

**Bachelor of Arts Curriculum
Tourism Industry Program
(Bilingual Program)**

1. Name of Curriculum

Bachelor of Arts Program in Tourism Industry (Bilingual Program)

2. Name of Degree

Bachelor of Arts (Tourism Industry)

B.A. (Tourism Industry)

3. Careers Offered to Graduates

1. Ground Service staff
2. Airport administrative staff
3. Flight attendants
4. Hotel staff
5. Tour guide
6. Tour operator

4. Total number of credits

138 Credits

5. Subjects

1. General Education	30	Credits
1.1 Mathematics and Sciences	6	Credits
1.2 Humanities and Social Sciences	12	Credits
1.3 Languages	12	Credits
2. Major Courses	93	Credits
2.1 Foundation Courses	24	Credits
2.2 Major Courses	69	Credits

2.2.1 Major Requirement	(30 Credits)
2.2.2 Major Selective	(39 Credits)
3. Free Elective	6 Credits
4. Cooperative Education	9 Credits

Foundation Courses

93 Credits	706 - 101 Introduction to Hotel and Tourism	3(3-0-6)
	706 - 102 Tourist Characteristics and Behavior	3(3-0-6)
	706 - 103 Cross-Cultural Communication	3(3-0-6)
	706 - 201 Human Resources Management	3(3-0-6)
	706 - 204 Tourism Geography	3(3-0-6)
	706 - 208 Service Psychology	3(3-0-6)
	706 - 301 Professional Ethics and laws for Hotel and Tourism	3(3-0-6)
	706 - 304 Information Technology for Hotel and Tourism	3(2-2-5)

Major Courses **69**

credits

Major Requirement

30 credits

706 - 202 Tourism Marketing 3(3-0-6)	
706 - 203 Logistics for Tourism Industry 0-6)	3(3-
706 - 209 Tourism Planning and Development 3(3-0-6)	
706 - 302 Tourism Resources Development 0-6)	3(3-
706 - 303 Accounting and Finance for Tour Business 3(2-2-5	
706 - 307 Survey and Research for Tourism 2-5)	3(2-
706 - 310 Tour Business and Tour Project Management 3(2-2-5)	
706 - 401 Sustainable Tourism 0-6)	3(3-
706 - 402 Tour Guiding 2-5)	3(2-
706 - 403 Seminar on Tourism 3(2-2-5)	

Major Selective Credits **39**

706 - 104 Aviation Industry 0-6)	3(3-
706 - 105 International Airline Business 0-6)	3(3-
706 – 205 Marketing Management for Airline Business 3(3-0-6)	

706 - 305 In-flight Service Management 2-5)	3(2-
706 - 306 Ground Service Management 2-5)	3(2-
706 – 308 Service Quality Control in Airline Business 3(3-0-6)	
706 - 309 Air Cargo Service 3(3-0-6)	
706 - 405 Civil Aviation Laws and Regulations 3(3-0-6)	
706 - 406 Airline Catering Management 2-5)	3(2-
706 – 407 Customer Relationship Management in Airline Business 3(3-0-6)	
706 – 408 Airport Management 3(3-0-6)	
706 – 409 Special Topics for Airline Business I 3(2-2-5)	
706 – 410 Special Topics for Airline Business II 3(2-2-5)	
706 – 411 Introduction to MICE Industry 3(3-0-6)	
706 - 206 English for Tourism I 2-5)	3(2-
706 - 207 English for Tourism II 2-5)	3(2-
706 - 210 English for Hotel 2-5)	3(2-
706 - 211 English for Airline Business I 2-5)	3(2-

706 - 212 English for Airline Business I I
2-5)

3(2-

706 - 311 Chinese for Airline Business
3(2-2-5)

706 - 312 Japanese for Airline Business
3(2-2-5)

Free Elective Subjects

6 Credits

Any subjects from Hatyai University Curricula

Cooperative subject

9 Credits

706 - 404 Cooperative Education
9(0-45-9)