



**Curriculum Information**  
**International School of Tourism**  
**Suratthani Rajabhat University**

**1. Curriculum Name**

Master of Arts in Tourism and Hospitality Business Management Program

**2. Title of the Degree and Major's Name**

Master of Arts (Tourism and Hospitality Business Management)

M.A. (Tourism and Hospitality Business Management)

**3. Total Credits**

Plan 1 (Thesis) at least 36 credits

Plan 2 (Independent study or Executive internship) at least 36 credits

**4. Types of The Curriculum**

- Duration : 2 years
- Language: Thai and International Language
- Students: Thai and International Students

**5. Program Education Objectives**

5.1 To produce graduates with in-depth knowledge in the science of tourism and hospitality business management, leading to the creation of knowledge in sustainable business management based on local resources to the international level.

5.2 To produce graduates with skills in design thinking, analyzing, criticizing and synthesizing knowledge for application, as well as being able to create new knowledge by applying research for sustainable management of tourism businesses and services based on local resources to the international level.

5.3 To produce graduates with morality, ethics, and professional ethics and have a good attitude towards the profession.

5.4 To produce graduates who are professional administrators with vision, leadership, be aware of change, interact with co-workers society and the environment appropriately and good personality of a professional administrator.

## 6. Career Opportunity

6.1 Tourism and service businesses such as department heads, department managers General Manager and entrepreneurs or business owners, etc.

6.2 Educational institutions such as teachers Course instructors, researchers, etc.

6.3 Government agencies such as academics, analysts, researchers, etc.

## 7. Applicant's Qualifications

7.1 Applicants must complete a bachelor's degree in any field from educational institutions both domestic and international. The completed degree is verified by the Office of the Civil Service Commission (CSC). They must have other qualifications according to the regulations of Surat Thani Rajabhat University regarding graduate education.

7.2 Applicants must have a cumulative grade point average of not less than 2.50 according to the 4-point system or equivalent or have working experience in related sciences for not less than 2 years or as determined by the committee Manage the prescribed curriculum.

7.3 Applicants must pass English language scores according to the announcement of Suratthani Rajabhat University regarding raising the standard of English proficiency at the graduate level.

## 8. Curriculum Structure

### Plan 1 : Thesis

1)	Fundamental Subject		None	credits
2)	Specialized Courses	at least	24	credits
2.1)	Core Courses		18	credits
2.2)	Elective Courses	at least	6	credits
3)	Thesis Courses	at least	12	credits

**Plan 2 : Executive Internship or Independent Study**

- 1) Fundamental Subject None credits
- 2) Specialized Courses at least 30 credits
  - 2.1) Core Courses 18 credits
  - 2.2) Elective Courses at least 12 credits
- 3) Executive Internship or Independent Study 6 credits

**9. Subjects****1) Fundamental Subject None credits**

Code	Subject Name	Credits
MTH100	Tourism and Hospitality Industry in the Global Dynamics	None

**2) Core Courses 18 Credits**

Code	Subject Name	Credits
MTH101	Research Methodology for Tourism and Hospitality	3(2-2-5)
MTH102	Sustainable Management for Tourism and Hospitality Based on Local Resources	3(3-0-6)
MTH103	Change Management and Human Resource Management in the Digital Era	3(3-0-6)
MTH104	Digital Marketing Management for Tourism and Hospitality Businesses	3(3-0-6)
MTH105	Strategic Management and Entrepreneurship for Tourism and Hospitality Businesses	3(3-0-6)
MTH106	Professional executive seminar for tourism and hospitality business	3(2-2-5)

**3) Elective Courses**

- 3.1) Plan 1 at least 6 Credits
- 3.2) Plan 2 at least 12 Credits

Code	Subject Name	Credits
MTH201	Design Thinking for Service Quality and Experience Management	3(3-0-6)
MTH202	Contemporary Issues in Destination and Event Management for Tourism	3(2-2-5)
MTH203	Logistic management Issues for Tourism Industry	3(2-2-5)
MTH204	Innovative Management for Health and Wellness Tourism Businesses	3(3-0-6)
MTH205	Strategic Management Issues for Tourism Business in the Digital Era	3(2-2-5)
MTH206	Strategic Management Issues for Service Business in the Digital Era	3(2-2-5)
MTH207	Education Management Issues for Tourism and Hospitality	3(2-2-5)

### 3) Thesis / Independent Study

3.1) Plan 1 = 12 Credits

3.2) Plan 2 = 6 Credits (MTH301 or 302)

Code	Subject Name	Credits
MTH301	Independent Study	6
MTH302	Executive Experience Enhancement	6(90)
MTH303	Thesis	12

## 10. Study Plan

### 10.1 Study Plan for Plan 1

Year 1 <sup>st</sup> Semester 1 <sup>st</sup>			
Types	Code	Subject	Credits
Fundamental Subject	MTH100	Tourism and Hospitality Industry in the Global Dynamics	None
Core Course	MTH101	Research Methodology for Tourism and Hospitality	3
Core Course	MTH102	Sustainable Management for Tourism and Hospitality Based on Local Resources	3
Core Course	MTH103	Change Management and Human Resource Management in the Digital Era	3
Total			9

Year 1 <sup>st</sup> Semester 2 <sup>nd</sup>			
Types	Code	Subject	Credits
Core Course	MTH104	Digital Marketing Management for Tourism and Hospitality Businesses	3
Core Course	MTH105	Strategic Management and Entrepreneurship for Tourism and Hospitality Businesses	3
Core Course	MTH106	Professional executive seminar for tourism and hospitality business	3
Selective Course	MTH2xx	Selective subject 1 <sup>st</sup>	3
Total			12

Year 2 <sup>st</sup> Semester 1 <sup>st</sup>			
Types	Code	Subject	Credits
Selective Course	MTH2xx	Selective subject 2 <sup>nd</sup>	3
Thesis	MTH303	Thesis	6
Total			9

Year 2 <sup>st</sup> Semester 2 <sup>nd</sup>			
Types	Code	Subject	Credits
Thesis	MTH303	Thesis	6
Total			6

## 10.2 Study Plan for Plan 2

Year 1 <sup>st</sup> Semester 1 <sup>st</sup>			
Types	Code	Subject	Credits
Fundamental Subject	MTH100	Tourism and Hospitality Industry in the Global Dynamics	None
Core Course	MTH101	Research Methodology for Tourism and Hospitality	3
Core Course	MTH102	Sustainable Management for Tourism and Hospitality Based on Local Resources	3

Year 1 <sup>st</sup> Semester 1 <sup>st</sup>			
Types	Code	Subject	Credits
Core Course	MTH103	Change Management and Human Resource Management in the Digital Era	3
Total			9

Year 1 <sup>st</sup> Semester 2 <sup>nd</sup>			
Types	Code	Subject	Credits
Core Course	MTH104	Digital Marketing Management for Tourism and Hospitality Businesses	3
Core Course	MTH105	Strategic Management and Entrepreneurship for Tourism and Hospitality Businesses	3
Core Course	MTH106	Professional executive seminar for tourism and hospitality business	3
Selective Course	MTH2xx	Selective subject 1 <sup>st</sup>	3
Total			12

Year 2 <sup>st</sup> Semester 1 <sup>st</sup>			
Types	Code	Subject	Credits
Selective Course	MTH2xx	Selective subject 2 <sup>nd</sup>	3
Selective Course	MTH2xx	Selective subject 3 <sup>rd</sup>	3
Selective Course	MTH2xx	Selective subject 4 <sup>th</sup>	3
Independent study	MTH301 or 302	Independent study or Executive internship	3
Total			12

Year 2 <sup>st</sup> Semester 2 <sup>nd</sup>			
Types	Code	Subject	Credits
Independent study	MTH301 or 302	Independent study or Executive internship	3
Total			3