and Hospitality Industry Development	3(3-0-6)
803512	Multidisciplinary Studies in Tourism and Hospitality Industry Management	3(3-0-6)
803xxx	Elective Course 1	3(2-2-5)
Total		9 credits

Second Semester

803513	Tourist Behavior and Consumer Culture Analysis	3(3-0-6)
803570	Research Methodology in Social Sciences (Non-credit)	3(3-0-6)
803xxx	Elective Course 2	3(2-2-5)
803xxx	Elective Course 3	3(2-2-5)
Total		9 credits

Summer Semester

803xxx	Elective Course 4	3(2-2-5)
803xxx	Elective Course 5	3(2-2-5)
Total		6 credits

2nd Year

First Semester

803515	Organizational Psychology and Human Resource Management in Tourism and Hospitality Industry	3(3-0-6)
803516	Seminar in Tourism and Hospitality Management (Non-credit)	1(0-2-1)
803519	Strategic Marketing and Innovation in Tourism and Hospitality Industry	3(3-0-6)
803593	Independent Study 1	3 credits
Total		9 credits

Second Semester

803594	Independent Study 2	3credits
Total		3 credits