

Course Detail
Master of Arts Program in Tourism and Hospitality Management

Course Title:	Master of Arts Program in Tourism and Hospitality Management
Master Degree:	Master of Arts Program in Tourism and Hospitality Management
Academic Institution:	Faculty of Business, Economics and Communications, Naresuan University
Duration:	2 years (June 2024 – March 2026)

Background and Rational:

Focus on building researchers in terms of tourism with intensive theory and practice as well as hospitality and other concerns to adapt research to build service innovation to respond to changes of landscape and the competitiveness of the international tourism industry.

Integrated teaching, learning, and the art of service in the time of disruption technology. Supporting creativity, service mindedness, and entrepreneurship in the tourism industry, such as travel agencies, hotel and aviation business, and MICE businesses, focusing on applying knowledge to real life situations.

- Full-time and Associate Faculty's names and degrees which expert in tourism
- Asst. Prof. Dr. Siripen Dabphet, Head of Tourism Program, Thailand Research Fund Researcher
 - Dr. Jaruwan Daengbuppha, Assistant Vice President, Thailand Research Fund Researcher
 - Dr. Ketwadee Buddhahumbhitak, Thailand Research Fund Researcher
 - Dr. Petchsi Nonsiri, Naresuan University Researcher

Objectives:

Intensive tourism study which integrates theory and practice as well as outstanding Thai hospitality development with modern technology 4.0.

Course Synopsis and Methodology:

(1) Study plan

Instruction Model

Plan A type A2 (Monday-Friday)

- Core courses (15 credits)
- Elective courses (9 credits)
- Non-credit courses (4 credits)
- Thesis (12 credits)
- Depend on student

(2) Course Content

Plan A type A2 Total 36 credits

- Course not less than 24 credits
 - Core courses (15 credits)
 - Elective courses (9 credits)
- Thesis (12 credits)
- Non-credit courses (4 credits)

1) Course not less than 24 credits

1.1) Core courses (15 credits)

Tourism and Hospitality Industry Development

Multidisciplinary Studies in Tourism and Hospitality Industry Management

Tourist Behavior and Consumer Culture Analysis

Organizational Psychology and Human Resource Management in Tourism and Hospitality Industry

Strategic Marketing and Innovation in Tourism and Hospitality Industry

1.2) Core courses (15 credits)

Hospitality Education for Sustainability in Tourism and Hospitality Industry

Convention, Events and Exhibition Management

Hospitality Quality Management in Thai ways

Thai Hospitable Leader

Innovative Managerial under Crisis Circumstances in MICE Business

Urban Tourism and Creative Place-making

Strategic Management for Health Tourism

Multicultural Management in Tourism and Hospitality Industry

Digital Technology Management for Tourism Industry

2) Thesis (12 credits)

Thesis 1, Type A 2

Thesis 2, Type A 2

Thesis 3, Type A 2

3) Non-credit courses (4 credits)

Research Methodology in Social Sciences

Seminar in Tourism and Hospitality Management 1

Applicant Qualifications

- At least 1 year of work experience or the decision of the committee.

- English Proficiency Test:

Applicant must hold a minimum score of English proficiency from either TOEFL (paper based or internet based; not TOEFL ITP) or IELTS as shown in the followings:

- | | |
|------------------------|----------------------------------|
| • Paper-based TOEFL | 417, 453 (International Program) |
| • Internet-based TOEFL | 35, 46 (International Program) |
| • IELTS | 5.0, 5.5 (International Program) |

Document Required

- TIPP application form (Download at: <https://tica-thaigov.mfa.go.th/en/page/75500-tipp-application-form?menu=605b13dbb6f1b76ed31778b3>)

- Medical Report (If candidates had submitted other health certificates without the TICA medical report form, their application will not be accepted for consideration)

- Transcript of Bachelor's degree (to show the courses that you have learnt throughout Bachelor's degree) with at least GPA. 2.75

- Certificate of Bachelor's degree

- English test score (e.g. TOEFL (Paper based 417 or 453) (Internet based 35 or 46) or IELTS (5.0,5.5))

- Recommendation Letter (At least 3 people)

- Proposal and work experience certificate

Contact:

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***The application procedure will complete when TICA has received the hard copy of the application form and other related documents through the Royal Thai Embassy/Permanent Mission of Thailand to the United Nations/Royal Thai Consulate – General accredited to eligible countries/territories.