

COURSE DETAILS

A separate sheet should be completed for each course.

Course title	Bachelor of Arts Program in Tourism
Entry qualifications	1. Must have graduated or 2. To receive graduate status of their high school, successfully completed Grade 12 or equivalent
Maximum number in class	40 people
Average class contact hours per week	15-21 hours per week
Examining body	RMUTT
Academic level	Bachelor of Arts Program in Tourism
Certificate awarded, and by whom	Ministry of Education
Duration of course	4 years
Teacher/Course Leader responsible for the course	Miss Pimpika Thongrom, Ph.D.
Brief outline of the course content and its delivery	<p>Students must complete at least 136 credits of the curriculum</p> <p>A. General Education Courses 30 credits</p> <p>B. Specialized Courses 100 credits</p> <p>Basic Core Courses</p> <ul style="list-style-type: none"> - Tourism Industry - Introduction to Hotel Business - Service Psychology - Information Technology for Tourism and Hotel - Tourist Behaviors and Cross Cultural Communication - English for Tourism and Hotel - Human Resources Management for Tourism and Hotel

- Law and Professional Ethics for Tourism and Hotel

Major Required Courses

- Tourism Geography and Natural Tourism Resources
- History of Art
- Tour Guiding
- Cultural Tourism Resources in Thailand
- Marketing for Tourism Industry
- English for Tourism
- Tour Operation and Travel Agent Management
- Tour Operation and Planning
- Tour Managing
- English for Tour Guides
- Research Methodology for Tourism
- English for Thai Studies
- Sustainable Tourism Management

C. Free Elective Courses 6 credits