

Bachelor of Arts

Program in Tourism (Year 2022)

Courses Description

1. General Education Courses

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|---------------|---|-----------------|
| 001211 | English Listening and Speaking for Communication | 3(2-2-5) |
| | English Listening and speaking skills for communication with emphasis on pronunciation, word and sentence stress, intonation, cross-cultural understanding, listening and speaking practice in everyday and job-related topics | |
| 001212 | English Critical Reading for Effective Communication | 3(2-2-5) |
| | English language skills for critical reading with emphasis on reading for main ideas and supporting details, guessing meaning from contexts, making inferences, distinguishing facts and opinions, identifying the author's purpose, attitude and tone of voice, evaluating information and ideas | |
| 001213 | English Writing for Effective Communication | 3(2-2-5) |
| | English language skills for effective written communication with emphasis on practice in writing sentences and paragraphs with proper and correct use of vocabulary, grammar, structure and organization | |
| 001301 | Thai Language for Academic Communication | 3(2-2-5) |
| | Reading for information; writing and speaking for academic presentation | |
| 001302 | Thai Language for Communication in the 21st Century | 3(2-2-5) |
| | Developing Thai communicative skills for appropriate and updated use in the 21 st century | |
| 001303 | Reading in the Digital Age Century | 3(2-2-5) |
| | Developing reading skill in context of digital society for knowledge and improving the quality of life | |
| 001311 | Korean for Communication | 3(2-2-5) |
| | Basic Korean communicative skills used in daily-life situations and learning of Korean culture | |

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| 001312 | Japanese for Communication | 3(2-2-5) |
| | Basic Japanese communicative skills used in daily-life situations and learning of Japanese culture | |
| 001313 | Chinese for Communication | 3(2-2-5) |
| | Basic Chinese communicative skills used in daily-life situations and learning of Chinese culture | |
| 001314 | Myanmar for Communication | 3(2-2-5) |
| | Basic Myanmar communicative skills used in daily-life situations and learning of Myanmar culture | |
| 001315 | French for Communication | 3(2-2-5) |
| | Basic French communicative skills used in daily-life situations and learning of French culture | |
| 001316 | Spanish for Communication | 3(2-2-5) |
| | Basic Spanish communicative skills used in daily-life situations and learning of Spanish culture | |
| 001317 | Lao for Communication | 3(2-2-5) |
| | Basic Lao communicative skills used in daily-life situations and learning of Lao culture | |
| 001318 | Indonesian for Communication | 3(2-2-5) |
| | Basic Indonesian communicative skills used in daily-life situations and learning of Indonesian culture | |
| 001319 | Vietnamese for Communication | 3(2-2-5) |
| | Basic Vietnamese communicative skills used in daily-life situations and learning of Vietnamese culture | |
| 001320 | Hindi for Communication | 3(2-2-5) |
| | Basic Hindi communicative skills used in daily-life situations and learning of Hindi culture | |
| 001321 | Khmer for Communication | 3(2-2-5) |
| | Khmer language communicative skills used in daily-life situations and learning of Cambodian culture | |

- 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
- 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 Way of Life 3(2-2-5)**
 Music development and characteristic in Thai way of life. Cultural and Social significance role, values, changes, aesthetic as well as 21st Century competence
- 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
- 001231 Philosophy of Life for Sufficient living 3(2-2-5)**
 Basic philosophical and conceptual knowledge on worldview, attitude, philosophy for life, lifestyle, valuable experiences 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 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)

Development of local wisdom effecting to gain the body of knowledge in art and culture with concrete and abstract areas which is a foundation of Thai Civilization and a path of developing innovation in art and culture creatively on a foundation of local wisdom and Thai civilization for maintaining, promoting value with worthiness and sustainable integration

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 21st 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

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| 001238 | Media Literacy | 3(2-2-5) |
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Processes of media analysis and acknowledgements in digital literacy. Understanding of 21st century media effect theories, such as myth semiology and advertising concept, attributes and influence of contemporary and digital media, including analyzing contents on every current platform

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| 001239 | Leadership and Compassion | 3(2-2-5) |
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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

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| 001241 | Western Music in Daily Life | 3 (2-2-5) |
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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

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| 001242 | Creative Thinking and Innovation | 3 (2-2-5) |
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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

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| 001251 | Group Dynamics and Teamwork | 3(2-2-5) |
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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

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| 001252 | Naresuan Studies | 3(2-2-5) |
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This course aims to study on the biography of King Naresuan the Great. The emphasis is placed on economy, society and foreign affair which reflect to Thai Identity such as knowledge acquisition, endeavor and tolerance

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| 001253 | Entrepreneurship for Small Business Start-up | 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 | |
| 001254 | The King's Philosophy for Living | 3 (2-2-5) |
| | Biography, ideas, philosophy, royal duties, royal initiative projects of the late His Majesty King Bhumibol Adulyadej with special reference to living | |
| 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 and society | |
| 001273 | Mathematics and Statistics in Everyday Life | 3(2-2-5) |
| | Measurement, surface area and volume of geometric shapes, introduction to mathematics in financial fields, survey and data collection methods, data analysis and presentation for basic research, application of probability 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 in the age of globalization with the awareness of environmental conservation

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 issues

001277 Human Behavior 3(2-2-5)

The knowledge of human behaviors such as behavioral concepts; biological basis and mechanisms of human behaviors; 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 others

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

001291 Consumption in Daily life 3(2-2-5)

Importance of consumption, good nutritional status and practical guidelines for good food consumption, Choosing medicines and safe health products, food safety, management of consumerism effects, consumer rights, laws and organizations for consumer protection

001292 Circular Economic Lifestyle for 21st Century 3(2-2-5)

Learning the value of nature to human life in the use of resources and being a source of support and pollution treatment, crisis of resource problems, climate and environmental emergency situations, concepts throughout the life cycle and business design process under the concept of circular economy, business model innovation to the circular economy, lifestyle under the concept of circular economy, awareness and driving force to the way of life under the concept of circulating economy and circulating economy society

001331 Social Innovation 3 (2-2-5)

Introduction to Social innovation, Future Uncertainties (21st Century challenges, 4th Industrial revolution), Global Issues (social and environmental issues), Sustainable Development Goals (SDGs), Sustainable community (eco village), Public participation, Introduction to Innovation, Social enterprises, 21st entrepreneurship (social technopreneur), Case study (development of social innovation entrepreneurship)

001332 Introduction to Data Management in Digital Era 3(2-2-5)

Overview of data management, fundamentals and tools for big data and data science, data analytics and techniques of information presentation for business value by using modern tools

001281 From Sufficiency Economy Philosophy (SEP) to Practice 3 (2-2-5)

Meaning, origin, and application of the Sufficiency Economy Philosophy (SEP), the definition of 3 chains 2 conditions, in details, sufficiency philosophy to achieve principles of strategy for livelihood, reasonableness and scientific method to achieve successful working, and immunity to maintain of physical and mental health in relation to life homeostasis, principles of reading habits practice, information searching principles, introduction to information presentation methods, knowledge for the 21st century, principles of being good citizen, honesty, empathy, and public mind practice

001282 Peace and Religion for Human Kinds 3 (2-2-5)

Learning of the value concept, theory, peace, religion principles and morals based on religion and key mans, moral principles, needs, social problems, conflict, organization, socialization, reasonability, friendship, encroachment, harmonious, reconciliation speech, peaceful method, human kind on 21th century, value experience of key man with useful for creatively apply to be human calming and peace to human kinds

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| 001283 | Principles of Accounting for Entrepreneur | 3(2-2-5) |
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Types of business, business formation, basic accounting and taxation for entrepreneurs, components of financial reports, basic analysis of accounting information and management accounting for business decision making, information technology for accounting and taxation

2. Specialized Education Courses

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 analyzing budgets; principles of budget planning for tourism and hotel business operation

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| 224100 | Tourism and Hospitality Industry | 3(2-2-5) |
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Definitions, concepts, significance and components of tourism and hospitality industry; trends and changes of global tourism; concepts, policies and roles of government and tourist organizations regarding the development of tourism and hospitality industry in the context of free trade and services; impacts of tourism and hospitality industry

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| 224101 | Tourism Resources and Destination Management | 3(2-2-5) |
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Definitions, significance, components and classifications of tourist resources; tourist geography and utilization of Thai and international tourist resources for Tourism Destination; impacts of tourism and solution guidelines

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| 224102 | Introduction to Laws and Tourism Laws | 3(3-0-6) |
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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

224103 Modern Management in Digital Era for 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 and Digital Technology for Tourism and Hospitality Management

- 224111 Innovation and Creativity for Tourism and Hospitality 3(2-2-5)**
 Concept of innovation and tourism. Innovative Culture in tourism and hospitality business. Creation of innovation with creativity. Service Design and Service Innovation, Practice of Creative Thinking in developing innovation in tourism and hospitality
- 224200 Digital Technology for Tourism and Hospitality Management 3(2-2-5)**
 Trends of global change that affect the use of technology in tourism and Hospitality Industry, Digital Technology for tourism and Hospitality industry Management, Technology Landscape, Tourist Behavior Digital Era, Social Media, Mobile Technology, Artificial Intelligence, Innovation, Tourism Electronic, Electronic Commerce, Social Commerce, Smart Destination, Entrepreneurship of Travel Technology Startup, Case study
- 224201 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
- 224211 Communicative English for Academic and Research Presentation 1(0-2-1)**
 Listening and speaking English with emphasis on summarizing, analyzing, interpreting, and expressing opinions for academic purposes and giving oral presentations on academic research related to students' educational fields with effective delivery in English
- 224212 Innovation for Tour Business Operation and Management and 3(2-2-5)**
Tour Conducting Management
 History and Development of travel agency and tour guide; type and component of organized tour, the application of logistic in planning for travel route; Innovation for Travel agency principles and techniques in route planning; category of tour guide, roles, duties and ethics of tourist guide and tour leader; standards of performance as tour guide and tour leader
- 224213 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 organization; roles, duties and responsibilities of each department in hotel business; coordination among departments and tourism industry

- 224214 Transportation Business and Airline Business 3(2-2-5)**
 Concept and Type of Logistics, Introduction to Transportation business Type of Transportation Introduction to business airline; Airline geography; flight schedules; Ground Services; Inflight Service; Reservation System; Basic ticket reservation; Case study
- 224215 MICE Innovation Principles and Practices 3(2-2-5)**
 Definitions, types, roles and significance of Meeting, Incentive, Convention and Exhibition (MICE) business, and other special events; knowledge of relevant organizations; principles of management; marketing planning; operations; evaluation and training practice
- 224216 Sustainability for Tourism and Hospitality Industry 3(2-2-5)**
 Concepts and principles of sustainable development; Sustainable Tourism Concept; Application of sustainability in tourism destination development and operation of tourism and hospitality businesses; Patterns of sustainable tourism; Tourism Impact; Current issues regarding sustainable tourism; Case studies and field trips
- 224300 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
- 224301 Personality Development for Service Industry Digital Era 3(2-2-5)**
 Meanings, significance, concepts of personality, physical and mental personality character, basic factor of personality, internal and external of personality, necessary personality for executives, individually personality evaluation, 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 and online Communication Skills
- 224302 Tourist Behavior and Service Psychology 3(2-2-5)**
 The study of theories on psychology and its application to tourism and hospitality industry; the study of attitudes and behaviors of tourists; planning, developing, quality management, and tourist marketing with psychological perspectives
- 224311 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

224312 Tourism and Hospitality Entrepreneurship 3(2-2-5)
in Business Transformation

Ethic, Transformative Mindset and Competencies of Tourism and Hospitality Entrepreneur, Foresight and Scenario Analysis, Access New Business Opportunity, Idea Transformation to a Viable Venture, Business Model Innovation and Business Model Validation, Marketing Landscape and Strategy Analytic, Resilience and Agility Responding to Global Disruptive Changes, Organizational Culture Implant with Thai Hospitality, Real Business Cases, Entrepreneurial project: an entrepreneurial venture and value chain development

224411 Crisis Management and Resilience in Tourism 3(2-2-5)
and Hospitality Industry

Concept of Crisis and Risk Management, Crisis and Risk Management for Tourism and Hospitality Industry, Crisis and Risk management Framework, Crisis and Risk Analysis for Tourism and Hospitality Industry

224412 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

224413 Seminar in Tourism and Hospitality 1(0-3-1)

Studying and analyzing related issues on current situations of tourism industry; analyzing trends of tourism industry from the past to the present time and estimating potential changes in the future

224221 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

- 224321 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
- 224322 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
- 224323 Marketing Innovation for Hotel Business 3(2-2-5)**
Contemporary Marketing Concepts and Research: fundamental knowledge, skills, and strategies, Trend-driven innovation in Hotel, New Hospitality Product and Service Innovation Development, Practical Approach to Understand Guest Insight, socio-cultural changes to hotel marketing landscape, Guests and brand interactions, Guest Experience and Unique Value Creation, New Digital Techniques Leverage, Innovative Marketing Simulation Exercise and Real Business Cases
- 224423 Green Hotel Management 3(2-2-5)**
Related concept and principles of environmental-friendly or green hotel; Operation of green hotel such as management for reducing environmental impact, solid waste management, energy management, water management, local participation; Standard and label relating to green hotel; Case studies or field trip
- 224424 Small Hotel Business Management for Transformation 3(2-2-5)**
Concept of creation for Small hotel Business using creativity and Management strategy for Small hotel Effective service management innovation and Technology for Facilities development and service human capital management marketing Accenting and finance for Small hotel Case study
- 224231 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 and Field Trip

- 224331 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
- 224332 Spa and Wellness Management 3(2-2-5)**
 Introduction to Spa and Wellness Retreats business model. Understanding of components and influential factor to management including operation, resources management and marketing management, management under crisis and changes. Learning of service and products development. Design and Creation of service culture in Spa and Wellness retreats with innovative thinking and cultural wisdom heritage. Introduction to Spa and Wellness Retreats business model. Understanding of components and influential factor to management including operation, resources management and marketing management, management under crisis and changes. Learning of service and products development. Design and Creation of service culture in Spa and Wellness retreats with innovative thinking and cultural wisdom heritage
- 224333 Specialist Guide 3(2-2-5)**
 Definitions, roles and responsibilities, standards, and ethics of tour guides; principles of operation for specialist guides; case studies; basic knowledge of cultural heritage; field trips and training practice in tour leading
- 224431 Management of Luxury Tourism and Hospitality Brand 3(2-2-5)**
 Meaning, concepts in management of luxury hospitality brand, analytical of marketing strategies and application skill in luxury brand management and luxury hospitality, the essence of a luxury brand, luxury brand management, marketing technique and trends; luxury brands creation and communication of brand values
- 224432 Visitor Journey Design 3(2-2-5)**
 Re-design or Re-think the Entire Visitor Experience, Creative Journeys of Visitors, Key Journey Design Principles; i.e. Thai Hospitality Value, Human-centered Design, Agile Design Thinking, Personas and User Story, Value Co-creation and Parameters of Visitor experience design, Key Elements of a Journey Map, Visitor and Digital Visitor Journey Mapping Technic and Process, Visitor Service Prototyping, Brand and Destination Brand Experience Management; i.e, Creative Content Design and Animating and Sharing Interactive content, Simulation Exercise and Case Studies

- 224433 Trust and Safety in Tourism 3(2-2-5)**
 Role of trust and safety in global tourism scenarios. Understanding in the International Code for the Protection of Tourist and Common Safety Protocols for tourism. Leadership and collaborative network in enhancing safety and trust making. Development of trustful and safety of tourism products and service with tourism knowledge
- 224241 Convention Planning and Management for Sustainability 3(2-2-5)**
in Digital Era
 Introduction to management for Meeting, stakeholder and partnership, operation to submit a bid to host Preparation of the meeting, Finance and Marketing Management for venue and Technology for Meeting Sustainable Meeting and Convention Field Trip
- 224341 Incentive Management 3(2-2-5)**
 Meaning Evolution Importance and Characteristics of Incentive, planning for Marketing, Coordination techniques The process of operation before Incentive during the Incentive and after the Incentive, problem-solving
- 224342 Professional Exhibition Management 3(2-2-5)**
 Meaning and importance of Exhibition Management , type of Exhibition benefit for MICE Business, Principle Exhibition Management, process for Exhibition Marketing Management problem-solving
- 224343 Creative and Innovation for Event Business 3(2-2-5)**
 Definitions, significance, evolution, types, and components of special creative and Innovation event tourism; value increase in special events; roles as a stakeholder; case studies and filed trips
- 224344 Accommodation Management for Meeting and Convention 3(2-2-5)**
 Meaning Importance and element of Venue and Accommodation, Type Venue and Accommodation, consideration Venue and Accommodation, Marketing planning for Venue
- 224441 MICE Project Management and Coordination for 3(2-2-5)**
Transformation
 Basic project management and coordination emphasizing on techniques regarding project management; Tools for Project Management include PERT Chart, Work Breakdown Structure,

Gantt Chart staff recruitment; probability analysis; project planning; budget management Rise and Crisis management for Project Case study and Projects and activities for building working experiences

224251 Introduction to Airline Business 3(2-2-5)

Background knowledge of airline business; organizations 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

224351 Airline Business Operation 3(2-2-5)

Trends of global tourism; principles and operations of tour operator and travel agent; Management of tourism business such as business establishment, organizational structure, marketing and bidding skill, office management, planning for operation and information technology systems; Finance and accounting, taxation; Knowledge of ticketing regarding to airport and airline codes, airline routing and travel documents; operating ticket reservation; Relating laws and regulations; Entrepreneurial ethics; Field trip

224352 Service and Ticketing Reservation Operation 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

224353 Passenger Ground Service 3(2-2-5)

Airline and airport ground service operations, Service Process; Passenger Check-in, baggage and luggage operations, flight documents, co-operation between department in the airport, airport safety

224451 Inflight Service 3(2-2-5)

Introduction to food and beverage services on board an aircraft, type of food and beverage for the in-flight services, the terminology of food and beverage, how to satisfy for on board passenger

205232 English Conversation 3(2-2-5)

Longer and more complicated dialogues in various situations, using appropriate vocabulary words and structures, practicing listening comprehension

- 205381 English for Tourism 3(3-0-6)**
English to communication and Services in tourism industry at local and global levels, focusing on the history, culture and tradition related to tourist destinations and attraction in Thailand
- 205382 English for Hotel Business 3(3-0-6)**
English for Communication for different department in a hotel business, including reception, public relations, marketing, housekeeping, food and beverage
- 224401 English for Tour Conducting 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
- 224402 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
- 224360 Professional Training 1 หน่วยกิต**
Training for tourism and hospitality in government or private sectors approved by university at least 200 hours
- 224470 Co-operative Education 6 หน่วยกิต**
Professional training as a temporary staff at a public or private organization at the minimum of 16 weeks; preparing and presenting report on the training experience evaluated by faculty supervisors and supervisors from the organization at least 400 hours
- 224471 International Academic or Professional Training 6 หน่วยกิต**
International academic in tourism field or Professional Training in tourism in government or private organization outside Thailand at least 3 months and 400 hours