

# Bachelor of Arts Program in Hospitality Industry

(Revised Curriculum 2023)

Major : Tourism Industry and Airline Business

Possible Careers offer Graduation :

- Guide and Tour Guides
- Travel agency operations department
- Ticketing and ticketing staff
- Airline Staff
- Airport receptionist
- Tour Operator

Curriculum Credits :

Not less than 120 credits

Study 3 years for coursework (not summer Semester)

Internship 4 months

Language :

Thai and English

Course :

General Education	24	credits
Field of Specialization	90	credits
- Core Courses	24	credits
- Major	54	credits
- Internship	12	credits
Free Electives	<u>6</u>	credits
Total	<u>120</u>	credits

Core Courses        24        credits

- Introduction to Hospitality Industry
- Consumer Behavior and Cross Cultural Communication
- Service Psychology and Customer Relationship Management
- Human Resources Management in Hospitality Business
- Innovation and Digital Technology for Hospitality Industry
- Personality Development in Hospitality Industry
- Marketing for Hospitality Industry in Digital Era
- Logistics for Hospitality Industry

Major                    54        credits

- Tour Planning and Organizing
- Sustainable Tourism Management
- Tourist Guide
- Meetings, Incentives, Conventions and Exhibitions (MICE)
- Recreational Activities for Tourism
- Airline Reservation and Ticketing
- Geography for Tourism Industry and Aviation Business
- Thai Heritage and Culture for Tourism
- Aviation Safety and Security Management
- Passenger Ground Service Management
- Survey and Research for Tourism Industry and Aviation Business
- Tour Business and Travel Agency Management
- Seminar on Tourism Industry and Aviation Business
- In-flight Services Management
- English for Tourism Industry and Airline Business 1

- English for Tourism Industry and Airline Business 2
- English for Tourism Industry and Airline Business 3
- English for Tourism Industry and Airline Business 4

Internship            12       credits

- Hospitality Industry Operation 1
- Hospitality Industry Operation 2
- Cooperative and Work Integrated Education

Free Electives       6       credits

- Universal History for Tourism
- Principles of Air Cargo Management