



Bachelor of Arts Program  
International Tourism and Hospitality Management  
(English Program)  
(Revised Curriculum 2022)

Faculty of Tourism and Hotel Management  
Mahasarakham University

**Bachelor of Arts**  
**International Tourism and Hospitality Management (English Program)**  
**(Revised Curriculum 2022)**

**Title of the Program**

English : Bachelor of Arts Program in International Tourism and Hospitality Management  
 (English Program)

**Title of the Degree**

English (Full Title): Bachelor of Arts (International Tourism and Hospitality Management)  
 (English Program)

(Abbreviation) : B.A. (International Tourism and Hospitality Management (English Program))

**Curriculum Structure**

|   |                     |            |                |
|---|---------------------|------------|----------------|
| <b>1. General Education Courses</b>                 | <b>No less than</b> | <b>30</b>  | <b>Credits</b> |
| <b>2. Specialized Core Courses</b>                  | <b>No less than</b> | <b>84</b>  | <b>Credits</b> |
| 2.1 Professional Core Courses                       | No less than        | 24         | Credits        |
| 2.2 Core Courses                                    | No less than        | 60         | Credits        |
| (1) Required Core Courses                           | No less than        | 30         | Credits        |
| (2) Elective Core Course                            | No less than        | 30         | Credits        |
| 2.1 Elective Major Course                           | No less than        | 15         | Credits        |
| 2.2 Foreign Language Courses for Professional Field | No less than        | 15         | Credits        |
| <b>3. Free Elective Courses</b>                     | <b>No less than</b> | <b>6</b>   | <b>Credits</b> |
| <b>4. Professional Training Courses</b>             | <b>No less than</b> | <b>6</b>   | <b>Credits</b> |
| <b>Total Credit</b>                                 | <b>No less than</b> | <b>126</b> | <b>Credits</b> |

**Course Category**

|                                     |                     |                   |
|-------------------------------------|---------------------|-------------------|
| <b>1. General Education Courses</b> | <b>no less than</b> | <b>30 credits</b> |
| 1.1 Lifelong Learning Skill         | no less than        | 6 credits         |
| 1.1.1 Languages and Communication   | no less than        | 4 credits         |
| 1.1.2 Science and Technology        | no less than        | 2 credits         |
| 1.2 Environmental and Life Quality  | no less than        | 4 credits         |
| 1.3 Innovation and Creativity       | no less than        | 4 credits         |

|   |                     |                   |
|---|---------------------|-------------------|
| 1.4 Active Citizens   | no less than        | 4 credits         |
| 1.5 Social Lifestyle  | no less than        | 4 credits         |
| 1.6 Elective Courses (Select from 1.1 – 1.5)                            | no less than        | 8 credits         |
| <b>2. Specialized Core Courses</b>                                      | <b>no less than</b> | <b>84 credits</b> |
| <b>Professional core courses</b>  |                     | <b>24 credits</b> |
| 1000 101 Tourism and Hotel Industry                                     |                     | 3(3-0-6)          |
| 1000 102 Tourist Behavior and Cross-Cultural Communication              |                     | 3(3-0-6)          |
| 1000 103 Personality and Social Interaction for Service Industry        |                     | 3(3-0-6)          |
| 1000 104 Information Technology for Tourism and Hotel Industry          |                     | 3(3-0-6)          |
| 1000 205 Psychology for Service Industry                                |                     | 3(3-0-6)          |
| 1000 206 Introduction to Creative Tourism and Hotel Business Innovation |                     | 3(3-0-6)          |
| 1000 207 Laws and Professional Ethics in Tourism and Hotel Industry     |                     | 3(3-0-6)          |
| 1000 208 Human Resource Management for Tourism and Hotel Business       |                     | 3(3-0-6)          |
| <b>Core Courses</b>   |                     | <b>60 credits</b> |
| <b>Required core courses</b>  |                     | <b>30 credits</b> |
| 1003 111 Geography and Tourism Resources                                |                     | 3(3-0-6)          |
| 1003 212 Accommodation Operation and Management                         |                     | 3(3-0-6)          |
| 1003 213 Tourism and Hospitality Business Principles                    |                     | 3(3-0-6)          |
| 1003 214 Airline Business and Logistics Management                      |                     | 3(3-0-6)          |
| 1003 315 Tour Business Operations                                       |                     | 3(3-0-6)          |
| 1003 316 Culinary Arts and Master Chef                                  |                     | 3(2-2-5)          |
| 1003 317 Sustainable Tourism Planning and Development                   |                     | 3(3-0-6)          |
| 1003 318 Restaurant and Bar Operation and Management                    |                     | 3(2-2-5)          |
| 1003 419 Creative Accommodation Design and Planning                     |                     | 3(3-0-6)          |
| 1003 420 Research Methodology and Seminar for Tourism                   |                     | 3(3-0-6)          |
| <b>Elective Core Courses</b>  |                     | <b>30 credits</b> |
| <b>1. Elective Major Course</b>   |                     |                   |
| Select from the following course groups                                 | no less than        | 15 credits        |
| <b>Tourism Courses</b>  |                     |                   |
| 1003 361 Economics for Tourism  |                     | 3(3-0-6)          |
| 1003 362 Outdoor Recreation for Tourism                                 |                     | 3(3-0-6)          |

|          |   |          |
|----------|---|----------|
| 1003 363 | Heritage Management for Tourism                     | 3(3-0-6) |
| 1003 364 | Risk Management in Tourism and Hospitality Industry | 3(3-0-6) |
| 1003 365 | Nature-based Tourism                                | 3(3-0-6) |
| 1003 366 | Tourism Destination Management                      | 3(3-0-6) |
| 1003 367 | Tourism Planning and Policy                         | 3(3-0-6) |
| 1003 368 | Creative Tourism                                    | 3(3-0-6) |
| 1003 369 | Coastal and Marine Tourism                          | 3(3-0-6) |
| 1003 370 | Special Interest Tourism                            | 3(3-0-6) |
| 1003 389 | Backpackers   | 3(3-0-6) |

#### **Hospitality Courses**

|          |  |          |
|----------|--|----------|
| 1003 371 | Front Office Operation   | 3(2-2-5) |
| 1003 372 | Airline Customer Service Fundamentals                                  | 3(2-2-5) |
| 1003 373 | Wellness Business Management   | 3(3-0-6) |
| 1003 374 | Cruise Line Operation and Management                                   | 3(3-0-6) |
| 1003 375 | Event and MICE Management  | 3(3-0-6) |
| 1003 376 | Housekeeping Operation and Management                                  | 3(2-2-5) |
| 1003 377 | Butler Service   | 3(2-2-5) |
| 1003 378 | Management for Small Business in Hospitality                           | 3(3-0-6) |
| 1003 379 | Personal and Career Development in Tourism<br>and Hospitality Industry | 3(3-0-6) |
| 1003 380 | Speaking for Business Communication and<br>Customer Relations          | 3(3-0-6) |

#### **Food and Beverage Operations Courses**

|          |  |          |
|----------|--|----------|
| 1003 381 | Mixology and Cocktail Master Class       | 3(2-2-5) |
| 1003 382 | The Universe of Wine                     | 3(3-0-6) |
| 1003 383 | International Cuisine Operation          | 3(2-2-5) |
| 1003 384 | Royal Thai Cuisine                       | 3(2-2-5) |
| 1003 385 | Food Styling and Presentation            | 3(2-2-5) |
| 1003 386 | Bakery and Pastry                        | 3(2-2-5) |
| 1003 387 | Professional Barista and Café Management | 3(2-2-5) |
| 1003 388 | Food and Drinks for Wellness             | 3(3-0-6) |

|   |              |            |
|---|--------------|------------|
| Select 1 of the following foreign language groups       | no less than | 15 credits |
| 2.1 English courses for Professional Field              |              | 15 credits |
| 1003 241 English for International Tourism 1            |              | 3(2-2-5)   |
| 1003 342 English for International Hotelier             |              | 3(2-2-5)   |
| 1003 343 English for Restaurant, Bar, and Kitchen       |              | 3(2-2-5)   |
| 1003 444 English for International Tourism 2            |              | 3(2-2-5)   |
| 1003 445 English for Tourism and Hospitality Business   |              | 3(2-2-5)   |
| 2.2 French Courses for Professional Field               |              | 15 credits |
| 0105 263 Basic French 1                                 |              | 3(2-2-5)   |
| 0105 264 Basic French 2                                 |              | 3(2-2-5)   |
| 0105 365 French Communication for Tourism and Hotel 1   |              | 3(2-2-5)   |
| 0105 366 French Communication for Tourism and Hotel 2   |              | 3(2-2-5)   |
| 0105 367 French Communication for Tourism and Hotel 3   |              | 3(2-2-5)   |
| 2.3 Chinese Courses for Professional Field              |              | 15 credits |
| 0106 970 Basic Chinese 1                                |              | 3(2-2-5)   |
| 0106 971 Basic Chinese 2                                |              | 3(2-2-5)   |
| 0106 972 Chinese Communication for Tourism and Hotel 1  |              | 3(2-2-5)   |
| 0106 973 Chinese Communication for Tourism and Hotel 2  |              | 3(2-2-5)   |
| 0106 974 Chinese Communication for Tourism and Hotel 3  |              | 3(2-2-5)   |
| 2.4 Korean Courses for Professional Field               |              | 15 credits |
| 0163 901 Basic Korean 1                                 |              | 3(2-2-5)   |
| 0163 902 Basic Korean 2                                 |              | 3(2-2-5)   |
| 0163 903 Korean Communication for Tourism and Hotel 1   |              | 3(2-2-5)   |
| 0163 904 Korean Communication for Tourism and Hotel 2   |              | 3(2-2-5)   |
| 0163 905 Korean Communication for Tourism and Hotel 3   |              | 3(2-2-5)   |
| 2.5 Japanese Courses for Professional Field             |              | 15 credits |
| 0186 404 Basic Japanese 1                               |              | 3(2-2-5)   |
| 0186 405 Basic Japanese 2                               |              | 3(2-2-5)   |
| 0186 406 Japanese Communication for Tourism and Hotel 1 |              | 3(2-2-5)   |
| 0186 407 Japanese Communication for Tourism and Hotel 2 |              | 3(2-2-5)   |
| 0186 408 Japanese Communication for Tourism and Hotel 3 |              | 3(2-2-5)   |

**3. Free Elective Courses** **no less than** **6 credits**

Select with the advisor's guidance from the bachelor's degree courses offered in Mahasarakham University or in other institutions approved by the university.

**4. Professional Training Courses** **no less than** **6 credits**

\* 1003 491 Professional Training in Tourism and Hospitality 6(400 Hrs)

**Note :** \* 1003 491 Professional Training in Tourism and Hospitality is a non-credit course; student's learning outcome will be marked with S (Satisfied) or U (Unsatisfied)

**Study Plan (4 Year Program)**

| Year 1 Semester 1 |  |           |
|-------------------|--|-----------|
| Code              | Course   | Credits   |
| 0041 002          | Preparatory English<br>(Languages and Communication 1)       | 2(2-0-4)  |
| 0045 005          | Humans Social and Cultural Diversity<br>(Social Lifestyle 1) | 2(2-0-4)  |
| 1000 101          | Tourism and Hotel Industry                                   | 3(3-0-6)  |
| 1000 104          | Information Technology for Tourism and Hotel Industry        | 3(3-0-6)  |
| 1000 103          | Personal and Social Interaction for Service Industry         | 3(3-0-6)  |
| 1003 111          | Geography and Tourism Resources                              | 3(3-0-6)  |
|                   | <b>Total Registered Credits</b>                              | <b>16</b> |
|                   | <b>Accumulated Credits</b>                                   | <b>16</b> |

| Year 1 Semester 2 |  |           |
|-------------------|--|-----------|
| Code              | Course   | Credits   |
| 00041 002         | Communicative English<br>(Languages and Communication 2)                       | 2(2-0-4)  |
| 0045 009          | Cultural Tourism<br>(Social Lifestyle 2)                                       | 2(2-0-4)  |
| 0041 022          | Digital Literacy and Life for transformation<br>(Science and Technology 1)     | 2(2-0-4)  |
| 0042 006          | Consumption of Pharmaceutical and Health<br>(Environmental and Life Quality 1) | 2(2-0-4)  |
| 1000 102          | Tourist Behavior and Cross-Cultural Communication                              | 3(3-0-6)  |
| 1000 205          | Psychology for Service Industry  | 3(3-0-6)  |
| 1000 208          | Human Resources Management for Tourism and Hotel<br>Business                   | 3(3-0-6)  |
|                   | <b>Total Registered Credits</b>  | <b>17</b> |
|                   | <b>Accumulated Credits</b>   | <b>33</b> |

| Year 2 Semester 1 |  |           |
|-------------------|--|-----------|
| Code              | Course   | Credits   |
| 0043 001          | Design Thinking<br>(Innovation and Creativity 1)               | 2(2-0-4)  |
| 0043 006          | Online Business<br>(Innovation and Creativity 2)               | 2(2-0-4)  |
| 0041 010          | English for World Travelers<br>(GE Elective Course 1)          | 2(2-0-4)  |
| 0041 011          | English for Academic Presentation<br>(GE Elective Course 2)    | 2(2-0-4)  |
| 1000 206          | Introduction to Creative Tourism and Hotel Business Innovation | 3(3-0-6)  |
| 1000 207          | Laws and Professional Ethics for Tourism and Hotel Industry    | 3(3-0-6)  |
| 1003 212          | Accommodation Operation and Management                         | 3(3-0-6)  |
|                   | <b>Registered Credits</b>                                      | <b>17</b> |
|                   | <b>Accumulated Credits</b>                                     | <b>50</b> |

| Year 2 Semester 2 |  |           |
|-------------------|--|-----------|
| Code              | Course   | Credits   |
| 0042 002          | Health Awareness<br>(Environmental and Life Quality 2) | 0042 002  |
| 0044 004          | Laws and Everyday Rights (Active Citizens 1)           | 0044 004  |
| 0044 002          | Leadership for Change (Active Citizens 2)              | 0044 002  |
| 1003 213          | Tourism and Hospitality Business Principles            | 3(3-0-6)  |
| 1003 214          | Airline Business and Logistics Management              | 3(3-0-6)  |
| 1003 241          | English for International Tourism 1                    | 3(2-2-5)  |
| xxxx xxx          | Elective Course  | 2(2-0-4)  |
|                   | <b>Registered Credits</b>                              | <b>17</b> |
|                   | <b>Accumulated Credits</b>                             | <b>67</b> |

| Year 3 Semester 1 |  |           |
|-------------------|--|-----------|
| Code              | Course                                 | Credits   |
| xxxx xxx          | .....<br>(GE Elective Course 4)        | 2(2-0-4)  |
| 1003 315          | Tour Business Operations               | 3(3-0-6)  |
| 1003 316          | Culinary Arts and Master Chef          | 3(2-2-5)  |
| 1003 343          | English for Restaurant Bar and Kitchen | 3(2-2-5)  |
| xxxx xxx          | Elective Course (1)                    | 3(3-0-6)  |
| xxxx xxx          | Elective Course (2)                    | 3(3-0-6)  |
|                   | <b>Registered Credits</b>              | <b>17</b> |
|                   | <b>Accumulated Credits</b>             | <b>84</b> |

| Year 3 Semester 2 |  |          |
|-------------------|--|----------|
| Code              | Course   | Credits  |
| 1003 317          | Sustainable Tourism and Planning and Development | 3(3-0-6) |



| Year 3 Semester 2 |   |            |
|-------------------|---|------------|
| Code              | Course                                      | Credits    |
| 1003 318          | Restaurant and Bar Operation and Management | 3(2-2-5)   |
| 1003 342          | English for International Hotelier          | 3(2-2-5)   |
| xxxx xxx          | Elective Major Course (3)                   | 3(3-0-6)   |
| xxxx xxx          | Elective Major Course (4)                   | 3(3-0-6)   |
| xxxx xxx          | Elective Major Course (5)                   | 3(3-0-6)   |
|                   | <b>Registered Credits</b>                   | <b>18</b>  |
|                   | <b>Accumulated Credits</b>                  | <b>102</b> |

| Year 4 Semester 1 |  |            |
|-------------------|--|------------|
| Code              | Course                                       | Credits    |
| 1003 419          | Creative Accommodation Design and Planning   | 3(3-0-6)   |
| 1003 420          | Research Methodology and Seminar for Tourism | 3(3-0-6)   |
| 1003 444          | English for International Tourism 2          | 3(2-2-5)   |
| 1003 445          | English for Tourism and Hospitality Business | 3(2-2-5)   |
| xxxx xxx          | Free Elective Course (1)                     | 3(3-0-6)   |
| xxxx xxx          | Free Elective Course (2)                     | 3(3-0-6)   |
|                   | <b>Registered Credits</b>                    | <b>18</b>  |
|                   | <b>Accumulated Credits</b>                   | <b>120</b> |

| Year 4 Semester 2 |  |            |
|-------------------|--|------------|
| Code              | Course   | Credits    |
| 1003 491          | Professional Training in Tourism and Hospitality | 6(400 hrs) |
|                   | <b>Registered Credits</b>                        | <b>6</b>   |
|                   | <b>Accumulated Credits</b>                       | <b>126</b> |

### Courses Description

**1000 101      Tourism and Hotel Industry      3(3-0-6)**

Definition, significance of tourism and hotel industry; knowledge of importance components of tourism and hotel industry such as tour business, hotel business, transportation business, food and restaurant business; types of tourism resources; tourism supporting factors; the impact of economics, social, political and cultural factor on tourism industry; government's

support policy; role of government and non-government in tourism industry development; trends of tourism and hotel industry; Code of ethics of career in the tourism and hotel industry

**1000 102      Tourist Behavior and Cross Culture Communication      3(3-0-6)**

Meaning; components; significance and benefits of tourist behavior; types of tourists; purposes of traveling; factors influencing tourist behavior; significance; types and principles of communication; intercultural relations and communication; cross-cultural communication; communication process with cultural differences, culture shock, application of the concept of tourist behavior for cross-cultural communication and appropriate and efficient promotion of services

**1000 103      Personality and Social Interaction for Service Industry      3(3-0-6)**

Introduction to the characteristics of service, understanding Internal and external personality; establishment of Interpersonal relationship with customers; principles of hospitality to make an impression; Thainess; social etiquette; exquisite gestures; effective communication which contribute to interaction with customers and other people.

**1000 104      Information Technology for Tourism and Hotel Industry      3(3-0-6)**

Introduction to Information technology system for tourism and hotel industry; Office operating system; Operating system for tourism and hotel industry; social media for tourism management; Media design concept for tourism industry; Information technology for tourism innovation

**1000 205      Psychology for Service Industry      3(3-0-6)**

Fundamental knowledge of service psychology; The principal concepts and theories of humans' needs, perception, learning, aptitude, and satisfaction; An application of psychology principles and theories in customers services and cooperation with colleague by analyzing, predicting, controlling, and responding humans' needs and expectation to increase their satisfaction and impression

**1000 206      Introduction to Creative Tourism and Hotel Business Innovation      3(3-0-6)**

Principles of starting a business, the overview trend of emerging business related to Tourism and Hospitality industry, Design Thinking, ideas development to create new products

and services, potential opportunities for being an entrepreneur, an application of innovation strategies in creating a business plan for convincing investors

**1000 207      Laws and Professional Ethics in Tourism and Hotel Industry      3(3-0-6)**

Regulations related to tourism and hotel industry including laws related to tour guiding, travel agents, hotels, environmental related laws and tourist police operation, security service for tourist, codes of conduct for professionals into tourism and hotel industry; other related laws and regulations such as Tourism Business and Guide Act, Hotel Act, and Environment Act; case studies related to ethical problems and solving solutions

**1000 208      Human Resource Management for Tourism and Hotel Business      3(3-0-6)**

Importance, role and responsibility of human resource management in organization; general human resource management functions including employee recruitment and selection, employee training and development, and employee resignation; compensation and benefit; employment practices in organization; industry relations

**1003 111      Geography and Tourism Resources      3(3-0-6)**

Geographical knowledge of the planet Earth and geographic science of the world towards the different regions of the world; The perspectives of geography and tourism; Tourism resources including national parks, famous geographical destinations

**1003 212      Accommodation Operation and Management      3(3-0-6)**

Theory and practices in guest services of room division; Components of room division; Housekeeping operations and management; Scope of works in a housekeeping department; Practice and Management in a Front Office department; Pricing strategies; Revenue management; Cost containment; Interactions between the rooms division and other departments

**1003 213      Tourism and Hospitality Business Principles      3(3-0-6)**

Concepts of organizations and management applied to tourism and hospitality organization, process of management; roles of the administrators in planning, managing an organization, basic accounting, financing; marketing principles and sales techniques in tourism and hospitality industry; digital marketing; Understanding of sales management theories and practices; sale revenues in hotels through case studies, and guest speakers

**1003 214      Airline Business and Logistics Management      3(3-0-6)**

General knowledge airline business; hospitality in airline business; airline companies; aircrafts and airports; ground service; immigration affairs; vocabulary and language used for communication in aviation industry; Air ticketing Services; Global Distribution System for airlines; searching airlines information; itinerary planning; Passenger Name Record; Internet reservation system and Online travel agency

**1003 315      Tour Business Operations      3(3-0-6)**

Definition, significance, types, and benefits of travel agents; related tourism sectors; knowledge and skills required for entry-level work as a travel agent; package tour planning; costing, pricing and profiting calculation; principles of tourist guides; roles and responsibilities; the skills and knowledge required to work as a tour guide in a range of settings within the tour industries workplace context.

**1003 316      Culinary Arts and Master Chef      3(2-2-5)**

Culinary history and revolution; Kitchen operation and structure; Culinary terminology; Materials preparation and inventory; Measuring and cooking procedures based on nutrition; Food product and cost control; Menu planning; Maintenance and cleaning of kitchen equipment and appliances; Food hygiene; Workplace sanitation and safety ; zero waste management

**1003 317      Sustainable Tourism Planning and Development      3(3-0-6)**

Background, significance, concepts, theory, and components of sustainable tourism development; Influential factors on successful sustainable tourism planning and development; Fairness and good governance within sustainable tourism management; Type of sustainable tourism; community-based tourism and responsibility tourism; tourism in 21st century; Indicators related to SHA standard; SDGs; GSTC

**1003 318      Restaurant and Bar Operation and Management      3(2-2-5)**

Types of Restaurants and Bars; Organizations and structures; Food and beverage knowledge; Food and beverage operations and service; Food hygiene and nutrition; People management; Restaurant profitability, sustainability, and ethical practices

**1003 419      Creative Accommodation Design and Planning      3(3-0-6)**

Overview of innovation and accommodation development; Trends in alternative accommodations; Designing and planning creative accommodations; business planning; marketing and sales in creative accommodation; organizing and staffing

**1003 420      Research Methodology and Seminar for Tourism      3(3-0-6)**

General knowledge of tourism and hospitality research methodology, research types, principle of research process, data collection, data analysis, research reporting; discussion; presentation of the topic; current interesting issues in tourism and hospitality industry

**1003 361      Economics for Tourism      3(3-0-6)**

Introduction to the main issues in tourism economics including theoretical models; understanding of different theories and models underlying assumptions and policy implications; the main components of tourism demand and supply and the main economic problems associated with tourism firms and tourism destinations

**1003 362      Outdoor Recreation for Tourism      3(3-0-6)**

Definitions, principles, significances, types, motivations, trends, and safety of outdoor recreation; Planning and Management skills in outdoor recreation for tourism; practiced skills; camping; kayaking; star-gazing, and optical phenomenon

**1003 363      Heritage Management for Tourism      3(3-0-6)**

Definitions and types of cultural heritages and natural heritages, the relationship between cultural and natural heritages and tourism; roles, interpretations, impacts, legislation, and management for cultural and natural heritage that related to tourism destinations in Thailand and worldwide

**1003 364      Risk Management in Tourism and Hospitality Industry      3(3-0-6)**

Principles, concepts, and theory of crisis which affecting tourism; analysis and management of climate change, disasters, plagues, politics, terrorism in aspects of environment, economics, and society

**1003 365      Nature-based Tourism      3(3-0-6)**

Principles of nature-based tourism; components; evaluation of nature-based tourism potential; nature-based tourism planning and management; visitor management; nature-based tourism activities management; principles of nature interpretation; nature-based tourism destination in Thailand and other countries, and related agencies

**1003 366      Tourism Destination Management      3(3-0-6)**

Definition of tourism destination; Basic Elements of the tourist destinations; Destination management organization; Destination competitiveness; Destination branding; Marketing the destination; Developing destination products; Quality of the visitors' experience

**1003 367      Tourism Planning and Policy      3(3-0-6)**

Principles, significances, types, elements, and trends of local, national, regional, international tourism policy and planning; Analyzing and planning tourism policy in relation to economic, social, and environmental sectors toward sustainable development and good governance

**1003 368      Creative Tourism      3(3-0-6)**

Definitions, significances, components, characteristics of creative tourists; Participation of creative tourists with tourism destinations; creative tourism trends; creative tourism route and activities in each continent

**1003 369      Coastal and Marine Tourism      3(3-0-6)**

Marine Ecosystem; Definitions, principles, significance, types, trends, and safety of coastal and marine tourism; Planning and management skills in coastal and marine tourism; practiced skills on snorkeling or SCUBA diving and diving leader in coral reef

**1003 370      Special Interest Tourism      3(3-0-6)**

Definitions, the growth, and development of special Interest tourism; Current and future forms of special interest tourism; Agritourism, Adventure Tourism, Health and wellness Tourism, Dark Tourism, Film and literature Tourism, Gastronomic Tourism, Sport tourism, and other trends of special interest tourism; special interest tourism destinations in Thailand and worldwide

**1003 371      Front Office Operation      3(2-2-5)**

Front office duties of all front desk personnel; cashier, night auditor, reservations clerk and the front office manager; principles of front desk operational procedures; current trends in guest services; innovation for front office operation; online distribution of room inventory; principles of revenue management strategies

**1003 372      Airline Customer Service Fundamentals      3(2-2-5)**

Introduction to airline customer service; communication skills; cross-cultural awareness; customer contact techniques; dealing with complaints and conflict; ground service system; passenger service; ground staff operation; special service to passenger; introduction to in-flight service; safety and basic life support; foods and beverage services; various types of special services, types of aircraft, service preparations; service equipment and in-flight service process

**1003 373      Wellness Business Management      3(3-0-6)**

Definition and overview of healthful living and business; meditation, wellness, and massage therapy; Marketing in the relation of wellness business; Develop professionalism and preparing roles as both entrepreneur and practitioner; Safety procedures for quality management and COVID-19; Current trends and global circumstances related to wellness business

**1003 374      Cruise Line Operation and Management      3(3-0-6)**

Overview of cruise industry; history, evolution, recent trends, operating and marketing procedures, and career opportunities; Understanding the influential factors and memorable cruise experiences that create expectations of passengers; Hierarchy of a Cruise Ship; Living and working onboard; The operation of the Cruise Lines; Food Production Department; Guest speakers

**1003 375      Event and MICE Management      3(3-0-6)**

Concepts of Event and MICE business; Understanding the roles and relationships of the major players in MICE and events businesses; The components and processes involved in developing and conducting events and MICE business; Planning and Organizing events and MICE businesses; Catering operation; for event and MICE businesses; Online event and MICE management

**1003 376      Housekeeping Operation and Management      3(2-2-5)**

Housekeeping operations; cleaning process; room preparation standard; room maintenance; laundry process; reports; maintaining common areas; housekeeping management; scheduling; coordinating with other departments; responding guest requests; housekeeping's characters

**1003 377      Butler Service      3(2-2-5)**

Concepts and principles of service and management in Butler styles; Attitudes and knowledge development required in the service; Personality improvement and communication skills related to Butler service and luxury services

**1003 378      Management for Small Business in Hospitality      3(3-0-6)**

Definition of small business; introduction to businesses management principles; concepts and characteristics of businesses in hospitality; business planning; sale and marketing activities; basic accounting and finance for small business; managing cost and revenue; innovation for business development; management for business sustainability

**1003 379      Personal and Career Development in Tourism and Hospitality Industry 3(3-0-6)**

Introducing various jobs in tourism and hospitality; career planning job seeking, job resigning; mastering knowledge and skill for career progress; work skills for success; career preparation for entering labor market; guideline for developing careers in tourism and hospitality

**1003 380      Speaking for Business Communication and Customer Relations      3(3-0-6)**

Role and importance of speaking in everyday life; speaking for communication with people in organization; speaking for business presentation and meeting; speaking with customer; speaking for delivering goods and service information; speaking for promoting sale; speaking for building positive business images; speaking with people from different cultural background

**1003 381      Mixology and Cocktail Master Class      3(2-2-5)**



Beverage service history; Types of drinks; Production process of drinks; Storage of different types of drinks; Bar staff responsibilities; Bar preparation before and after serving; Equipment used for serving and mixing drinks; Drinks mixing practice; Purchasing and cost calculation; Daily sales reports and inventory check; Laws and regulation in beverage service; Ethics for beverage service providers

**1003 382      The Universe of Wine      3(3-0-6)**

History, origin, and types of wines; The process of production; Wine storage; Labels reading and purchasing; Wine and food pairing; Wine tasting; Wine opening and serving; Knowledge of wine and health; Price calculation and inventory check; Laws and regulation for alcoholic beverage service; Ethics for beverage service providers

**1003 383      International Cuisine Operation      3(2-2-5)**

Cooking techniques practices; Variety of international ingredients; Selection of ingredients; Cooking on the basis of nutrition; Cooking soups and sauces, salads, appetizers and main dishes; Mise en place; Dish decoration and presentation; Food and materials storage; Appropriate selection of kitchen utensils; Nutritional menu planning; Cost calculation; Food hygiene; Workplace sanitation and safety

**1003 384      Royal Thai Cuisine      3(2-2-5)**

Thai regional cuisines cooking practice; Selection of Thai ingredients; Cooking on the basis of nutrition; Cooking appetizers, main dishes and dessert; Mise en place; Dish decoration and presentation; Food and materials storage; Appropriate selection of kitchen utensils; Nutritional menu planning; Cost calculation; Food hygiene; Workplace sanitation and safety

**1003 385      Food Styling and Presentation      3(2-2-5)**

Introduction to Food styling, Principle and composition for plating, color scheme and plate selection, create a scene and story for photography, plating techniques, photography techniques; the usage of AR in presenting foods

**1003 386 Bakery and Pastry 3(2-2-5)**

Baking vocabulary; Equipment; Knowledge required in baking; Techniques of baking; Decorating; Dough; Pie; Cake; Cookies; Tarts; Conversion of the recipe; Function of the ingredients and the use of suitable dough

**1003 387 Professional Barista and Café Management 3(2-2-5)**

Barista workshop, perfect shot, coffee and latte art, coffee brewing, and other decaffeinated drinks served in a café, and preparation and management of coffee shop

**1003 388 Food and Drinks for Wellness 3(3-0-6)**

The principles of nutrition; Healthy cooking and mixing practice; Weight management; Nutritional analysis of menus; Nutrition facts label reading; Cooking and mixing in accordance with customer limitations; Ingredient's selection; Food and beverage presentation; Healthy menu planning; Cost calculation; Food hygiene; Workplace sanitation and safety

**1003 389 Backpackers 3(3-0-6)**

Definition, meaning and basic knowledge of a backpacker; types of backpackers; preparation and planning before departure; saving travel budget; booking airlines, transportations and accommodation on his/her own; activities and regulations to do during the trip; popular places and destinations of backpackers.

**Foreign Language for Professional Field**

**English for Professional Field**

**1003 241 English for International Tourism 1 3(2-2-5)**

English listening, speaking, reading, and writing for international tourism; describing job skills and job routines, resources and features, location, and timetable; comparing things; asking questions politely; open and close questions; responding politely to questions and requests; giving orders and stopping people doing something

**1003 342 English for International Hotelier 3(2-2-5)**

English speaking, listening, reading, and writing for hotel business; vocabulary, idioms, expressions, and conversations used in hotel business; appropriate usage of language

forms for various situations; appropriate usage of intonation, gestures, and expressions for different kinds of people and occasions

**1003 343      English for Restaurant, Bar, and Kitchen      3(2-2-5)**

Provide the restaurant, bar, and kitchen in English operations; A range of food and beverage items in English; English listening, speaking, reading and writing for restaurants, bar, and kitchen; Vocabulary, idioms, expressions and conversation used in restaurants, bar, and kitchen; Appropriate usage of language forms for various situations

**1003 444      English for International Tourism 2      3(2-2-5)**

English listening, speaking, reading, and writing at different situation including giving directions and preposition of movement; recommending and promoting; advice and obligation; describing food; making predictions; explaining arrangements; responding to special requests; describing dimensions, capacity, facilities; and using and controlling a language translator in responding to problems

**1003 445      English for Tourism and Hospitality Business      3(2-2-5)**

Study and practices of English idioms and expressions used for communication in various business situations; practices in reading English business documents, advertisements, tables, graphs, and schedules; data searching via various medias; writings of business correspondence, job interviews, spontaneous role-play in daily-life and dummy business operations; presentation of dummy business operations

**French for Professional Field**

**0105 263      Basic French 1      3(2-2-5)**

Listening, speaking, reading, writing, vocabulary and grammar in French at the elementary level

**0105 264      Basic French 2      3(2-2-5)**

**Prerequisite: 0105 263 Basic French 1**

Listening, speaking, reading, writing, vocabulary and grammar in French at a more advanced level, focusing on short conversation in daily life

**0105 365      French Communication for Tourism and Hotel 1      3(2-2-5)**

**Prerequisite: 0105 264 Basic French 2**

French listening and speaking skills; using vocabulary and expressions in the field of tourism and hotel business for conversations in various situations. For example; welcoming, making appointment, giving direction, giving information and etc.

**0105 366 French Communication for Tourism and Hotel 2 3(2-2-5)****Prerequisite: 0105 365 French Communication for Tourism and Hotel 1**

French for communication related to tourism and hotel management through the role-play classroom involving the following situations: at the airports, hotels, restaurants, shops, tourist attractions, travel agency; as well as telephone communication for tourism business

**0105 367 French Communication for Tourism and Hotel 3 3(2-2-5)****Prerequisite: 0105 366 French Communication for Tourism and Hotel 2**

Reading and writing skills using French for tourism and hotel business; communication in offices; asking for service; as well as language etiquette for contacting in business

**Chinese for Professional Field****0106 970 Basic Chinese 1 3(2-2-5)**

Reading and writing skills using Roman alphabets (Pinyin); the basic strokes and radicals forming Chinese characters; Introduction to Basic Chinese grammar

**0106 971 Basic Chinese 2 3(2-2-5)****Prerequisite: 0106 970 Basic Chinese 1**

Listening, speaking, reading and writing skills: Chinese passages and grammar on a higher level than Elementary Chinese; focusing on the ability to correctly short conversations and passages using everyday

**0106 972 Chinese Communication for Tourism and Hotel 1 3(2-2-5)****Prerequisite: 0106 971 Basic Chinese 2**

Chinese listening and speaking skills; using vocabulary and expressions in the field of tourism and hotel business for conversations in various situations. For example; greeting, self-

introduction, making appointment, giving information, welcoming, negotiation, giving service assistance and etc.

**0106 973      Chinese Communication for Tourism and Hotel 2      3(2-2-5)**

**Prerequisite: 0106 972 Chinese Communication for Tourism and Hotel 1**

Chinese for communication related to tourism and hotel management through the role-play classroom involving the following situations: at the airports, hotels, restaurants, shops, tourist attractions, travel agency; as well as telephone communication for tourism business

**0106 974      Communicative Chinese for Tourism and Hotel 3      3(2-2-5)**

**Prerequisite: 0106 973 Communicative Chinese for Tourism and Hotel 2**

Practice of listening, speaking, reading and writing skills using vocabulary, idioms, words and dialogue in Chinese for tourism and hotel business; for in offices and presenting the products and service

**Korean for Professional Field**

**0163 901      Basic Korean 1      3(2-2-5)**

Reading and writing skills using Korean characters: Introduction to Basic Korean grammar

**0163 902      Basic Korean 2      3(2-2-5)**

**Prerequisite: 0163 901 Basic Korean 1**

Listening, speaking, reading, and writing skills: Korean passages and grammar on a higher level than Elementary Korean; focusing on the ability to correctly short conversations and passages using everyday

**0163 903      Korean Communication for Tourism and Hotel 1      3(2-2-5)**

**Prerequisite: 0163 902 Basic Korean 2**

Korean listening and speaking skills; using vocabulary and expressions in the field of tourism and hotel business for conversations in various situations. For example; greeting, self-

introduction, making appointment, giving information, welcoming, negotiation, giving service assistance and etc.

**0163 904      Korean Communication for Tourism and Hotel 2      3(2-2-5)**

**Prerequisite: 0163 903 Korean Communication for Tourism and Hotel 1**

Korean for communication related to tourism and hotel management through the role-play classroom involving the following situations: at the airports, hotels, restaurants, shops, tourist attractions, travel agency; as well as telephone communication for tourism business and etc

**0163 905      Korean Communication for Tourism and Hotel 3      3(2-2-5)**

**Prerequisite: 0163 904 Korean Communication for Tourism and Hotel 2**

Reading and writing skills using Korean for tourism and hotel business; communication in offices; asking for service; as well as language etiquette in various situations

### **Japanese for Professional Field**

**0186 404      Basic Japanese 1      3(2-2-5)**

Reading and writing Hiragana and Katakana; Japanese word and Introduction to Basic Japanese grammar

**0186 405      Basic Japanese 2      3(2-2-5)**

**Prerequisite: 0186 404 Basic Japanese 1**

Listening, speaking, reading and writing skills by easy vocabulary and expressions in the field of tourism and hotel business. Japanese passages and grammar; focusing on the ability to correctly short conversations and passages using everyday

**0186 406      Japanese Communication for Tourism and Hotel 1      3(2-2-5)**

**Prerequisite: 0186 405 Basic Japanese 2**

Japanese listening and speaking skills; using vocabulary and expressions in the field of tourism and hotel business for conversations in various situations

**0186 407      Japanese Communication for Tourism and Hotel 2      3(2-2-5)**

**Prerequisite: 0186 406 Japanese Communication for Tourism and Hotel 1**

Japanese for communication related to tourism and hotel management through the role-play classroom involving the following situations

**0186 408      Communicative Japanese for Tourism and Hotel 3      3(2-2-5)**

**Prerequisite: 0186 407 Communicative Japanese for Tourism and Hotel 2**

Japanese conversation for communication in business services, tourism, and hotel; as well as language etiquette in various situation

**Professional Training Courses      No less than      6 credits**

**1003 491      Professional Training in Tourism and Hospitality Industry      6(400 hours)**

Professional training in the government or private sectors related to tourism or Hospitality industries in Thailand or other countries under the approval of the university the assessment will be Satisfactory (S) / Unsatisfactory (U)



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