



Knowledge with Virtue

2026

Degree Plan

Bachelor of Arts (B.A.)

International Tourism and Hospitality Management

Student's Name .....

Student's ID No. ....

# STUDENT'S MANUAL

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### Where to Go for Help

- |                                          |                                                                              |
|------------------------------------------|------------------------------------------------------------------------------|
| ▪ Study Problems                         | - Chairperson<br>- Lecturers                                                 |
| ▪ GPA Lower than 1.75                    | - Chairperson                                                                |
| ▪ Changing Free Elective Courses         | - The Dean of BU International<br>- Associate Dean                           |
| ▪ Course Contents and Names of Lecturers | - Chairperson                                                                |
| ▪ Reserve Officer Training Corps (ROTC)  | - Center for Holistic Student Development                                    |
| ▪ University's Rules and Regulations     | - The Dean of BU International<br>- Chairperson<br>- One-Stop-Service Office |
| ▪ Library Services                       | - Surat Osathanugrah Library                                                 |
| ▪ Financial Problems                     | - Center for Holistic Student Development                                    |
| ▪ Sickness & Medical Emergency           | - University's Infirmary                                                     |
| ▪ Psychological Advice                   | - Center for Holistic Student Development                                    |
| ▪ Lost & Found Items                     | - Center for Holistic Student Development                                    |
| ▪ Recommendation Letter                  | - International Affairs Office                                               |
| ▪ Quarrel or Fight                       | - Chairperson<br>- Associate Deans                                           |
| ▪ Other Problems                         | - Chairperson<br>- Associate Deans                                           |

#### Locations of Helpers:

- |                                |                                          |
|--------------------------------|------------------------------------------|
| ▪ The Dean of BU International | - Building C6, 5 <sup>th</sup> Floor     |
| ▪ Associate Deans              | - Building C6, 5 <sup>th</sup> Floor     |
| ▪ Chairperson                  | - Building C6, 5 <sup>th</sup> Floor     |
| ▪ International Center         | - Building C6, 1 <sup>st</sup> Floor     |
| ▪ International Office         | - Building C6, 1 <sup>st</sup> Floor     |
| ▪ BUI Faculty Office           | - Building C6, 5 <sup>th</sup> Floor     |
| ▪ One-Stop-Service Office      | - Building A3, A6, 1 <sup>st</sup> Floor |

## Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

The letter grades awarded by the University are as follows.

| Letter Grade | Definition in English | Definition |
|--------------|-----------------------|------------|
| A            | Excellent             | 4.00       |
| B+           | Very Good             | 3.50       |
| B            | Good                  | 3.00       |
| C+           | Very Fair             | 2.50       |
| C            | Fair                  | 2.00       |
| D+           | Poor                  | 1.50       |
| D            | Very Poor             | 1.00       |
| F            | Failed                | 0          |

Other letter symbols used include:

|    |                                                                                              |
|----|----------------------------------------------------------------------------------------------|
| W  | Withdrawal                                                                                   |
| I  | Incomplete                                                                                   |
| S  | Satisfactory                                                                                 |
| U  | Unsatisfactory                                                                               |
| NC | No Credit                                                                                    |
| CF | Credits from Formal Education                                                                |
| CS | Credits from Standardized Test                                                               |
| CE | Credits from Exam                                                                            |
| CT | Credits from Trainings arranged by organizations other than institutions of higher education |
| CP | Credits from Portfolio                                                                       |

## How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

### 1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

#### Example

| 1 <sup>st</sup> Semester     |           |        |              |   |           |
|------------------------------|-----------|--------|--------------|---|-----------|
| Courses                      | Credits   | Grades | Grade Points |   |           |
| Communicative English        | 3         | A      | 4 X 3        | = | 12        |
| Fundamental Mathematics      | 3         | C      | 2 X 3        | = | 6         |
| Introduction to Business     | 3         | B+     | 3.5 X 3      | = | 10.5      |
| Thinking Skills for Learning | 3         | D+     | 1.5 X 3      | = | 4.5       |
| Principles of Economics      | 3         | B      | 3 X 3        | = | 9         |
| Creative Leadership Skills   | <u>3</u>  | B      | 3 X 3        | = | 9         |
|                              | <u>18</u> |        |              |   | <u>51</u> |
|                              | <u>51</u> |        |              |   |           |

Grade point average of the 1<sup>st</sup> semester =  $\frac{51}{18} = 2.83$

#### Example

| 2 <sup>nd</sup> Semester        |             |        |              |   |             |
|---------------------------------|-------------|--------|--------------|---|-------------|
| Courses                         | Credits     | Grades | Grade Points |   |             |
| Principles of Marketing         | 3           | A      | 4 X 3        | = | 12          |
| Critical Reading                | 3           | C      | 2 X 3        | = | 6           |
| Financial Accounting            | 3           | B      | 3 X 3        | = | 9           |
| Principles of Management        | 3           | D+     | 1.5 X 3      | = | 4.5         |
| Citizenship and Social Dynamics | 3           | C      | 2 X 3        | = | 6           |
|                                 | <u>15</u>   |        |              |   | <u>37.5</u> |
|                                 | <u>37.5</u> |        |              |   |             |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{37.5}{15} = 2.50$

$$\text{Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters} = \frac{(51+37.5)}{(18+15)} = \frac{88.5}{33} = 2.68$$

Note: Only 2 decimal points will be used without rounding off.

### Summer Semester

| Course                    | Credits   | Grade | Grade Points |            |
|---------------------------|-----------|-------|--------------|------------|
| Asia and Global Community | 3         | A     | 4 X 3        | = 12       |
| Art of Life               | <u>3</u>  | C     | 2 X 3        | = <u>6</u> |
|                           | <u>6</u>  |       |              | <u>18</u>  |
|                           | <u>18</u> |       |              |            |

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(51+37.5+18)}{(18+15+6)} = \frac{106.5}{39} = 2.73$

## 2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

### Example

#### 1<sup>st</sup> Semester

| Courses                         | Credits   | Grades | Grade Points |           |
|---------------------------------|-----------|--------|--------------|-----------|
| Communicative English           | 3         | A      | 4 X 3        | = 12      |
| Fundamental Mathematics         | 3         | C      | 2 X 3        | = 6       |
| Critical Reading                | 3         | B+     | 3.5 X 3      | = 10.5    |
| Thinking Skills for Learning    | 3         | D+     | 1.5 X 3      | = 4.5     |
| Principles of Marketing         | 3         | B      | 3 X 3        | = 9       |
| Citizenship and Social Dynamics | <u>3</u>  | W      | 0 X 3        | = 0       |
|                                 | <u>15</u> |        |              | <u>42</u> |
|                                 | <u>42</u> |        |              |           |

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{15} = 2.80$

### Example

| Courses                    | 2 <sup>nd</sup> Semester |        | Grade Points |   |             |
|----------------------------|--------------------------|--------|--------------|---|-------------|
|                            | Credits                  | Grades |              |   |             |
| Principles of Economics    | 3                        | A      | 4 X 3        | = | 12          |
| College Writing            | 3                        | C      | 2X 3         | = | 6           |
| Financial Accounting       | 3                        | B      | 3X 3         | = | 9           |
| Principles of Management   | 3                        | D+     | 1.5 X 3      | = | 4.5         |
| Creative Leadership Skills | 3                        | W      | 0 X 3        | = | 0           |
|                            | <u>12</u>                |        |              |   | <u>31.5</u> |
|                            | <u>31.5</u>              |        |              |   |             |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{31.5}{12} = 2.63$

Cumulative grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$

Note: Only 2 decimal points will be used without rounding off.

| Course                   | Summer Semester |       | Grade Points |   |           |
|--------------------------|-----------------|-------|--------------|---|-----------|
|                          | Credits         | Grade |              |   |           |
| Principles of Marketing  | 3               | A     | 4 X 3        | = | 12        |
| Introduction to Business | <u>3</u>        | C     | 2 X 3        | = | <u>6</u>  |
|                          | <u>6</u>        |       |              |   | <u>18</u> |
|                          | <u>18</u>       |       |              |   |           |

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42 + 31.5 + 18)}{(15 + 12 + 6)} = \frac{91.5}{33} = 2.77$

### 3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

#### Example of GPA Calculation for One Failed Course

| 1 <sup>st</sup> Semester        |           |        |              |   |           |
|---------------------------------|-----------|--------|--------------|---|-----------|
| Courses                         | Credits   | Grades | Grade Points |   |           |
| Communicative English           | 3         | A      | 4 X 3        | = | 12        |
| Fundamental Mathematics         | 3         | C      | 2 X 3        | = | 6         |
| Critical Reading                | 3         | B+     | 3.5 X 3      | = | 10.5      |
| Thinking Skills for Learning    | 3         | D+     | 1.5X 3       | = | 4.5       |
| Principles of Marketing         | 3         | B      | 3 X 3        | = | 9         |
| Citizenship and Social Dynamics | <u>3</u>  | F      | 0 X 3        | = | 0         |
|                                 | <u>18</u> |        |              |   | <u>42</u> |
|                                 | <u>42</u> |        |              |   |           |

Grade point average of the 1<sup>st</sup> semester =  $\frac{42}{18} = 2.33$

| 2 <sup>nd</sup> Semester        |             |       |              |   |             |
|---------------------------------|-------------|-------|--------------|---|-------------|
| Course                          | Credits     | Grade | Grade Points |   |             |
| Principles of Economics         | 3           | A     | 4 X 3        | = | 12          |
| Critical Reading                | 3           | C     | 2X 3         | = | 6           |
| Financial Accounting            | 3           | B     | 3X 3         | = | 9           |
| Principles of Management        | 3           | D+    | 1.5 X 3      | = | 4.5         |
| Creative Leadership Skills      | 3           | C     | 2 X 3        | = | 6           |
| Citizenship and Social Dynamics | <u>3</u>    | B*    | 3 X 3        | = | 9           |
|                                 | <u>18</u>   |       |              |   | <u>46.5</u> |
|                                 | <u>46.5</u> |       |              |   |             |

Grade point average of the 2<sup>nd</sup> semester =  $\frac{46.5}{18} = 2.58$

Cumulative Grade point average of both 1<sup>st</sup> and 2<sup>nd</sup> semesters =  $\frac{(42 + 46.5)}{(18 + 15)} = \frac{88.5}{33} = 2.68$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

### Summer Semester

| Course                   | Credits   | Grade | Grade Points |   |           |
|--------------------------|-----------|-------|--------------|---|-----------|
| Retailing Management     | 3         | A     | 4 X 3        | = | 12        |
| Introduction to Business | <u>3</u>  | C     | 2 X 3        | = | <u>6</u>  |
|                          | <u>6</u>  |       |              |   | <u>18</u> |
|                          | <u>18</u> |       |              |   |           |

Grade point average of the summer term =  $\frac{18}{6} = 3.00$

Cumulative grade point average =  $\frac{(42 + 46.5 + 18)}{(18 + 15 + 6)} = \frac{106.5}{39} = 2.73$

\* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

#### **Caution:**

Students are strongly encouraged to keep track of their GPAs attentively.

Rules and Regulations for Undergraduate Studies  
2018 - 2026



<http://degreeplan.bu.ac.th/>

## Plagiarism Policy

### Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

#### a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

*"The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements."*

<http://www.staffunion.com/news/article/Plagiarism-know-the-rules/>

#### b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
  - what plagiarism is
  - how to avoid it
  - what BU International's policy is and the penalties that apply

#### c. Levels of plagiarism and action to be taken

(derived from:

[http://www.lc.unsw.edu.au/plagiarism/plagiarism\\_STUDENTBOOK.pdf](http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf)

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

##### Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first- or second-year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

##### Level 2

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

### Level 3

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

## Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

## Curriculum

### International Tourism and Hospitality Management Major

**Degree Plan**  
**Bangkok University International**  
**International Tourism and Hospitality Management Major**

**Total Number of Credits**

|                         |             |
|-------------------------|-------------|
| General Education       | 24 credits  |
| Professional Education  | 84 credits  |
| Core Courses            | 24 credits  |
| Major Requirements      | 24 credits  |
| Major Electives         | 36 credits  |
| Free Electives          | 6 credits   |
| Professional Internship | 9 credits   |
| Total                   | 123 credits |

**Prerequisite**

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D; or
- b. A student has enrolled in that course and obtained at least a grade of "F" ("W" is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling any prerequisite requirements first will cause a registration cancellation.

## List of Courses for Bachelor of Arts Program in International Tourism Management

### 1. General Education: 24 credits

A minimum of 30 credit hours are required.

| Code                                                   | Course                                             | Credits | Credits Earned | Grade          | Prerequisite |
|--------------------------------------------------------|----------------------------------------------------|---------|----------------|----------------|--------------|
| <b>English Language<br/>(9 Credits)</b>                |                                                    |         |                |                |              |
| IEN106                                                 | The Art of Writing                                 | 3       |                |                |              |
| IEN107                                                 | Critical Reading and Writing                       | 3       |                |                |              |
| IEN108                                                 | Persuasive Presentation                            | 3       |                |                |              |
| <b>Integrated Professional Skills<br/>(15 Credits)</b> |                                                    |         |                |                |              |
| IGE 011                                                | Thinking Skills for Lifelong Learning              | 3       |                |                |              |
| IGE 012                                                | Citizenship in Society and International Community | 3       |                |                |              |
| IGE 013                                                | Technology and Innovation for the Future           | 3       |                |                |              |
| IGE 014                                                | Aesthetics and Well-being for Life                 | 3       |                |                |              |
| IGE 015                                                | Entrepreneurial Spirit and Financial Literacy      | 3       |                |                |              |
| <b>Total</b>                                           |                                                    |         | <b>24</b>      | <b>credits</b> |              |

### 2. Professional Education: 84 credits

#### 2.1 Core Courses: 24 credits

| Code   | Course                                             | Credits | Credits Earned | Grade | Prerequisite |
|--------|----------------------------------------------------|---------|----------------|-------|--------------|
| THI101 | Introduction to Tourism and Hospitality Management | 3       |                |       |              |
| THI102 | Service Quality Management                         | 3       |                |       |              |

|        |                                                         |   |    |         |  |
|--------|---------------------------------------------------------|---|----|---------|--|
| THI201 | Cross-Cultural Communication                            | 3 |    |         |  |
| THI203 | Consumer Behavior in Tourism and Hospitality Industries | 3 |    |         |  |
| THI204 | People, Management and Change in the Service Industries | 3 |    |         |  |
| THI205 | Laws and Regulations of Tourism and Hospitality         | 3 |    |         |  |
| THI206 | Technology and Innovation in Tourism and Hospitality    | 3 |    |         |  |
| THI207 | Service Design and Service Marketing                    | 3 |    |         |  |
| Total  |                                                         |   | 24 | credits |  |

## 2.2 Major Requirements: 30 credits

| Code   | Course                                                         | Credits | Credits Earned | Grade | Prerequisite |
|--------|----------------------------------------------------------------|---------|----------------|-------|--------------|
| THI211 | Global Trends and Strategies in Tourism and Hospitality        | 3       |                |       |              |
| THI212 | Data Analytics for Tourism and Hospitality                     | 3       |                |       |              |
| THI213 | Personality Development for Tourism and Hospitality Management | 3       |                |       |              |
| THI311 | Sustainable Tourism and Hospitality                            | 3       |                |       |              |
| THI314 | Entrepreneurship in Tourism and Hospitality                    | 3       |                |       |              |

|        |                                                                    |   |    |         |  |
|--------|--------------------------------------------------------------------|---|----|---------|--|
| THI411 | Logistics and Supply Chains for Tourism and Hospitality Industries | 3 |    |         |  |
| THI413 | Accounting and Finance for Tourism and Hospitality                 | 3 |    |         |  |
| THI414 | Applied Research in Tourism and Hospitality                        | 3 |    |         |  |
| Total  |                                                                    |   | 24 | credits |  |

## 2.3 Major Electives: 36 credits

### 2.3.1 Concentration Track (21 credits)

Students have to choose one of the concentration tracks or choose any of the courses from all of the available tracks for no less than 21 credits.

#### 2.3.1.1 Tourism Business

| Code   | Course                                                      | Credits | Credits Earned | Grade | Prerequisite |
|--------|-------------------------------------------------------------|---------|----------------|-------|--------------|
| THI312 | Meetings, Incentives, Conferences and Exhibitions (MICE)    | 3       |                |       |              |
| THI313 | Tour Planning and Operating                                 | 3       |                |       |              |
| THI322 | Destination Development Planning                            | 3       |                |       |              |
| THI323 | Global Integrated Passenger Transportation Networks         | 3       |                |       |              |
| THI324 | Product and Service Development for Tourism and Hospitality | 3       |                |       |              |
| THI412 | Community-Based Tourism                                     | 3       |                |       |              |
| THI425 | Niche Tourism                                               | 3       |                |       |              |

|        |                             |   |  |  |  |
|--------|-----------------------------|---|--|--|--|
| THI428 | Cruise Tourism              | 3 |  |  |  |
| THI429 | Airline Business Management | 3 |  |  |  |
| THI430 | In-flight Passenger Service | 3 |  |  |  |
| THI431 | Event Management            | 3 |  |  |  |

### 2.3.1.2 International Hospitality Business

| Code   | Course                                                        | Credits | Credits Earned | Grade | Prerequisite |
|--------|---------------------------------------------------------------|---------|----------------|-------|--------------|
| THI331 | International Lodging Management                              | 3       |                |       |              |
| THI332 | Restaurant Operations                                         | 3       |                |       |              |
| THI333 | Food and Beverage Operations                                  | 3       |                |       |              |
| THI335 | Catering Business Management                                  | 3       |                |       |              |
| THI336 | Wine Appreciation                                             | 3       |                |       |              |
| THI351 | Front Office and Housekeeping Operations and Management       | 3       |                |       |              |
| THI352 | Digital Marketing for Hotel Business                          | 3       |                |       |              |
| THI438 | Innovation Strategies for Hospitality Business                | 3       |                |       |              |
| THI453 | Hotel Planning, Design and Development                        | 3       |                |       |              |
| THI456 | Risk and Crisis Management in Hotel and Restaurant Businesses | 3       |                |       |              |
| THI463 | Revenue Management and Pricing                                | 3       |                |       |              |

### 2.3.1.3 Health and Wellness Tourism

| Code   | Course                        | Credits | Credits Earned | Grade | Prerequisite |
|--------|-------------------------------|---------|----------------|-------|--------------|
| THI341 | Wellness Tourism              | 3       |                |       |              |
| THI342 | Health and Medical Tourism    | 3       |                |       |              |
| THI343 | Sports Tourism                | 3       |                |       |              |
| THI444 | Health and Wellness Design    | 3       |                |       |              |
| THI445 | Spa Operations and Management | 3       |                |       |              |

### 2.3.1.4 MICE and Event Management

| Code   | Course                                                    | Credits | Credits Earned | Grade | Prerequisite |
|--------|-----------------------------------------------------------|---------|----------------|-------|--------------|
| THI312 | Meetings, Incentives, Conferences and Exhibitions (MICE)  | 3       |                |       |              |
| THI322 | Destination Development Planning                          | 3       |                |       |              |
| THI431 | Event Management                                          | 3       |                |       |              |
| THI335 | Catering Business Management                              | 3       |                |       |              |
| THI438 | Innovation Strategies for Hospitality Business            | 3       |                |       |              |
| THI439 | MICE Venue Management                                     | 3       |                |       |              |
| THI440 | MICE, Sustainability and Standards                        | 3       |                |       |              |
| THI441 | Festival, Concert and Creative Industries                 | 3       |                |       |              |
| THI457 | Risk and Crisis Management in Tourism and MICE Management | 3       |                |       |              |

### 2.3.2 Foreign Languages for Professional (15 credits)

Students can choose one of the foreign language groups or choose any of the courses from all of the available groups for no less than 15 credits;

#### 2.3.2.1 Thai

| Code   | Course                             | Credits | Credits Earned | Grade | Prerequisite |
|--------|------------------------------------|---------|----------------|-------|--------------|
| ITH271 | Thai Language and Culture          | 3       |                |       |              |
| ITH272 | Thai for Everyday Life             | 3       |                |       |              |
| ITH373 | Thai for Travelling and Recreation | 3       |                |       |              |
| ITH374 | Thai for Tourism Management        | 3       |                |       |              |
| ITH475 | Thai for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.2 Korean

| Code   | Course                               | Credits | Credits Earned | Grade | Prerequisite |
|--------|--------------------------------------|---------|----------------|-------|--------------|
| IKR271 | Korean Language and Culture          | 3       |                |       |              |
| IKR272 | Korean for Everyday Life             | 3       |                |       |              |
| IKR373 | Korean for Travelling and Recreation | 3       |                |       |              |
| IKR374 | Korean for Tourism Management        | 3       |                |       |              |
| IKR475 | Korean for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.3 Japanese

| Code   | Course                        | Credits | Credits Earned | Grade | Prerequisite |
|--------|-------------------------------|---------|----------------|-------|--------------|
| IJP271 | Japanese Language and Culture | 3       |                |       |              |
| IJP272 | Japanese for Everyday Life    | 3       |                |       |              |

|        |                                        |   |  |  |  |
|--------|----------------------------------------|---|--|--|--|
| IJP373 | Japanese for Travelling and Recreation | 3 |  |  |  |
| IJP374 | Japanese for Tourism Management        | 3 |  |  |  |
| IJP475 | Japanese for Hospitality Management    | 3 |  |  |  |

#### 2.3.2.4 Chinese

| Code   | Course                                | Credits | Credits Earned | Grade | Prerequisite |
|--------|---------------------------------------|---------|----------------|-------|--------------|
| ICN271 | Chinese Language and Culture          | 3       |                |       |              |
| ICN272 | Chinese for Everyday Life             | 3       |                |       |              |
| ICN373 | Chinese for Travelling and Recreation | 3       |                |       |              |
| ICN374 | Chinese for Tourism Management        | 3       |                |       |              |
| ICN475 | Chinese for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.5 Italian

| Code   | Course                                | Credits | Credits Earned | Grade | Prerequisite |
|--------|---------------------------------------|---------|----------------|-------|--------------|
| IIL271 | Italian Language and Culture          | 3       |                |       |              |
| IIL272 | Italian for Everyday Life             | 3       |                |       |              |
| IIL373 | Italian for Travelling and Recreation | 3       |                |       |              |
| IIL374 | Italian for Tourism Management        | 3       |                |       |              |
| IIL475 | Italian for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.6 Spanish

| Code   | Course                       | Credits | Credits Earned | Grade | Prerequisite |
|--------|------------------------------|---------|----------------|-------|--------------|
| ISP271 | Spanish Language and Culture | 3       |                |       |              |

|        |                                       |   |  |  |  |
|--------|---------------------------------------|---|--|--|--|
| ISP272 | Spanish for Everyday Life             | 3 |  |  |  |
| ISP373 | Spanish for Travelling and Recreation | 3 |  |  |  |
| ISP374 | Spanish for Tourism Management        | 3 |  |  |  |
| ISP475 | Spanish for Hospitality Management    | 3 |  |  |  |

#### 2.3.2.7 French

| Code   | Course                               | Credits | Credits Earned | Grade | Prerequisite |
|--------|--------------------------------------|---------|----------------|-------|--------------|
| IFR271 | French Language and Culture          | 3       |                |       |              |
| IFR272 | French for Everyday Life             | 3       |                |       |              |
| IFR373 | French for Travelling and Recreation | 3       |                |       |              |
| IFR374 | French for Tourism Management        | 3       |                |       |              |
| IFR475 | French for Hospitality Management    | 3       |                |       |              |

#### 2.3.2.8 German

| Code   | Course                               | Credits | Credits Earned | Grade | Prerequisite |
|--------|--------------------------------------|---------|----------------|-------|--------------|
| IGR271 | German Language and Culture          | 3       |                |       |              |
| IGR272 | German for Everyday Life             | 3       |                |       |              |
| IGR373 | German for Travelling and Recreation | 3       |                |       |              |
| IGR374 | German for Tourism Management        | 3       |                |       |              |
| IGR475 | German for Hospitality Management    | 3       |                |       |              |

### 3. Free Electives: 6 credits

Students must choose at least 6 credits from the following subjects and/or other courses offered by Bangkok University International or approved by Dean of BU International. Students cannot choose General Education courses as a free electives course.

| Code   | Course                                                                    | Credits | Credits Earned | Grade | Prerequisite |
|--------|---------------------------------------------------------------------------|---------|----------------|-------|--------------|
| THI454 | Environmental Planning and Design for Hotel Businesses                    | 3       |                |       |              |
| THI461 | Corporate Social Responsibility for International Tourism and Hospitality | 3       |                |       |              |
| THI462 | Strategic Brand Management                                                | 3       |                |       |              |
| THI464 | Social Media and Viral Marketing                                          | 3       |                |       |              |
| THI465 | Basic Flower Arrangement                                                  | 3       |                |       |              |
| THI466 | Bartending                                                                | 3       |                |       |              |
| THI467 | English for Tourism Industry                                              | 3       |                |       |              |
| THI468 | English for Hospitality Industry                                          | 3       |                |       |              |
| THI469 | English for Airline Business                                              | 3       |                |       |              |
| THI480 | World Geography for Tourism                                               | 3       |                |       |              |
| THI481 | Heritage Tourism and Museum Management                                    | 3       |                |       |              |
| THI482 | Climate Change Adaptation and Mitigation in Tourism                       | 3       |                |       |              |
| THI483 | Gastronomy of the World                                                   | 3       |                |       |              |
| THI484 | Digital Photography for Tourism Promotion                                 | 3       |                |       |              |
| THI485 | Travel Writing                                                            | 3       |                |       |              |
| THI487 | Aesthetics for Living                                                     | 3       |                |       |              |
| THI488 | Independent Study                                                         | 3       |                |       |              |
| THI489 | Special Topic in Tourism and Hospitality Management Culture               | 3       |                |       |              |
| THI490 | Life and the Art of Travel                                                | 3       |                |       |              |

|        |                                   |   |   |         |  |
|--------|-----------------------------------|---|---|---------|--|
| THI491 | Customer Experience Design        | 3 |   |         |  |
| THI492 | Airport Ground Service Management | 3 |   |         |  |
| Total  |                                   |   | 6 | credits |  |

#### 4. Professional Internship: 9 credits

Students can choose any of the following tracks;

##### 4.1 Cooperative Education Track

| Code   | Course                                                    | Credits | Credits Earned | Grade | Prerequisite |
|--------|-----------------------------------------------------------|---------|----------------|-------|--------------|
| ICO301 | Pre-Cooperative Education                                 | 3       |                |       |              |
| THI399 | Cooperative Education in Tourism and Hospitality Industry | 6       |                |       | ICO301       |

##### 4.2 Internship Track

| Code   | Course             | Credits | Credits Earned | Grade   | Prerequisite                              |
|--------|--------------------|---------|----------------|---------|-------------------------------------------|
| THI391 | Career Preparation | 3       |                |         |                                           |
| THI392 | Internship I       | 3       |                |         | ITH101, ITH102, ITH391 or Dean's Approval |
| THI493 | Internship II      | 3       |                |         | ITH392 or Dean's Approval                 |
| Total  |                    |         | 9              | credits |                                           |

## Regular Track

Program of Study  
 Bangkok University International  
 Bachelor of Arts Program in International Tourism and Hospitality Management  
 (International Program)

First Year

First Semester

Academic Year 2026

| Course Number | Course Title                                       | Credits       |                             |                |                             |
|---------------|----------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                    | August Intake |                             | January Intake |                             |
|               |                                                    | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IEN106        | The Art of Writing                                 | 3             | 3                           |                |                             |
| IEN108        | Persuasive Presentation                            | 3             | 3                           |                |                             |
| IGE011        | Thinking Skills for Lifelong Learning              | 3             | 3                           |                |                             |
| IGE012        | Citizenship in Society and International Community | 3             | 3                           |                |                             |
| THI101        | Introduction to Tourism and Hospitality Management | 3             | 3                           |                |                             |
| THI201        | Cross-Cultural Communication                       | 3             | 3                           |                |                             |
|               |                                                    | 18            | 18                          |                |                             |

## Second Semester

| Course Number | Course Title                                                                  | Credits       |                             |                |                             |
|---------------|-------------------------------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                                               | August Intake |                             | January Intake |                             |
|               |                                                                               | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IEN107        | Critical Reading and Writing                                                  | 3             | 3                           | 3              | 3                           |
| IGE013        | Technology and Innovation for the Future                                      | 3             | 3                           | 3              | 3                           |
| IGE014        | Aesthetics and Well-being for Life                                            | 3             | 3                           | 3              | 3                           |
| THI102        | Service Quality Management                                                    | 3             | 3                           | 3              | 3                           |
| THI311        | Sustainable Tourism and Hospitality                                           | 3             | 3                           | 3              | 3                           |
| THI101        | Introduction to Tourism and Hospitality Management                            |               |                             | 3              | 3                           |
| THI312        | Meetings, Incentives, Conferences and Exhibitions (MICE) (Special Interest I) | 3             | 3                           | 3              | 3                           |
|               |                                                                               | 18            | 18                          | 21             | 21                          |

Program of Study  
Bangkok University International  
Bachelor of Arts Program in International Tourism and Hospitality Management  
(International Program)

Second Year

First Semester

Academic Year 2027

| Course Number | Course Title                                            | Credits       |                             |                |                             |
|---------------|---------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                         | August Intake |                             | January Intake |                             |
|               |                                                         | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| IGE015        | Entrepreneurial Spirit and Financial Literacy           | 3             | 3                           | 3              | 3                           |
| THI203        | Consumer Behavior in Tourism and Hospitality Industries | 3             | 3                           | 3              | 3                           |
| THI204        | People, Management and Change in the Service Industries | 3             | 3                           | 3              | 3                           |
| THI207        | Service Design and Service Marketing                    | 3             | 3                           | 3              | 3                           |
| THI212        | Data Analytics for Tourism and Hospitality              | 3             | 3                           | 3              | 3                           |
| XXXX          | Foreign Language I                                      | 3             | 3                           | 3              | 3                           |
| IEN108        | Persuasive Presentation                                 |               |                             | 3              | 3                           |
|               |                                                         | 18            | 18                          | 21             | 21                          |

## Second Semester

| Course Number | Course Title                                            | Credits       |                             |                |                             |
|---------------|---------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                         | August Intake |                             | January Intake |                             |
|               |                                                         | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI205        | Laws and Regulations of Tourism and Hospitality         | 3             | 3                           | 3              | 3                           |
| THI211        | Global Trends and Strategies in Tourism and Hospitality | 3             | 3                           | 3              | 3                           |
| THI206        | Technology and Innovation in Tourism and Hospitality    | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest II                                     | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest III                                    | 3             | 3                           | 3              | 3                           |
| XXXX          | Foreign Language II                                     | 3             | 3                           | 3              | 3                           |
| IEN107        | Critical Reading and Writing                            |               |                             | 3              | 3                           |
|               |                                                         | 18            | 18                          | 21             | 21                          |

Program of Study  
 Bangkok University International  
 Bachelor of Arts Program in International Tourism and Hospitality Management  
 (International Program)

Third Year

First Semester

Academic Year 2028

| Course Number | Course Title                                                       | Credits       |                             |                |                             |
|---------------|--------------------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                                    | August Intake |                             | January Intake |                             |
|               |                                                                    | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI314        | Entrepreneurship in Tourism and Hospitality                        | 3             | 3                           | 3              | 3                           |
| THI411        | Logistics and Supply Chains for Tourism and Hospitality Industries | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest IV                                                | 3             | 3                           | 3              | 3                           |
| XXXX          | Foreign Language III                                               | 3             | 3                           | 3              | 3                           |
| XXXX          | Free Elective I                                                    | 3             | 3                           | 3              | 3                           |
| IGE011        | Thinking Skills for Lifelong Learning                              |               |                             | 3              | 3                           |
| THI201        | Cross-Cultural Communication                                       |               |                             | 3              | 3                           |
|               |                                                                    | 15            | 15                          | 21             | 21                          |

### Second Semester

| Course Number | Course Title                                                   | Credits       |                             |                |                             |
|---------------|----------------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                                | August Intake |                             | January Intake |                             |
|               |                                                                | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI413        | Accounting and Finance for Tourism and Hospitality             | 3             | 3                           | 3              | 3                           |
| THI213        | Personality Development for Tourism and Hospitality Management | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest V                                             | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest VI                                            | 3             | 3                           | 3              | 3                           |
| XXXX          | Foreign Language IV                                            | 3             | 3                           | 3              | 3                           |
| IGE012        | Citizenship in Society and International Community             |               |                             | 3              | 3                           |
|               |                                                                | 15            | 15                          | 18             | 18                          |

### Summer Semester

| Course Number | Course Title | Credits       |                             |                |                             |
|---------------|--------------|---------------|-----------------------------|----------------|-----------------------------|
|               |              | August Intake |                             | January Intake |                             |
|               |              | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI392        | Internship I | 3             |                             | 3              |                             |
|               |              | 3             |                             | 3              |                             |

Program of Study  
Bangkok University International  
Bachelor of Arts Program in International Tourism and Hospitality Management  
(International Program)

Fourth Year

First Semester

Academic Year 2029

| Course Number | Course Title                                | Credits       |                             |                |                             |
|---------------|---------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                             | August Intake |                             | January Intake |                             |
|               |                                             | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI391        | Career Preparation                          | 3             |                             | 3              |                             |
| THI414        | Applied Research in Tourism and Hospitality | 3             | 3                           | 3              | 3                           |
| THIXXX        | Special Interest VII                        | 3             | 3                           | 3              | 3                           |
| XXXX          | Foreign Language V                          | 3             | 3                           | 3              | 3                           |
| XXXX          | Free Elective II                            | 3             | 3                           | 3              | 3                           |
| ICO301        | Pre-Cooperative Education                   |               | 3                           |                | 3                           |
|               |                                             | 15            | 15                          | 15             | 15                          |

Second Semester

| Course Number | Course Title                                              | Credits       |                             |                |                             |
|---------------|-----------------------------------------------------------|---------------|-----------------------------|----------------|-----------------------------|
|               |                                                           | August Intake |                             | January Intake |                             |
|               |                                                           | Regular Track | Cooperative Education Track | Regular Track  | Cooperative Education Track |
| THI493        | Internship II                                             | 3             |                             | 3              |                             |
| THI399        | Cooperative Education in Tourism and Hospitality Industry |               | 6                           |                | 6                           |
|               |                                                           | 3             | 6                           | 3              | 6                           |

## Course Description

### International Tourism and Hospitality Management

#### 1. General Education 24 Credits

##### English Courses (9 Credits)

IEN106 The Art of Writing 3 (2 – 2 – 6)  
Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing

IEN107 Critical Reading and Writing 3 (2 – 2 – 6)  
Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation

IEN108 Persuasive Presentation 3 (2 – 2 – 6)  
Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media

##### Integrated Professional Skills Courses (15 Credits)

IGE011 Thinking Skills for Lifelong Learning 3 (3 – 0 – 6)  
Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem-solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning

IGE012 Citizenship in Society and International Community 3 (3 – 0 – 6)  
Citizenship in Society and International Community  
Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures

IGE013 Technology and Innovation for the Future 3 (3 – 0 – 6)  
Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation

IGE014 Aesthetics and Well-being for Life 3 (3 – 0 – 6)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion

IGE015 Entrepreneurial Spirit and Financial Literacy 3 (3 – 0 – 6)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making

## **2. Professional Education 84 Credits**

### **2.1. Core Courses (24 Credits)**

THI101 Introduction to Tourism and Hospitality Management 3 (3 – 0 – 6)

The meaning and context of tourism principles. The course provides an overview of hospitality as a form of human exchange between hosts and guests. This course covers various national and international industries and highlight the concepts, principles, influences and trends on tourism and hospitality industry. This course may include field trips.

THI102 Service Quality Management 3 (3 – 0 – 6)

Psychological concepts and techniques relating to customer services, factors influencing satisfaction, and applications of psychological concepts and techniques for effective customer services

THI201 Cross-Cultural Communication 3 (3 – 0 – 6)

Cross-cultural communication and understanding of culture diversity to work and to do business in international professional work setting

THI203 Consumer Behavior in Tourism and Hospitality Industries 3 (3 – 0 – 6)

Travel demand, factors influencing tourist behaviour and trends of tourist behaviour

THI204 People, Management and Change in the Service Industries 3 (3 – 0 – 6)

Principles of organizational behaviour and human resource management; examining how studies of human behaviour inform people management; examining how individual and group processes inform practices and policies of managing people and changing organizations.

THI205 Laws and Regulations of Tourism and Hospitality 3 (3 – 0 – 6)

Business law, and the laws and regulations related to tourism and hospitality in Thailand and elsewhere, examining legal aspects in relation to contracts, taxation, custom duties, environmental regulations, health and safety, and employment.

THI206 Technology and Innovation in Tourism and Hospitality 3 (3 – 0 – 6)

The concepts of information technology and the application of IT systems deployed in the hospitality and tourism industry

THI207 Service Design and Service Marketing 3 (3 – 0 – 6)

Characteristics of service marketing; differences between product and service marketing. Consumer behavior in the service context; customer expectations and perceptions of service design and development. The analysis of customer needs; planning and developing marketing strategies; for building confidence and improving service quality. Managing customer complaints; building good relationships with customers; develop and brand management; market positioning service pricing strategy; promotion and distribution channels; adapting service marketing strategies to global markets and addressing cultural considerations and regulatory challenges.

## **2.2. Major Requirements (24 Credits)**

THI211 Global Trends and Strategies in Tourism and Hospitality 3 (3 – 0 – 6)

Global trends in tourism and hospitality industries in relation to business strategies; applied frameworks for understanding opportunities in international and competitive markets.

THI212 Data Analytics for Tourism and Hospitality 3 (2 – 2 – 6)

Marketing technology; data collection, processing, and analysis from a multitude of Tourism and Hospitality domains; presenting findings in a variety of formats; assessing and forecasting business and marketing conditions.

THI213 Personality Development for Tourism and Hospitality Management 3 (2 – 2 – 6)

Creating and developing service skills; service problem-solving techniques in services; ethics for service careers; human relations; individual's personality development for social adjustment; individual differences and appropriate behaviour training including social etiquette.

THI311 Sustainable Tourism and Hospitality 3 (3 – 0 – 6)

Concepts and theories involved in achieving sustainable tourism to balance between environmental, social and economic, principles and practices of sustainability including challenges these industries faces both now and, in future, including field trip.

THI314 Entrepreneurship in Tourism and Hospitality 3 (3 – 0 – 6)

Entrepreneurship in tourism and hospitality in relation to various stakeholder perspectives; examining concepts and practices of entrepreneurship and enterprise development; developing skills for analysing and evaluating business environments, potential opportunities, and impacts on communities; may include field trip.

THI411 Logistics and Supply Chains for Tourism and Hospitality Industries 3 (3 – 0 – 6)

Management of supply chains for tourism and hospitality businesses; examining how customer value is delivered and how logistics connects points in value chains; developing skills for cost estimation, managing inventory, assessing risk, and maintaining technology-based responsiveness; may include field trip.

THI413 Accounting and Finance for Tourism and Hospitality 3 (3 – 0 – 6)

Accounting and finance applied to tourism and hospitality businesses; developing skills to prepare, read, and use main financial statements as generalist; examining cost and management data for planning, decision-making and control; estimating cash flow for investment analysis.

THI414 Applied Research in Tourism and Hospitality 3 (3 – 0 – 6)

Applied research to undertake challenging project of particular interest; developing skills of problem identification, data collection and analysis; covering research design, empirical methodologies, data collection tools, and presentation of findings suitable for various stakeholder purposes

## **2.3. Major Electives (36 Credits)**

### **2.3.1. Concentration Track (21 Credits)**

Students have to choose one of the concentration tracks or choose any of the courses from all of the available tracks for no less than 21 credits.

#### **2.3.1.1. Tourism Business**

THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) 3 (3 – 0 – 6)

MICE planning, event execution, budgeting, logistics, and stakeholder management; technology integration, sustainability, crisis management, post- event evaluation; personality grooming, case studies, field trip and final project.

THI313 Tour Planning and Operating 3 (3 – 0 – 6)

Tour organizing concepts, tour planning processes, itinerary writing techniques, marketing, and customer communication in the context of actual tour organization.

THI322 Destination Development Planning 3 (3 – 0 – 6)

Tourism strategy applying to develop a local business the location, management and development of destinations in terms of economic, social, cultural and environmental issues of international tourism management.

THI323 Global Integrated Passenger Transportation Networks 3 (3 – 0 – 6)

The principles of passenger transportation, development in technology, innovations of transportation, integrated transportation that is cost-effective and sustainable.

THI324 Product and Service Development for Tourism and Hospitality 3 (3 – 0 – 6)

Concepts and issues involved in achieving development of identity of products in the international tourism and hospitality sectors, technical issues for development process and management strategies to reduce cost and failure rates including feasibility of a new product concept.

THI412 Community-Based Tourism 3 (3 – 0 – 6)

Concepts and theories involved in achieving community-based tourism as development to meet social, environmental, and economic needs of local communities including diverse nature and culture of community involvement and structural constraints to community-based tourism, monitoring and evaluating actual and potential benefits occurring to local communities including field trip.

THI425 Niche Tourism 3 (3 – 0 – 6)

Specialty tourism products, growth and development of niche tourism appealing to a specific special interest tourism segment in the context of evolving tourist motivations, behaviours and experiences.

THI428 Cruise Tourism 3 (3 – 0 – 6)

Cruise ship industry structure and operational dimensions, different cruise regions and their market maturity.

THI429 Airline Business Management 3 (2 – 2 – 6)

A broader understanding of organizational and consumer trends in commercial aviation, air passenger transportation, timetable, reservations, passenger services, and immigration regulations. The course includes a field trip.

THI430 In-flight Passenger Service 3 (2 – 2 – 6)

In-flight Passenger Service provides the essential skills and knowledge to excel in delivering in-flight passenger services, such as ensuring passenger safety, passenger comfort, and passenger satisfaction.

THI431 Event Management 3 (3 – 0 – 6)

Meaning, categorization criteria, and effect of event management; stakeholders in event management business; technical terminologies; hybrid event management; marketing strategies for event management and branding; online and offline marketing; sponsorship; event management measures; brainstorming for the event's theme; organizing enjoyable and satisfying events for customers; concepts of financial management; writing a business plan and selling event or festival management services that benefit localities; event management evaluation

### **2.3.1.2. International Hospitality Business**

THI331 International Lodging Management 3 (3 – 0 – 6)

The evolution and characteristics of various types of lodging businesses; the management, functions, responsibilities and relationship between various departments in hotels and resorts. This course may include a field trip.

THI332 Restaurant Operations 3 (2 – 3 – 6)

Principles of restaurant management including both restaurant services and kitchen operations. The tasks and responsibilities of restaurant staff, service quality management, menu planning, menu controlling, food purchasing and receiving, storage and disbursement of raw materials, food production and maintenance of physical resources are all covered, with practice in a simulated restaurant.

THI333 Food and Beverage Operations 3 (2 – 3 – 6)

The structure, tasks and responsibilities of various food and beverage departments in international hospitality businesses. The understanding of different types of food and beverages, events, and banquet formats; technology in food and beverage operations; trend in food and beverage industry as well as practical food and beverage service skills; table setting and clearing; and cleaning and storing equipment.

THI335 Catering Business Management 3 (2 – 2 – 6)

Basics of managing a catering business, market analysis, identifying target audiences, menu design, logistics, pricing strategies, branding, customer service, legal compliance, technology integration, sustainability, and event coordination; field trip, case studies, final project organising a catering event either on-premises or off-premises.

THI336 Wine Appreciation 3 (2 – 3 – 6)

The geography and history of wine as well as the art of wine making and evaluation. Students will have the opportunity to gain knowledge on food pairing, wine keeping, and wine servicing. A field trip to winery or wine vendors is included.

THI351 Front Office and Housekeeping Operations and Management 3 (2 – 3 – 6)

Personality and grooming, front desk management, guest services, effective communication, housekeeping, guest relationship management, technology tools, revenue management, safety and security, leadership, industry trends, field trip, and case studies.

THI352 Digital Marketing for Hotel Business 3 (3 – 0 – 6)

Digital marketing trends, online presence, brand reputation; Hotel website design, user experience, mobile optimisation, Search Engine Optimize (SEO) strategies; social media, content, influencer collaborations; online reputation management, monitoring, positive brand image building; email marketing, personalisation, automation; Paid advertising, targeting strategies; analytics, data-driven decision making, Key Performance Indicator (KPI); Innovations in hotel marketing.

THI438 Innovation Strategies for Hospitality Business 3 (3 – 0 – 6)

Innovations principles, methods and processes for hospitality business to achieve higher profitability and market share.

THI453 Hotel Planning, Design and Development 3 (3 – 0 – 6)

Planning, design and development related to hotel and lodging businesses.

THI456 Risk and Crisis Management in Hotel and Restaurant Businesses 3 (3 – 0 – 6)

This course examines the principles of business planning and management required for emergency situations that can occur in the hotel and restaurant businesses. It primarily focuses on minimizing the impact of disasters to the operation of these businesses.

THI463 Revenue Management and Pricing 3 (3 – 0 – 6)

Revenue management is the process of offering the right product to the right customer at the right time for the right price. This course examines the fundamental principles and concepts of revenue management, including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution.

### **2.3.1.3. Health and Wellness Tourism**

THI341 Wellness Tourism 3 (2 – 2 – 6)

Concepts of wellness; meaning and significance of wellness tourism; characteristics and forms of wellness tourism; products and activities reinforcing wellness tourism; laws, orders, and standards regarding health; wellness tourism development, holistic approaches to well-being, various therapeutic method. The integration of tourism and wellness businesses such as resorts, spas or clinics, through relevant management strategies is a key focus. This course may include a field trip.

THI342 Health and Medical Tourism 3 (3 – 0 – 6)

Evolution of health, medical tourism, key concepts, trends; Analyse the economic, social, cultural impact, compare healthcare quality, accessibility, affordability across different countries; Technology's role, innovation, accreditation, quality standards, regulatory frameworks; Customer experience, cultural competence, analyse strategies through case studies; Legal, ethical issues, business models, pricing strategies, branding; Identify trends, challenges, geopolitical impacts in the industry.

THI343 Sports Tourism 3 (3 – 0 – 6)

Sports tourism definition, evolution, global trends, economic impact; Analysis of sporting events, case studies, strategies to promote sports events; Sports tourists behaviour, motivations, sports pilgrimage's concept, technology's role; Developing sports-oriented travel packages, promoting sports tourism destinations, balancing infrastructure development, environmental sustainability; Sports local cultures influencing, cultural exchange, addressing ethical concerns, sustainable practices; Technological advancements, niche markets, predicting future developments.

THI444 Health and Wellness Design 3 (2 – 3 – 6)

Design principles; evidence-based design, biophilic, universal accessibility, technology integration, cultural considerations, physical activity promotion, workplace wellness, community engagement, field trip.

THI445 Spa Operations and Management 3 (2 – 3 – 6)

Global spa industry, trends; Business plan, market research, financial projections, strategic positioning; Spa's day-to-day operations, service delivery, customer satisfaction; Human resource management, recruitment, training, spa's personnel motivation, skills, dedicated team; Marketing, branding, marketing strategies, digital marketing, effective communication; Wellness, holistic approaches, therapies, treatments; Technology integration, spa software, online booking systems, customer relationship management tools; Legal, ethical, case studies, field trip.

#### **2.3.1.4. MICE and Event Management**

THI312 Meetings, Incentives, Conferences and Exhibitions (MICE) 3 (3 – 0 – 6)

MICE planning, event execution, budgeting, logistics, and stakeholder management; technology integration, sustainability, crisis management, post-event evaluation; personality grooming, case studies, field trip and final project.

THI322 Destination Development Planning 3 (3 – 0 – 6)

Tourism strategy applying to develop a local business the location, management and development of destinations in terms of economic, social, cultural and environmental issues of international tourism management.

- THI431 Event Management 3 (3 – 0 – 6)  
Meaning, categorization criteria, and effect of event management; stakeholders in event management business; technical terminologies; hybrid event management; marketing strategies for event management and branding; online and offline marketing; sponsorship; event management measures; brainstorming for the event's theme; organizing enjoyable and satisfying events for customers; concepts of financial management; writing a business plan and selling event or festival management services that benefit localities; event management evaluation
- THI335 Catering Business Management 3 (2 – 2 – 6)  
Basics of managing a catering business, market analysis, identifying target audiences, menu design, logistics, pricing strategies, branding, customer service, legal compliance, technology integration, sustainability, and event coordination; field trip, case studies, final project organising a catering event either on-premises or off-premises.
- THI438 Innovation Strategies for Hospitality Business 3 (3 – 0 – 6)  
Innovations principles, methods and processes for hospitality business to achieve higher profitability and market share.
- THI439 MICE Venue Management 3 (3 – 0 – 6)  
Criteria for venue selection, planning, budgeting, coordination, and venue preparation in response to different market segments and types of MICE (Meeting, Incentive, Convention, and Exhibition) activities; including the application of operational strategies to support event.
- THI440 MICE, Sustainability and Standards 3 (3 – 0 – 6)  
Insights into sustainability and sustainable standards as opportunities for positive change in the events and tourism industries, including essential skill sets for managing, communicating, and implementing sustainable practices.
- THI441 Festival, Concert and Creative Industries 3 (3 – 0 – 6)  
Planning and management of festivals and concerts; the meaning, significance, and roles of festivals, concerts, and creative industries in tourism and hospitality, including the use of event strategies and tools to evaluate service quality and enhance audience experience through hands-on practices.
- THI457 Risk and Crisis Management in Tourism and MICE Management 3 (3 – 0 – 6)  
Principles of planning and management in response to emergencies and crises in tourism and MICE businesses, focusing on risk assessment, preparedness, and strategies to minimize operational disruptions and mitigate the impact of disasters.

### 2.3.2 Foreign Languages for Professional (15 Credits)

Students can choose one of the foreign language groups or choose any of the courses from all of the available groups for no less than 15 credits;

#### 1) Thai

ITH 271 Thai Language and Culture 3 (2 – 2 – 6)

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level; may include field trip

ITH272 Thai for Everyday Life 3 (2 – 2 – 6)

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

ITH373 Thai for Travelling and Recreation 3 (2 – 2 – 6)

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

ITH374 Thai for Tourism Management 3 (2 – 2 – 6)

Intensive speaking practice in Thai at the upper-intermediate level with a focus on terminology related to tourism management, including elements of the Thai language for career preparation in the tourism industry.

ITH475 Thai for Hospitality Management 3 (2 – 2 – 6)

Intensive speaking practice in Thai at the upper-intermediate level with a focus on terminology related to hospitality management, including elements of the Thai language for career preparation in the hospitality industry.

#### 2) Korean

IKR271 Korean Language and Culture 3 (2 – 2 – 6)

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

IKR272 Korean for Everyday Life 3 (2 – 2 – 6)

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

IKR373 Korean for Travelling and Recreation 3 (2 – 2 – 6)

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

IKR374 Korean for Tourism Management 3 (2 – 2 – 6)

Intensive speaking practice in Korean at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Korean language for career preparation in the tourism industry.

IKR475 Korean for Hospitality Management 3 (2 – 2 – 6)

Intensive speaking practice in Korean at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Korean language for career preparation in the hospitality industry.

### **3) Japanese**

IJP271 Japanese Language and Culture 3 (2 – 2 – 6)

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

IJP272 Japanese for Everyday Life 3 (2 – 2 – 6)

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

IJP373 Japanese for Travelling and Recreation 3 (2 – 2 – 6)

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

IJP374 Japanese for Tourism Management 3 (2 – 2 – 6)

Intensive speaking practice in Japanese at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Japanese language for career preparation in the tourism industry.

IJP475 Japanese for Hospitality Management 3 (2 – 2 – 6)

Intensive speaking practice in Japanese at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Japanese language for career preparation in the hospitality industry.

### **4) Chinese**

ICN271 Chinese Language and Culture 3 (2 – 2 – 6)

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

ICN272 Chinese for Everyday Life 3 (2 – 2 – 6)

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

ICN373 Chinese for Travelling and Recreation 3 (2 – 2 – 6)  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

ICN374 Chinese for Tourism Management 3 (2 – 2 – 6)  
Intensive speaking practice in Chinese at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Chinese language for career preparation in the tourism industry.

ICN475 Chinese for Hospitality Management 3 (2 – 2 – 6)  
Intensive speaking practice in Chinese at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Chinese language for career preparation in the hospitality industry.

## **5) Italian**

IIL271 Italian Language and Culture 3 (2 – 2 – 6)  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

IIL272 Italian for Everyday Life 3 (2 – 2 – 6)  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

IIL373 Italian for Travelling and Recreation 3 (2 – 2 – 6)  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

IIL374 Italian for Tourism Management 3 (2 – 2 – 6)  
Intensive speaking practice in Italian at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Italian language for career preparation in the tourism industry.

IIL475 Italian for Hospitality Management 3 (2 – 2 – 6)  
Intensive speaking practice in Italian at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Italian language for career preparation in the hospitality industry.

## **6) Spanish**

ISP271 Spanish Language and Culture 3 (2 – 2 – 6)  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

ISP272 Spanish for Everyday Life 3 (2 – 2 – 6)  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

ISP373 Spanish for Travelling and Recreation 3 (2 – 2 – 6)  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

ISP374 Spanish for Tourism Management 3 (2 – 2 – 6)  
Intensive speaking practice in Spanish at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the Spanish language for career preparation in the tourism industry.

ISP475 Spanish for Hospitality Management 3 (2 – 2 – 6)  
Intensive speaking practice in Spanish at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the Spanish language for career preparation in the hospitality industry.

## **7) French**

IFR271 French Language and Culture 3 (2 – 2 – 6)  
Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

IFR272 French for Everyday Life 3 (2 – 2 – 6)  
Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

IFR373 French for Travelling and Recreation 3 (2 – 2 – 6)  
Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

IFR374 French for Tourism Management 3 (2 – 2 – 6)  
Intensive speaking practice in French at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the French language for career preparation in the tourism industry.

IFR475 French for Hospitality Management 3 (2 – 2 – 6)  
Intensive speaking practice in French at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the French language for career preparation in the hospitality industry.

## **8) German**

IGR271 German Language and Culture 3 (2 – 2 – 6)

Beginner level emphasizing on comprehension of spoken language and appreciation of culture, developing skills to function effectively at basic level.

IGR272 German for Everyday Life 3 (2 – 2 – 6)

Pre-intermediate level emphasizing listening, speaking, reading and writing in the context of everyday life activities.

IGR373 German for Travelling and Recreation 3 (2 – 2 – 6)

Intermediate level with focus on travel and recreational activities; emphasizes listening, speaking, reading and writing.

IGR374 German for Tourism Management 3 (2 – 2 – 6)

Intensive speaking practice in German at the upper-intermediate level, with a focus on terminology related to tourism management. Includes elements of the German language for career preparation in the tourism industry.

IGR475 German for Hospitality Management 3 (2 – 2 – 6)

Intensive speaking practice in German at the upper-intermediate level, with a focus on terminology related to hospitality management. Includes elements of the German language for career preparation in the hospitality industry.

## **3. Free Electives 6 Credits**

THI454 Environmental Planning and Design for Hotel Businesses 3 (3 – 0 – 6)

Layout planning for hotel business including facility usage and preparation for services, needs investigation, selection, designing, improvement, application and technologies for conveniences with consideration of environmental standards for hotel businesses.

THI461 Corporate Social Responsibility for International Tourism and Hospitality 3 (3 – 0 – 6)

Concepts and practices in managing Corporate Social Responsibility for international tourism and hospitality businesses.

THI462 Strategic Brand Management 3 (3 – 0 – 6)

Concepts and practices in branding and strategic communications, especially in advertising, public relations and digital platforms.

THI464 Social Media and Viral Marketing 3 (3 – 0 – 6)

Concepts and practices of social media and viral marketing in contemporary marketing; examining how social media and viral marketing facilitates and changes consumer behavior; focusing on strategic perspective, implementation, tactics and measurements.

THI465 Basic Flower Arrangement 3 (2 – 3 – 6)

Theories, components, principles, and basic knowledge of flower arrangement, characteristics, maintenance, and equipment, as well as the selection of proper vases for flower designs, including both Eastern and Western arrangements. Basic Flower Arrangement covers an integration of theories and practice.

THI466 Bartending 3 (2 – 3 – 6)

Various types of beverages and mixed drinks, both alcoholic and non-alcoholic, are covered. The focus is on the study of tools and equipment, mixing and serving techniques, and measures as applied to bartending. The bartending course includes both theoretical and practical lessons.

THI467 English for Tourism Industry 3 (2 – 2 – 6)

English for working in the tourism industry includes listening, speaking, reading and writing skills.

THI468 English for Hospitality Industry 3 (2 – 2 – 6)

English for working in the hospitality industry includes listening, speaking, reading and writing skills.

THI469 English for Airline Business 3 (2 – 2 – 6)

English for working in the Airline Business includes listening, speaking, reading and writing skills.

THI480 World Geography for Tourism 3 (3 – 0 – 6)

Concepts and issues involved in achieving world geography for tourism, overview of Southeast Asia and global geography, landscape characteristics, climate zones, and ethnic groups including geographical conditions and tourism management in both local and international tourism destinations especially in the natural and cultural-based destinations, historical destinations, and livelihoods are explored in order to plan tourism development accordingly.

THI481 Heritage Tourism and Museum Management 3 (3 – 0 – 6)

Concepts and issues involved in achieving heritage tourism and museum management in term of development of cultural heritage tourism resources as primary or secondary destination products, cultural and heritage assets to be tourism attractions including museums, the performing arts, historic sites, and national parks including current and future cultural and heritage trends; the role of the organizations involved in cultural heritage tourism; and using cultural heritage resources for economic development.

- THI482 Climate Change Adaptation and Mitigation in Tourism 3 (3 – 0 – 6)  
Issues involved in achieving climate change in term of greatest challenges facing the environment today, tourism industry and affected by climate change, as well as being a significant contributor to climate change, tourism industry adapts and mitigation efforts for sustainability.
- THI483 Gastronomy of the World 3 (2 – 2 – 6)  
History national food, food cultures from different parts of the world and a field trip
- THI484 Digital Photography for Tourism Promotion 3 (2 – 2 – 6)  
Digital photography fundamentals, composition techniques, storytelling, landscape and architecture photography, cultural sensitivity, lighting and editing, social media promotion, legal and ethical considerations, practical exercises and case studies.
- THI485 Travel Writing 3 (3 – 0 – 6)  
Issues involved in achieving techniques and various styles of writing to share travel experiences and knowledge in various aspects such as culture, tourist destinations, livelihoods, foods, festivals in term of travel writing.
- THI487 Aesthetics for Living 3 (3 – 0 – 6)  
Concepts and issues involved in achieving aesthetics of living including experiencing nature, art, performance, music, and culture through process based on various media and diverse experience.
- THI488 Independent Study 3 (0 – 0 – 12)  
Concepts, issues and cases study involved in achieving topic in tourism and hospitality industries under the supervision and recommendation of faculty member.
- THI489 Special Topic in Tourism and Hospitality Management 3 (3 – 0 – 6)  
Concepts and issues involved in achieving special topic in tourism and hospitality management in term of interesting, current and relevant topic related to tourism and hospitality.
- THI490 Life and the Art of Travel 3 (3 – 0 – 6)  
Self-fulfillment and the art of travel, culture, beliefs, wisdom, learning from meaningful experiences when traveling to places.
- THI491 Customer Experience Design 3 (3 – 0 – 6)  
Concepts and practices in managing and designing customer experience, customer engagement, and customer journey mapping.

THI492 Airport Ground Service Management 3 (2 – 2 – 6)

Principles of the operations and management of ground services at airports. This course explores the essential aspects of managing ground services, including passenger handling, baggage handling, aircraft servicing, and safety procedures

#### **4. Professional Internship 9 credits**

Students can choose any of the following tracks;

##### **4.1. Cooperative Education Track**

ICO301 Pre-Cooperative Education 3 (3 – 0 – 6)

Preparation for work by enhancing essential skills, communicating in English, cross-cultural communication. creative teamwork skills in different enterprise cultures, psychology of working with others, entrepreneurial spirit, moral and professional ethics.

THI399 Cooperative Education in Tourism and Hospitality Industry 6 (0 – 40 – 0)

Prerequisite: Passed ICO301

Students study the practical system in a workplace by being an employee. The course is designed to prepare students for professional careers by working in systematic operations. Students are required to work full-time for at least 24 weeks. The assigned work must be of high quality, providing practical experience in the students' major field of study, or a proposed project, or work that benefits the organization as a whole. Cooperative education will be monitored and evaluated through cooperation between the school departments and the work placement organizations.

##### **4.2. Internship Track**

THI391 Career Preparation 3 (3 – 0 – 6)

Career preparation for working in tourism and hospitality includes job selection based on personal characteristics, job interview preparation, personality development, the job application process, and best practices for working in the tourism industry.

THI392 Internship I 3 (0 – 40 – 0)

Prerequisite: Passed THI101, THI102 and THI391 or Dean's Approval

The practical study aims to give students the opportunity to apply the knowledge and understanding they have acquired in real-life situations. Students can intern in businesses related to the hotel and tourism industry, including relevant organizations both domestically and internationally. The internship period should be no less than one academic semester or at least 12 weeks. This study will be supervised and evaluated by the school department in collaboration with the organizations that accept student interns.

THI493 Internship II

3 (0 – 40 – 0)

Prerequisite: Passed THI392 or Dean's Approval

Practical study for students to apply the knowledge and experience gained from the first internship to practical training in the hotel and tourism business, both domestically and internationally, to enhance career readiness. This training will last for at least 16 weeks under the supervision and evaluation of the school department and the internship organization.