

Bachelor of Education Curriculum

Tourism Industry (4 years) (Bilingual Program) B.E. 2019

Institution: Hatyai University

Faculty: Didyasarin International College

1. **Name of Curriculum:** Bachelor of Arts in Tourism Industry (Bilingual Program)

2. **Name of Degree and Department:** Bachelor of Arts, B.A. (Tourism Industry)

3. **Major:** English and Thai

4. **Credits on Curriculum:** 137 credits

5. **Patterns of Curriculum:**

5.1 Pattern Bachelor's Degree for 4 years

5.2 Kind Bachelor's Degree in Profession

5.3 Language: Thai and English

5.3 Admission: Thais and Foreigners

5.4 Collaboration: Individual Curriculum of the university

5.5 Degree: Single Degree

6. **Curriculum Status and Approval**

☒ Bachelor of Arts Tourism Industry Curriculum (4 years) (Bilingual Program)

☒ Initiation from 1st semester / 2019

☒ Approved by University Academic Council on 1st/2019, 28th February 2018

☒ Approved by University Council on 1st/2019, 15th June 2018

☒ Approved by Office of the Higher Education Commission on 3rd March 2019

7. **Curriculum Commencement**

Academic Year 2019

8. **Careers Offered to Graduates**

1. Staff in Airline Business (Cabin Crew /Ground staff)

2. Tour Guide

3. Tour Operator

4. Government agency such as Tourism Authority of Thailand (TAT)

9. **Curriculum Structure**

9.1 **Total Number of Credit** **137 Credits**

9.2 Structure

9.2.1 **General Education** **30 Credits**

1. Subject of know how to think 12 Credits

2. Subject of know how to uphold moral values 9 Credits

3. Subject of know how to be successful 9 Credits

9.2.2 **Specific Profession Courses** **90 Credits**

1. Fundamental Career 24 Credits

2. Specific Courses 66 Credits

2.1 Specific Compulsory (Tourism) 30 Credits

2.2 Specific Elective 36 Credits

2.2.1 Specific Interest 21 Credits

2.2.2 Language for Career 15 Credits

9.3 Free Elective

6 Credits

9.4 Cooperative Education

11 Credits

10. Study Plan

| 1 st Year | 1 st Semester | Credit | Lecture | Practice | Self-study |
|----------------------|--|-----------|-----------|----------|------------|
| 700-000 | Intensive English | 0 | 2 | 2 | 5 |
| 700-447 | Remedial English | 0 | 2 | 2 | 5 |
| 700-444 | Digital Literacy | 3 | 3 | 0 | 6 |
| 700-403 | Systematic Thinking | 3 | 3 | 0 | 6 |
| 700-401 | Thinking Design for Life and Career Planning | 3 | 3 | 0 | 6 |
| 700-421 | Digital and Global Citizen | 3 | 3 | 0 | 6 |
| 706-101 | Introduction to Hotel and Tourism | 3 | 3 | 0 | 6 |
| Total | | 15 | 19 | 4 | 40 |

| 1 st Year | 2 nd Semester | Credit | Lecture | Practice | Self-study |
|----------------------|--|-----------|-----------|----------|------------|
| 700-447 | Remedial English | 0 | 2 | 2 | 5 |
| 700-400 | Computational Thinking | 3 | 2 | 2 | 5 |
| 700-402 | Thai Wisdom and Local Creativity in Southern Thailand | 3 | 3 | 0 | 6 |
| 700-440 | English for Communication | 3 | 2 | 2 | 5 |
| 700-420 | Development of Sustainable Economy, Society, and Environment | 3 | 3 | 0 | 6 |
| 706-104 | Aviation Industry | 3 | 3 | 0 | 6 |
| 706-102 | Tourist Characteristics and Behavior | 3 | 3 | 0 | 6 |
| Total | | 18 | 18 | 6 | 39 |

| 1 st Year | Summer Semester | Credit | Lecture | Practice | Self-study |
|----------------------|-----------------------|----------|----------|----------|------------|
| 706-210 | English for Hotel | 3 | 2 | 2 | 5 |
| 700-407 | Movie and Music Study | 3 | 2 | 2 | 5 |
| Total | | 6 | 4 | 4 | 10 |

| 2 nd Year | 1 st Semester | Credit | Lecture | Practice | Self-study |
|----------------------|--------------------------------|-----------|-----------|----------|------------|
| 706-103 | Cross-Cultural Communication | 3 | 3 | 0 | 6 |
| 706-206 | English for Tourism I | 3 | 2 | 2 | 5 |
| 706-208 | Service Psychology | 3 | 3 | 0 | 6 |
| 706-213 | Community Based Tourism | 3 | 2 | 2 | 5 |
| 706-408 | Airport Management | 3 | 3 | 0 | 6 |
| 706-211 | English for Airline Business 1 | 3 | 2 | 2 | 5 |
| Total | | 18 | 15 | 6 | 33 |

| 2nd Year | 2nd Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|--|---------------|----------------|-----------------|-------------------|
| 706-201 | Human Resources Management | 3 | 3 | 0 | 6 |
| 706-204 | Tourism Geography | 3 | 3 | 0 | 6 |
| 706-105 | International Airline Business | 3 | 3 | 0 | 6 |
| 706-407 | Customer Relationship Management in Airline Business | 3 | 3 | 0 | 6 |
| 706-303 | Accounting and Finance for Tourism | 3 | 2 | 2 | 5 |
| 706-401 | Sustainable Tourism | 3 | 3 | 0 | 6 |
| Total | | 18 | 17 | 2 | 35 |

| 2nd Year | Summer Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|------------------------|---------------|----------------|-----------------|-------------------|
| 706-322 | Internship | 2 | 0 | 40 | 0 |
| Total | | 2 | 0 | 40 | 0 |

| 3rd Year | 1st Semester (Mobility Program) | Credit | Lecture | Practice | Self-study |
|----------------------------|---|---------------|----------------|-----------------|-------------------|
| | Free Elective | 3 | 3 | 0 | 6 |
| 706-203 | Logistics for Tourism Industry | 3 | 3 | 0 | 6 |
| 706-207 | English for Tourism 2 | 3 | 2 | 2 | 5 |
| 700-441 | English for Work | 3 | 2 | 2 | 5 |
| Total | | 12 | 10 | 4 | 22 |

| 3rd Year | 2nd Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|--|---------------|----------------|-----------------|-------------------|
| 706-304 | Information Technology for Hotel and Tourism | 3 | 2 | 2 | 5 |
| 706-307 | Survey and Research for Tourism | 3 | 2 | 2 | 5 |
| 706-310 | Tour Business and Tour Project Management | 3 | 2 | 2 | 5 |
| 706-402 | Tour Guiding | 3 | 2 | 2 | 5 |
| 700-422 | Self-Adjustment | 3 | 3 | 0 | 6 |
| 706-205 | Marketing Management for Airline Business | 3 | 3 | 0 | 6 |
| Total | | 18 | 14 | 8 | 32 |

| 3rd Year | Summer Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|--|---------------|----------------|-----------------|-------------------|
| 706-212 | English for Airline Business 2 | 3 | 2 | 2 | 5 |
| 706-301 | Professional Ethics and Laws for Hotel and Tourism | 3 | 3 | 0 | 6 |
| Total | | 6 | 5 | 2 | 11 |

| 4th Year | 2nd Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|----------------------------------|---------------|----------------|-----------------|-------------------|
| 706-406 | Airline Catering Management | 3 | 2 | 2 | 5 |
| 706-209 | Tourism Planning and Development | 3 | 3 | 0 | 6 |
| 706-202 | Tourism Marketing | 3 | 3 | 0 | 6 |
| 706-305 | In-flight Service Management | 3 | 2 | 2 | 5 |
| 706-306 | Ground Service Management | 3 | 2 | 2 | 5 |
| 706-403 | Seminar on Tourism | 3 | 2 | 2 | 5 |
| Total | | 18 | 12 | 6 | 38 |

| 4th Year | Summer Semester | Credit | Lecture | Practice | Self-study |
|----------------------------|------------------------|---------------|----------------|-----------------|-------------------|
| 706-404 | Cooperative Education | 9 | 0 | 45 | 9 |
| | Total | 9 | 0 | 45 | 9 |