

Bachelor of Arts Program in Tourism (Year 2022)

1. CODE AND TITLE OF THE CURRICULUM

English Language : Bachelor of Arts Program in Tourism

2. TITLE OF THE DEGREE AND DEPARTMENT

Full Title : Bachelor of Arts (Tourism)

Abbreviation : B.A. (Tourism)

3. Total credits in the curriculum structure : a minimum of 128 Credits

4. Curriculum structure

No.	Courses	Regulation MOE	TQF1 B.A. 2010	Bachel or Year 2022
1	General Education Courses – a minimum of 1.1 Language Course 1.1.1 Required Courses 1) English Course 2) Thai Course 1.1.2 Elective Courses – a minimum of Choose the Language Course but not identical the English Courses or Thai Courses 1.2 Humanities Course 1.3 Social Science Course 1.4 Science and Mathematics Courses 1.5 Required Courses (Non Credits)	30	30	30 12 3 3 6 6 6 6 1
2	Specialization Education Courses - a minimum of 2.1 Foundation Courses 2.2 Specialized Courses 2.2.1 Required Courses 2.2.2 Elective Course 1) Tourism Elective Courses 2) Language in Profession Courses 2.3 Co-operative Education International Academic or Professional Training (Non-Credits) 2.4 Undergraduate Thesis	72	84 24 60 30 30 15 15 6 -	92 30 62 32 30 15 15 7 -

3	Free Elective Courses - a minimum of	6	6	6
Total credits in the curriculum structure – a minimum of		120	126	128

2. Courses

1. General Education Courses 30 Credits

Consisting of the following courses

1. Language Courses 12 Credits

1.1 Required Courses

1.1.1 English Courses 3 Credits

001211	English Listening and Speaking for Communication	3(2-2-5)
001212	English Critical Reading for Effective Communication	3(2-2-5)
001213	English Writing for Effective Communication	3(2-2-5)

1.1.2 Thai Courses 3 Credits

001301	Thai Language for Academic Communication	3(2-2-5)
001302	Thai Language for Communication in the 21 st Century	3(2-2-5)
001303	Reading in the Digital Age Century	3(2-2-5)

1.2 Elective Courses

Choose the Language Course but not identical the English Courses or Thai

Courses		6 Credits
001311	Korean for Communication	3(2-2-5)
001312	Japanese for Communication	3(2-2-5)
001313	Chinese for Communication	3(2-2-5)
001314	Myanmar for Communication	3(2-2-5)
001315	French for Communication	3(2-2-5)
001316	Spanish for Communication	3(2-2-5)
001317	Lao for Communication	3(2-2-5)
001318	Indonesian for Communication	3(2-2-5)
001319	Vietnamese for Communication	3(2-2-5)
001320	Hindi for Communication	3(2-2-5)
001321	Khmer for Communication	3(2-2-5)

2. Humanities Courses 6 Credits

Consisting of the following courses

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)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai way of life	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001241	Western Music in Daily Life	3 (2-2-5)
001242	Creative Thinking and Innovation	3 (2-2-5)
001253	Entrepreneurship for Small Business Start-up	3 (2-2-5)
001276	Energy and Technology around Us	3(2-2-5)
001331	Social Innovation	3(2-2-5)
001332	Introduction to Data Management in Digital Era	3(2-2-5)

3. Social Science Courses

6 Credits

Consisting of the following courses

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)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studie	3(2-2-5)
001254	The King's Philosophy for Living	3 (2-2-5)
001281	From Sufficiency Economy Philosophy (SEP) to Practice	3 (2-2-5)
001282	Peace and Religion for Human Kinds	3(2-2-5)
001283	Principles of Accounting for Entrepreneur	3(2-2-5)

4. Science Courses

6 Credits

Consisting of the following courses

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)
001277	Human Behavior	3(2-2-5)
001278	Life and Health	3(2-2-5)
001279	Science in Everyday Life	3(2-2-5)
001291	Consumption in Daily Life	3(2-2-5)
001292	Circular Economic Lifestyle for 21 st Century	3(2-2-5)

5. Personal Hygiene Courses 1 Credits

001281	Sports and Exercises	1(0-2-1)
--------	----------------------	----------

2. Specialization Education Courses 92 Credits

2.1 Foundation Courses 30 Credits

222206	Principles of Accounting and Accounting for Tourism Business	3(2-2-5)
224100	Tourism and Hospitality Industry	3(2-2-5)
224101	Tourism Resources and Destination Management	3(2-2-5)
224102	Introduction to Laws and Tourism Laws	3(3-0-6)
224103	Modern Management in Digital Era for Tourism and Hospitality	3(2-2-5)
224200	Digital Technology for Tourism and Hospitality Management	3(2-2-5)
224201	Cross Cultural Communication in Tourism and Hospitality	3(2-2-5)
224300	Human Capital Management in Tourism and Hospitality	3(2-2-5)
224301	Personality Development for Service Industry Digital Era	3(2-2-5)
224302	Tourist Behavior and Service Psychology	3(2-2-5)

2.2 Specialization Courses 62 Credits

2.2.1) Required Courses 32 Credits

224111	Innovation and Creativity for Tourism and Hospitality	3(2-2-5)
224211	Communicative English for Academic and Research Presentation	1(0-2-1)
224212	Innovation for Tour Business Operation and Management and Tour Conducting Management	3(2-2-5)

224213	Principles of Hotel Management	3(2-2-5)
224214	Transportation Business and Airline Business	3(2-2-5)
224215	MICE Innovation Principles and Practices	3(2-2-5)
224216	Sustainability for Tourism and Hospitality Industry	3(2-2-5)
224311	Contemporary Marketing for Tourism and Hospitality Industry	3(2-2-5)
224312	Tourism and Hospitality Entrepreneurship in Business Transformation	3(2-2-5)
224411	Crisis Management and Resilience in Tourism and Hospitality Industry	3(2-2-5)
224412	Survey and Research Methodology for Tourism and Hospitality	3(2-2-5)
224413	Seminar in Tourism and Hospitality	1(0-3-1)

2.2.2 Elective Courses

30 Credits

1) Elective Courses of Tourism

15 Credits

1.1) Hotel

224221	Food and Beverage Services	3(2-2-5)
224321	Housekeeping Management and Operations	3(2-2-5)
224322	Front Office Management and Operations	3(2-2-5)
224323	Marketing Innovation for Hotel Business	3(2-2-5)
224423	Green Hotel Management	3(2-2-5)
224424	Small Hotel Business Management for Transformation	3(2-2-5)

1.2) Tourism Management

224231	Special Interest Tourism	3(2-2-5)
224331	Art History for Tourism	3(2-2-5)
224332	Spa and Wellness Management	3(2-2-5)
224333	Specialist Guide	3(2-2-5)
224431	Management of Luxury Tourism and Hospitality Brand	3(2-2-5)
224432	Visitor Journey Design	3(2-2-5)
224433	Trust and Safety in Tourism	3(2-2-5)

1.3) MICE Business

224241	Convention Planning and Management for Sustainability in Digital Era	3(2-2-5)
--------	---	----------

224341	Incentive Management	3(2-2-5)
224342	Professional Exhibition Management	3(2-2-5)
224343	Creative and Innovation for Event Business	3(2-2-5)
224344	Accommodation Management for Meeting and Convention	3(2-2-5)
224441	MICE Project Management and Coordination for Transformation	3(2-2-5)

1.4) Airline Business

224251	Introduction to Airline Business	3(2-2-5)
224351	Airline Business Operation	3(2-2-5)
224352	Service and Ticketing Reservation Operation	3(2-2-5)
224353	Passenger Ground Service	3(2-2-5)
224451	Inflight Service	3(2-2-5)

2) Foreign Language in Tourism Profession

15 Credits

205232	English Conversation	3(2-2-5)
205381	English for Tourism	3(3-0-6)
205382	English for Hotel Business	3(3-0-6)
224401	English for Tour Conducting	3(2-2-5)
224402	English for Tourism Personnel	3(2-2-5)

3) Co-operative Education International Academic or Professional Training 7 Credits

224360	Professional Training	1 Credits
--------	-----------------------	-----------

Choose one of the following courses

224470	Co-operative Education	6 Credits
224471	International Academic or Professional Training	6 Credits

3. Free Elective Courses

6 Credits

Choose the only close open on Naresuan University