

Course Details
Bachelor of Arts
Program in Hospitality Innovation for Tourism and Hotel
Revised curriculum 2023

Name of the higher education institution: Bangkokthonburi University
Campus/Faculty/Department Faculty of Liberal Arts

Section 1 General Information

1. Course code and Name

Thai language: หลักสูตรศิลปศาสตรบัณฑิต
สาขาวิชานวัตกรรมการบริการเพื่อการท่องเที่ยวและการ
โรงแรม

English Language: Bachelor of Arts
Program in Hospitality Innovation for Tourism
and Hotel

2. Degree name and field of study

Thai language: ชื่อเต็ม ศิลปศาสตรบัณฑิต (นวัตกรรมการบริการเพื่อการท่องเที่ยว
และการโรงแรม)
ชื่อย่อ ศศ.บ. (นวัตกรรมการบริการเพื่อการท่องเที่ยวและการโรงแรม)

English Language: Full name: Bachelor of Arts (Hospitality Innovation for
Tourism and Hotel)
Abbreviation: B.A. (Hospitality Innovation for Tourism
and Hotel)

3. Major subject: None
4. Number of credits: 127 credits
5. Language: Thai, English, and Chinese languages

Section 2 Study Plan

Year 1 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
GE 101	Thai for Communication	3(2-2-5)
GE 103	English for Communication	3(2-2-5)
TH 101	Tourism and Hospitality Industry	3(2-2-5)
TH 102	Psychology and Personality Development in the Hospitality Industry	3(2-2-5)
TH 104	Geography for Tourism and Modern Tourism Resources	3(2-2-5)
TH 106	Fundamental Chinese for Tourism and Hotels	3(2-2-5)
Total		18(12-12-30)

Year 1 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
GE 104	English Reading for Life	3(2-2-5)
GE 105	Leadership and Anti-Corruption Education	3(2-2-5)
GE 111	Computers and Informatics in the Digital Age	3(2-2-5)
TH 103	Thai Cultural Heritage	3(2-2-5)
TH 105	Hospitality Innovation in Room Division Management	3(2-2-5)
Total		15(10-10-25)

Year 1 Summer Course

Code	Course name	Credit (Theory-Practice-Self-study)
GE 106	Psychology, Ethics, and Life Skills	3(2-2-5)
TH 107	Chinese for Tourism and Hotel Communication	3(2-2-5)
Total		6(4-4-10)

Year 2 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
GE 109	Laws and Human Rights	3(2-2-5)
TH 201	Service Operation for the Tourism Business	3(2-2-5)
TH 203	MICE Business Management	3(2-2-5)
TH 205	Hospitality Innovation in Food and Beverage Management	3(2-2-5)
TH 207	Logistics Management for Tourism	3(2-2-5)
TH 209	Chinese for Hotel Personnel	3(2-2-5)
Total		18(12-12-30)

Year 2 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
GE 112	Principles of Statistics	3(2-2-5)
TH 202	Tourist Behavior and Cross-Cultural Communication of Tourists	3(2-2-5)
TH 204	Professional Tourist Guide and Tour Leader	3(2-2-5)
TH 206	Sustainable Tourism Planning and Development	3(2-2-5)
TH 208	International Pastries and Plated Desserts	3(2-2-5)
TH 210	Chinese for Tour Conducting	3(2-2-5)
Total		18(12-12-30)

Year 2 Summer Course

Code	Course name	Credit (Theory-Practice-Self-study)
TH 213	Field Experience in Tourism and Hotels 1	1(45 hours)
Total		1(45 hours)

Year 3 Semester 1

Code	Course name	Credit (Theory-Practice-Self-study)
TH 301	Technology, Innovation, and Information for the Tourism Industry and Service Business	3(2-2-5)
TH 302	Innovative Human Resource Management in the Hospitality Industry	3(2-2-5)
TH 304	Accounting and Finance for Tourism and Hotels	3(2-2-5)
TH 305	Airline Business and Ticketing	3(2-2-5)
TH 309	Business Chinese for Tourism and Hotels	3(2-2-5)
Total		15(10-10-25)

Year 3 Semester 2

Code	Course name	Credit (Theory-Practice-Self-study)
TH 303	Professional Ethics and Laws for Tourism and Hotels	3(2-2-5)
TH 306	Contemporary Service Marketing Innovation	3(2-2-5)
TH 307	Meeting and Catering Operations	3(2-2-5)
TH 308	Recreational Activity and Creative Tourism	3(2-2-5)
Total		12(8-8-20)

Year 3 Summer Course

Code	Course name	Credit (Theory-Practice-Self-study)
TH 311	Field Experience in Tourism and Hotels 2	2(90 ชั่วโมง)
xx xxx	Free elective courses	3(x-x-x)
Total		12(8-8-20)

Year 4 Semester 1

Code	Subject	Credits (Theory -Practice-Self-study)
TH 401	Seminar and Service Design for Tourism and Hotels in the Digital Age	3(2-2-5)
TH 402	Creativity and Planning for Tourism and Hospitality Business Development	3(2-2-5)
TH 403	Preliminary Research for Tourism and Hotels	3(1-4-5)
TH 404	Preparation for Co-operative Education in Tourism and Hotels	1(45 hours)
xx xxx	Free elective courses	3(x-x-x)
Total		9(x-x-x)

Year 4 Semester 2

Code	Subject	Credits (Theory -Practice-Self-study)
TH 405	Co-operative Education in Tourism and Hotels	6(270 hours)
Total		6(270 hours)