Curriculum of Bachelor of Arts Program in Integrated Tourism Management (International Program)

Curriculum Structure

The total number of credits 131 credits

1) General Education at least 30 credits
   - Sciences and Mathematics Subject Group 6 credits
   - Language Subject Group 12 credits
   - Social Sciences Subject Group 4 credits
   - Humanities Subject Group 6 credits
   - Physical Education Subject Group 2 credits

2) Specific Subjects at least 95 credits
   - Core Subjects at least 24 credits
   - Major Subjects at least 35 credits
   - Specific Elective Subjects at least 36 credits
     - Tourism Subject Group 12 credits
     - Language Subject Group 24 credits

(Students must study the same language as that selected in General Education.)

3) Free Elective Subjects at least 6 credits

Subjects in Each Group

(1) General Education 30 credits

Sciences and Mathematics Subject Group 6 credits
01999211 Mathematics and Computers in Everyday Life 3(2-2-5)
01999213 Environment, Technology and Life 3(3-0-6)

Social Sciences Subject Group 4 credits
01371111 Use of Library Resources 1(1-0-2)

Select one subject from the followings:
01999041 Economics for Better Living 3(3-0-6)
01999141 Man and Society 3(3-0-6)

Humanities Subject Group 6 credits

Select two subjects from the followings:
01999031 The Heritage of World Civilizations 3(3-0-6)
01999032 Thai Studies 3(3-0-6)
01999033 Arts of Living 3(3-0-6)

**Language Subject Group** 12 credits
01999021 Thai Language for Communication 3(3-0-6)

Select one language for 9 credits from the followings:
01356XXX French 9(-)
01357XXX German 9(-)
01358XXX Japanese 9(-)
01362XXX Chinese 9(-)

**Physical Education Subject Group** 2 credits
01175XXX Physical Education Activities 1, 1(0-2-2)

(2) **Specific Subjects** 95 credits

**Core Subjects** 24 credits
01108101 Introduction to Economics 3(3-0-6)
01111371 Economics Principles of Travel and Tourism Industry 3(3-0-6)
01132111 Principles of Management 3(3-0-6)
01391111 Service Industry Psychology 3(3-0-6)
01418113 Computer and Information Technology 3(2-2-5)
01583211 Tourism and Hospitality Industry 3(3-0-6)
01583291 Inter-Personal Skills and Cross-Cultural Communication 3(3-0-6)
01583292 Tourism and Hospitality Laws 3(3-0-6)

**Major Subjects** 35 credits
01583212 Tour Business Management 3(3-0-6)
01583293 Consumer Behavior in Tourism 3(3-0-6)
01583311 Tourism and Hospitality Industry Marketing 3(3-0-6)
01583312 Human Resource Management in Tourism and Hospitality Business 3(3-0-6)
01583313 Tourism Resource Management 3(3-0-6)
01583314 Specific-Purpose-Tourism Management 3(3-0-6)
01583315 Tourism Industry Planning and Development 3(3-0-6)
01583390 Cooperative Education Preparation 1(1-0-2)
01583490 Cooperative Education 6(-)
01583491 Basic Research Methods in Integrated Tourism Management 3(3-0-6)
01583492 Business Ethics for Tourism Industry 3(3-0-6)
01583497 Seminar 1(1-0-2)
### Specific Elective Subjects

#### Tourism Subject Group  
12 credits
01583213 Airline Business Management  
01583221 Geography for Global Tourism  
01583316 Economics of Tourism  
01583317 Recreation and Tourism  
01583318 Souvenir Business Management  
01583321 Food and Beverage Service Management  
01583322 Thai Culinary Arts Theory and Practice  
01583411 Meeting, Incentive, Convention and Exhibition

#### Industry Management
01583421 Restaurant Management  
01583422 Lodging and Hotel Management  
01583431 Tourism Information System Management

#### Language Subject Group  
24 credits
Students must study the same language as that selected in General Education. Schedule of language courses will be confirmed in the beginning of the semester.

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01583482* Chinese for Service Business Administration 3(2-2-5)

(3) Free Elective Subjects at least 6 credits

Under advisors’ supervision, students can study any subject conducted by other International Programs of Kasetsart University.

Course Descriptions

01108101 Introduction to Economics 3(3-0)
Fundamental micro and macro-economics emphasizing the meaning and broad scope of the economy. Basic economic problems. Demand, supply, and market mechanism. Consumer behavior. Cost, revenue and equilibrium of the firm. National income. Public finance. Money and banking. International trade. Economic development with special reference to the Thai case. (For student of all faculties except the Faculty of economics and Business Administration.)

01111371 Economics Principles of Travel and Tourism Industry 3(3-0-6)
An overview of the travel and tourism industry in economics aspect. Emphasis on historical, behavioral, societal, economic, and business aspects of travel and tourism including economic analysis of impacts from tourism industry.

01132111 Principles of Management 3(3-0)
Concepts of administration and management, scientific management and human relation approach, bureaucracy system, business structure, function and classification, the influences of environment to business administration, management process and executive, significant roles and activities.

01371111 Use of Library Resources 1(1-0)
Library resources, use of search tools, writing references.

01391111 Service Industry Psychology 3(3-0)
Social behavior of individuals. Learning, motivation, and social values in work and relaxation. Adapting psychological theories to work and service.
01418113 Computer and Information Technology 3(2-2-5)

Computer and information technology basic concepts, characteristics and components of computer systems, computer networks, Internet and World Wide Web, computer applications, principles of information system development, security and privacy, computer ethics.

01583211 Tourism and Hospitality Industry 3(3-0-6)


01583212 Tour Business Management 3(3-0-6)

Meaning, significance, concepts, types, structure and operations of tour businesses. Management and strategic plan cooperation of tour operators, travel agencies and other related businesses. Formulation of policies, goals, production, marketing development. Personnel, financial management and overall operational functions of tour corporate.

01583213 Airline Business Management 3(3-0-6)

Overview of passenger transportation for tourism. Local transportation network and international linkage system. International airline business management, alliance and consolidation of airline, low cost airline management, marketing and routing. Computer reservation system (CRS) and airline ticketing. Airport formalities. Custom formalities and restricted items. Field trip required.

01583221 Geography for Global Tourism 3(3-0-6)

Geography of Thailand and other countries as world tourism region. The principles, concept of geographical features, climate, natural resources related to tourism industry. Application of ecological and geographical information to routing and conducting tours in natural tourist destinations in Thailand and foreign countries. Field trip required.

01583251 French for Conversation and Communication 3(2-2-5)

French listening and speaking skills appropriate for conversation and communication in different situations. Greeting, self introduction, appointment, giving information, language usage in reception situations, situation in the past and work planning in the future.

01583252 French for Business Communication 3(2-2-5)

01583261 German for Conversation and Communication 3(2-2-5)

German listening and speaking skills appropriate for conversation and communication in different situations. Greeting, self introduction, appointment, giving information, language usage in reception situations, situation in the past and work planning in the future.

01583262 German for Business Communication 3(2-2-5)


01583271 Japanese for Conversation and Communication 3(2-2-5)

Japanese listening and speaking skills appropriate for conversation and communication in different situations. Greeting, self introduction, appointment, giving information, language usage in reception situations, situation in the past and work planning in the future.

01583272 Japanese for Business Communication 3(2-2-5)


01583281 Chinese for Conversation and Communication 3(2-2-5)

Chinese listening and speaking skills appropriate for conversation and communication in different situations. Greeting, self introduction, appointment, giving information, language usage in reception situations, situation in the past and work planning in the future.

01583282 Chinese for Business Communication 3(2-2-5)


01583291 Inter-Personal skills and Cross-Cultural Communication 3(3-0-6)

Cross-cultural communication in relation to tourism and hospitality industry. Understanding the character and attitudes towards foreigners. Analysis of verbal and non-verbal communication between Western and Eastern cultures. Interactional skills creativity development between cultures. Arts of establishing personal relations and public relations, including negotiation and conflicts management.

01583292 Tourism and Hospitality Laws 3(3-0-6)

Principle law applied to the tourism and hospitality industry. Legal consideration for hotel, travel agent and other businesses related to this industry regarding guest safety, property loss, the right of guest and the responsibility of administration department in order to create ethical corporate culture.
01583293 Consumer Behavior in Tourism 3(3-0-6)
Factors influencing tourism consumption and trends. Motivation, decision making process. Characteristics of tourism consumption and tourist behavior differences in social, cultural, economical demographical and psychological aspects. Tourism product and service development to suit the need and expectation of tourist market segments.

01583311 Tourism and Hospitality Industry Marketing 3(3-0-6)
Resources and variables in developing marketing strategy in the tourism and hospitality industry. Tourism marketing mix development. Sales and marketing research techniques. Marketing planning and development in the national and international level. Network building for the integrated marketing promotion in business components of the tourism and hospitality industry.

01583312 Human Resource Management in Tourism and Hospitality Business 3(3-0-6)

01583313 Tourism Resource Management 3(3-0-6)
Meaning and significance of tourism resources. Management and planning of natural and manmade tourism resources. Management of tourism services and facilities for tourist at tourist destinations both managing by public and private enterprises. Evaluation of efficiency and effectiveness of tourism services. Impact of monitoring and evaluation of tourism resources.

01583314 Specific Purposes Tourism Management 3(3-0-6)
Concepts, types, forms, characteristics and significance of specific purposes tourism: environmental studies tourism, leisure tourism, sport tourism, socio-cultural tourism. Factors affecting and responding tourism demand, value-added and development. Field trip required.

01583315 Tourism Industry Planning and Development 3(3-0-6)

01583316 Economics of Tourism 3(3-0-6)
01583317 Recreation and Tourism 3(3-0-6)


01583318 Souvenir Business Management 3(3-0-6)

Meaning, evolution, importance, forms, characteristics and identities of souvenir. Generic souvenir and souvenirs of places or tourist attractions. Functional items souvenir, handicraft, raw materials. Souvenir design, production, packaging, marketing and souvenir business development. Roles of government and private agencies for souvenir development. Case study and field trip required.

01583321 Food and Beverage Service Management 3(3-0-6)

Classification of service establishment. Organization and personnel management. Type of services. Form of supplies and equipment for food and beverage service. Food and beverage knowledge. Menu planning and pricing. Banquet and catering. Table setting. Food and beverage service procedure and technique. Staffing. Food and beverage cost control. Sanitation and safety. Quality assurance in food and beverage service.

01583322 Thai Culinary Arts Theory and Practice 3(2-3-5)

An introduction in practice to the basic skills and procedures involved of Thai culinary. Method of preparation, cooking and presentation. Characteristics of Thai food, major ingredient and how to plan a typical menu for different ethnic cuisines common in Thailand.

01583351 French for Tourism Business 3(2-2-5)

French used in providing basic information about tourism and hotel industry. Use of French in conducting tours of historical and archeological sites in Thailand. Explaining and giving information for tourists on Thai arts, culture, and ways of living.

01583352 French for Tour Conducting 3(2-2-5)

French language and professional skills required to perform effectively in conducting tours of historical and archeological sites located both in Thailand and aboard. Use of French in answering inquiry about Thai arts, crafts, culture, and ways of living.

01583353 French for Tourism Personnel 3(2-2-5)

Integration of listening, speaking, reading and writing skills of French to communicate and solve problems concerning tourism and hotel industry. Performing of role simulations as being a clerk in travel agency or airline company, a tour guide, and a receptionist. Project writing, oral presentation, and discussion required.
01583354 French for Hospitality Industry 3(2-2-5)
Use of French in hospitality industry emphasized on formal language for service staff in every operation procedure in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583361 German for Tourism Business 3(2-2-5)
German used in providing basic information about tourism and hotel industry. Use of German in conducting tours of historical and archeological sites in Thailand. Explaining and giving information for tourists on Thai arts, culture, and ways of living.

01583362 German for Tour Conducting 3(2-2-5)
German language and professional skills required to perform effectively in conducting tours of historical and archeological sites located both in Thailand and aboard. Use of German in answering inquiry about Thai arts, crafts, culture, and ways of living.

01583363 German for Tourism Personnel 3(2-2-5)
Integration of listening, speaking, reading and writing skills of German to communicate and solve problems concerning tourism and hotel industry. Performing of role simulations as being a clerk in travel agency or airline company, a tour guide, and a receptionist. Project writing, oral presentation, and discussion required.

01583364 German for Hospitality Industry 3(2-2-5)
Use of German in hospitality industry emphasized on formal language for service staff in every operation procedure in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583371 Japanese for Tourism Business 3(2-2-5)
Japanese used in providing basic information about tourism and hotel industry. Use of Japanese in conducting tours of historical and archeological sites in Thailand. Explaining and giving information for tourists on Thai arts, culture, and ways of living.

01583372 Japanese for Tour Conducting 3(2-2-5)
Japanese language and professional skills required to perform effectively in conducting tours of historical and archeological sites located both in Thailand and aboard. Use of Japanese in answering inquiry about Thai arts, crafts, culture, and ways of living.

01583373 Japanese for Tourism Personnel 3(2-2-5)
Integration of listening, speaking, reading and writing skills of Japanese to communicate and solve problems concerning tourism and hotel industry. Performing of role simulations as being a clerk in travel agency or airline company, a tour guide, and a receptionist. Project writing, oral presentation, and discussion required.
01583374 Japanese for Hospitality Industry 3(2-2-5)

Use of Japanese in hospitality industry emphasized on formal language for service staff in every operation procedure in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583381 Chinese for Tourism Business 3(2-2-5)

Chinese used in providing basic information about tourism and hotel industry. Use of Chinese in conducting tours of historical and archeological sites in Thailand. Explaining and giving information for tourists on Thai arts, culture, and ways of living.

01583382 Chinese for Tour Conducting 3(2-2-5)

Chinese language and professional skills required to perform effectively in conducting tours of historical and archeological sites located both in Thailand and abroad. Use of Chinese in answering inquiry about Thai arts, crafts, culture, and ways of living.

01583383 Chinese for Tourism Personnel 3(2-2-5)

Integration of listening, speaking, reading and writing skills of Chinese to communicate and solve problems concerning tourism and hotel industry. Performing of role simulations as being a clerk in travel agency or airline company, a tour guide, and a receptionist. Project writing, oral presentation, and discussion required.

01583384 Chinese for Hospitality Industry 3(2-2-5)

Use of Chinese in hospitality industry emphasized on the formal language for service staff in every operation procedure in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583390 Cooperative Education Preparation 1(1-0-2)


01583411 Meeting, Incentive, Convention and Exhibition Industry Management 3(3-0-6)

Overview of meeting, incentive, convention and exhibition industry management. Components, types and objective of event. Factors in selecting places and technology for organizing of events. Roles and responsibilities of organizers. Logistical support systems, marketing, strategic sales planning, operation, monitoring and pre and post event evaluation. The impacts of MICE industry on the host communities, national and international level.

01583421 Restaurant Management 3(3-0-6)

Knowledge of commercial food preparation and service in restaurant business. Purchasing and
techniques of management for each type of restaurant. Menu pricing. Budgeting and cost control. Analysis of operational problems of restaurant.

01583422 Lodging and Hotel Management 3(3-0-6)


01583431 Tourism Information Systems Management 3(3-0-6)

Use of tourism information system. Management of tourism service information system by computer technology. Applying tourism information in tourism business management and administration. Impact of information technology changes on tourism business channel of distribution, decision making and problem solving in tourism of public and private sectors.

01583451 French for Professional Service 3(2-2-5)

Use of professional terms of French in hospitality industry to provide the best services to clients and guests in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583452 French for Service Business Administration 3(2-2-5)

Integration of listening, speaking, reading and writing skills of French. Role play, simulation and group interaction as a service provider in hotel business, food and beverage services, travel agencies, tour operations, recreation services and other related services. Project writing, oral presentation, and discussion required.

01583461 German for Professional Service 3(2-2-5)

Use of professional terms of German in hospitality industry to provide the best services to clients and guests in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583462 German for Service Business Administration 3(2-2-5)

Integration of listening, speaking, reading and writing skills of German. Role play, simulation and group interaction as a service provider in hotel business, food and beverage services, travel agencies, tour operations, recreation services and other related services. Project writing, oral presentation, and discussion required.

01583471 Japanese for Professional Service 3(2-2-5)

Use of professional terms of Japanese in hospitality industry to provide the best services to clients and guests in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.
01583472 Japanese for Services Business Administration 3(2-2-5)

Integration of listening, speaking, reading and writing skills of Japanese. Role play, simulation and group interaction as a service provider in hotel business, food and beverage services, travel agencies, tour operations, recreation services and other related services. Project writing, oral presentation, and discussion required.

01583481 Chinese for Professional Service 3(2-2-5)

Use of professional terms of Chinese in hospitality industry to provide the best services to clients and guests in hotel, food and beverage services, travel agencies, tour operations, recreation services and other related services.

01583482 Chinese for Service Business Management 3(2-2-5)

Integration of listening, speaking, reading and writing skills of Chinese. Role play, simulation and group interaction as a service provider in hotel business, food and beverage services, travel agencies, tour operations, recreation services and other related services. Project writing, oral presentation, and discussion required.

01583490 Cooperative Education 6 ( - - )

On the job training as a temporary employee according to assigned project including report and presentation.

01583491 Basic Research Methods in Integrated Tourism Management 3(3-0-6)

Principles and research methods in integrated tourism management, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.

01583492 Business Ethics for Tourism Industry 3(3-0-6)

Concept of ethics in business operation in tourism and hospitality industry. Roles and responsibilities of national and international business organization towards clients and society. Establishment of ethics and codes of conduct in tourism business. Application of moral philosophy and ethical concepts in decision – making, problem solving and tourism business ethics development effectively.

01583497 Seminar 1(1-0-2)

Presentation and discussions on current interesting topics in integrated tourism management at the bachelor’s degree level.

01999021 Thai Language for Communication 3(3-0)

Communication of the Thai language, thoughts and language usage, language and society, and the skill development of the Thai language for communication.
01999031 The Heritage of World Civilizations 3(3-0)

World heritage of socio-economics, governments, intellectual knowledge, religious beliefs, arts, literature and human communications from prehistory to the present to gain an appreciation of the creative works of humanity.

01999032 Thai Studies 3(3-0)

History, religions, language, literature, arts, local wisdom, and the lifestyle of Thai; in the past, present and future trend.

01999141 Man and Society 3(3-0)


01999211 Mathematics and Computer in Everyday Life

Application on mathematics, statistics and computer programs to natural resources and social economic, data acquisition, data interpretation by simplified mathematical models and the application of computer programs on calculation and data presentation.

01999213 Environment, Technology and Life 3(3-0)

Environment, technology, life and their interaction, evolution of technology and environmental impact, application of science and technology for quality of life and sustainable resources utilization. Case study and field trip.

01175XXX Physical Education Activities 1, 1(0-2-2)

Schedule for Physical Education courses will be confirmed in the beginning of the semester.

01175111 Track and Field 1(0-2)

History, techniques and basic skills in running, relay, and hurdle, basic skills in several kind of field events, regular and rules in competition.

01175112 Badminton 1(0-2)

History, basic skills in playing badminton, forehand, backhand, drive, short, hit and serving techniques, strategies in playing single, double, and mixed double, regular and rules.

01175113 Lawn Tennis 1(0-2)

History, techniques and basic skills in playing lawn tennis strategies in playing single, double and mixed double, regular and rules.
01175114 Table-Tennis

History, basic skills in table-tennis, equipments and how to taking care of them, techniques and tactics in playing in single, doule, mixed double, regular and rules.

01175115 Shooting

Techniques and basic skills in shooting, self-preparation in shooting, shooting styles and goal setting, how to be saved from gun using, regular and rules in competition.

01175116 Gymnastics

History, basic skills in movement toward gymnastics, several types of gymnastics, how to play trampoline, to jump, to move in several styles in continuous and practice how to save oneself, regular and rules.

01175117 Archery

History, how to use and keep the equipments, basic skills in archery, regular and rules.

01175121 Basketball

History, techniques and basic skills in basketball, strategies in team playing, regular and rules.

01175122 Soccer

History, techniques and basic skills in soccer, strategies and team playing, regular and rules.

01175123 Volleyball

History, basic skills and techniques in team playing, regular and rules.

01175124 Handball

History, basic skills in handball, fundamental skills in movement, keeping the ball, dribbling, shooting and team playing, regular and rules.

01175125 Softball

History, basic skill and team playin general knowledge, regular and rules in softball.

01175126 Takraw

History, basic skill and techniques in playing, how to use and keep the equipments regular and rules.

01175127 Hockey

History, basic skills in individual and team players, responsibilities in each positions, team playing
strategies, regular and rules.

01175128 Rugby Football 1(0-2)
History, basic skills in individual and team players, responsibilities in each positions, how to be saved in playing. Rules and regular.

01175131 Swimming 1(0-2)
History and benefits of swimming, basic skills in several kinds of swimming, how to use and keep the equipments, how to be saved from swimming, regular and rules.

01175132 Life Saving 1(0-2)
History, basic skills in several types of strokes in swimming, basic skills and techniques for being life-guard, how to use the equipments for life saving.

01175133 Diving 1(0-2)
History, basic skills and techniques in diving, how to be saved from diving, regular and rules.

01175134 Water Polo 1(0-2)
History, basic skills and techniques in water-polo, passing, receiving, dribbling, shooting and how to be the goal-keepers, strategies in team playing and how to be saved while playing in the water, regular and rules.

01175141 Aerobic Dance 1(0-2)
History, definition, principles and methods of aerobic exercises, several steps in aerobic dance, factors for physical fitness development, knowledge and rules for aerobic dance practice.

01175142 Folk Dance (0-2)
History and the benefits of folk-dance and square-dance, format of folk dance and square dance, dance rhythm, basic skills of folk dance and square dance from various countries.

01175143 Social Dance 1(0-2)
History and basic skills in social-dance, direction and how to lead and follow partner, how to move in various kinds of steps in dancing.

01175144 Thai Classical Dance 1(0-2)
History and benefits of Thai-classical dance, basic skills in various types of Thai classical dance.

01175151 Thai Fencing 1(0-2)
History and values of Thai-fencing, how to use, keep and to be saved from using the equipment,
techniques and skills in fighting and defending, regular and rules.

01175152 Fencing  
History and values in fencing, basic skills and techniques in offensing and defensing, using and keeping the equipments, knowing how to be saved, regular and rules.

01175153 Thai Boxing  
History, values and benefits of Muay-Thai, basic skills and techniques in offensing and defensing, knowing how to move, body balancing, using knees, feet and elbow, regular and rules.

01175154 Boxing  
History, basic skills of boxing, strategies in offensing and defensing. Regular and rules.

01175155 Judo  
History and values of judo, regular and rules, knowing how to be saved from playing, basic skills in judo, offensing and defensing in judo fighting.

01175156 Aikido  
History, basic skills in aikido, movement skills using hands and feet, falling techniques and how to be saved from playing, regular and rules.

01175157 Sword and Pole Fighting  
History, basic skills in sword and pole fighting, various types of weapons, offensing and defensing positions, knowing how to use, keep and to be saved the equipments.

01175158 Wrestling  
History, techniques and basic skills in wrestling, strategies in playing and competition, knowing how to be saved from practicing, regular and rules.

01175159 Karate  
History, basic skills in karate knowing how to pay respect to each other, techniques of using hands and feet, regular and rules.

01175161 Contract Bridge  
History, techniques and basic skills in contract bridge, strategies in single, double and team playing, regular and rules.

01175162 Bowling  
History, techniques and basic skills in bowling, knowing how to use, keep the equipment,
regular and rules.

01175163 Golf 1(0-2)

History, techniques and basic skills in playing golf, knowing how to use, keep, and to be save from the equipments, regular and rules.

01175164 Cycling 1(0-2)

History, values and benefits of cycling, traffic rules in cycling, knowing how to use, keep and to be saved from the equipments, regular and rules.

01175165 Weight Training 1(0-2)

History, basic skills in weight training, the different between weight training and weight lifting, methods of weight training programs construction for individuals, weight training programs for physical fitness development.