

## Tourism Management (International Program)

Developed curriculum, 2024

**Institution:** Maejo University

**Campus/Faculty:** International College

### General information

#### Name of Curriculum

1. Doctor of Philosophy Program in Tourism Management (International Program)

2. Name of Degree and Field of Study  
Doctor of Philosophy (Tourism Management)  
Ph.D. (Tourism Management)

3. Majors  
none

4. Number of Credit throughout the curriculum  
Plan 1 Type 1.1 48 credits  
Plan 2 Type 2.1 48 credits

5. Format of the Curriculum  
5.1 3 years doctoral 's degree program  
5.2 Language used  
All subject are taught in English  
5.3 Admission  
Accept all Nationality

### Management system for education, operation and curriculum structure

#### 1. Education Management System

1.1 System

The Educational system of the International College, Maejo University uses a binary education system, 1 academic year is divided into 2 regular semesters, 1 regular semester, with a study period of not less than 15 weeks.

1.2 Summer Education Management

There is no learning and teaching activities in the summer.

## **2. Course implementation**

### **2.1 day - time for teaching and learning activities**

First Semester            June - October

Second Semester        November - March

Summer                    April - May

Or according to the academic calendar of the university announced at that time

### **2.2 Qualifications of Applicant**

1) He/she should be according to Maejo University regulations on graduate education according to regulations and other announcements of relevant universities that is enforced at that time.

2) He/she possess a Master's degree or equivalent from higher education institutions that the Ministry of Education or the Office of the Higher Education Commission (OECD) or CSC certifies all disciplines, both domestic and international Or in the discretion of the lecturers responsible for the curriculum.

3) Pass the admission criteria of the Graduate School, Maejo University

4) International students studying must pass the approval of the lecturer responsible for the curriculum.

## **3. Curriculum**

### **3.1 3 years doctoral 's degree program**

#### **3.1.1 Total credits throughout the course**

##### **3.1.1.1 Plan 1 Type 1.1**

For applicants who have completed a master's degree, the program requires the completion of a dissertation comprising no fewer than 48 credits and coursework equivalent to 12 credits on a non-credit basis, as well as foreign language courses in accordance with the regulations of the Graduate School. In addition, students are required to participate in academic activities prescribed by the program.

##### **3.1.1.2 Plan 2 Type 2.1**

For applicants who have completed a master's degree, the program requires the completion of a dissertation comprising no fewer than 36 credits and additional coursework of no fewer than 12 credits. Students are also required to enroll in coursework equivalent to 12 credits on a non-credit basis, as well as foreign language courses in accordance with the regulations of the Graduate School. Furthermore, students must participate in academic activities prescribed by the program.

### 3.1.2 Structure of the Curriculum

#### 3.1.2.1 Plan 1 Type 1.1

1. Basic courses	Non-Credit courses
2. Dissertation	not less than 48 credits
Total credit throughout the curriculum	48 credits

#### 3.1.2.2 Plan 1 Type 1.2

1. Basic courses	Non-credit courses
2. Major Specific Course	12 credits
2.1 Compulsory Courses	6 credits
2.2 Major elective courses	6 credits
3. Dissertation not less than	36 credits
Total credit throughout the curriculum	48 credits

### 3.1.3 Courses in the Curriculum

#### 3.1.3.1 Plan 1 Type 1.1

Code	Courses	(Lecture-Practice-Self Study)
<b>1) Non-Credit Courses</b>		<b>(10) credits</b>
31602701	Advanced Research Methodology for Tourism Management	(3) (2-3-5)
31602702	Advanced Strategic Management Theories for Tourism Management	(3) (2-2-5)
31602791	Seminar 1	(1) (0-2-1)
31602792	Seminar 2	(1) (0-2-1)
31602793	Seminar 3	(1) (0-2-1)
31602794	Seminar 4	(1) (0-2-1)
31602795	Seminar 5	(1) (0-2-1)
31602796	Seminar 6	(1) (0-2-1)
Note: ( ) are non-credit courses and they are evaluated in S or U		
<b>2) Dissertation</b>		<b>48 Credits</b>
31602891	Dissertation 1	6 (0-18-0)
31602892	Dissertation 2	6 (0-18-0)
31602893	Dissertation 3	6 (0-18-0)
31602894	Dissertation 4	6 (0-18-0)

31602895	Dissertation 5	12 (0-36-0)
31602896	Dissertation 6	12 (0-36-0)

**Note:** Courses that are not counted toward the total credits required for the program

1. Foreign language courses as stipulated by the graduate school.
2. Courses that are not classified as core or elective courses, as approved by the program chair, to provide students with additional foundational knowledge.
3. Foundation courses required for certain students, which are non-credit-bearing, to strengthen their academic foundation as deemed necessary and approved by the program chair.

### 3.1.3.2 Plan 2 Type 2.1

Code	Courses	(Lecture-Practice-Self Study)
<b>1) Non-credit courses</b>		<b>(10) credits</b>
31602701	Advanced Research Methodology for Tourism Management	(3) (2-3-5)
31602702	Advanced Strategic Management Theories for Tourism Management	(3) (2-2-5)
31602791	Seminar 1	(1) (0-2-1)
31602792	Seminar 2	(1) (0-2-1)
31602793	Seminar 3	(1) (0-2-1)
31602794	Seminar 4	(1) (0-2-1)
31602795	Seminar 5	(1) (0-2-1)
31602796	Seminar 6	(1) (0-2-1)

Note: ( ) are non-credit courses and they are evaluated in S or U

<b>2) Major Specific Courses</b>		<b>12 Credits</b>
<b>1. Compulsory Courses</b>		<b>6 Credits</b>
31602711	Theories, Concepts, and Applications for Tourism and Service Industries Management	3 (2-2-5)
31602712	Environmental and Natural Resources Management for Tourism	3 (2-2-5)

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Code	Courses	(Lecture-Practice-Self Study)
<b>2. Elective Courses</b>		<b>12 credits</b>
31602721	Philosophy and Theory of Classic and Modern Management	3 (2-2-5)
31602722	Management of Agricultural and Herbal Tourism	3 (2-2-5)
31602723	Management of Experiential Culinary Tourism from Local Wisdom	3 (2-2-5)
31602724	Cross-Cultural Management For Services	3 (2-2-5)
31602725	Risk and Crisis Management for Tourism and Hospitality	3 (2-2-5)
31602726	Logistics and Risk Management	(2-2-5)
31602721	Philosophy and Theory of Classic and Modern Management	3 (2-2-5)
<b>3) Dissertation</b>		<b>36 Credits</b>
31602891	Dissertation 1	6 (0-18-0)
31602892	Dissertation 2	6 (0-18-0)
31602893	Dissertation 3	6 (0-18-0)
31602894	Dissertation 4	6 (0-18-0)
31602895	Dissertation 5	12 (0-36-0)

**4) Other courses that are non-credit in the curriculum**

1. Foreign language courses according to the regulations of graduate school.
2. Course that are not major compulsory courses or major elective courses as approved by the lecturer responsible for the curriculum.
3. Additional basic courses for students, that are necessary without counting of it's credit. As approved by the lecturer responsible for the curriculum.

### 3.1.4 Study Plan

#### 1) Plan 1 Type 1.1

Year 1/ first semester

Code	Course	Credit	Theory	Practice	Self-Study
31602701	Advanced Research Methodology for Tourism Management*	(3)	2	3	5
31602702	Advanced Strategic Management Theories for Tourism Management *	(3)	2	2	5
31602791	Seminar 1*	(1)	0	2	1
31602891	Dissertation 1	6	0	18	0
	Total	6	4	25	11

\*Non-credit course

Hours/week =40

Year 1/second semester

Code	Course	Credit	Theory	Practice	Self-Study
31602792	Seminar 2*	(1)	0	2	1
31602892	Dissertation 2	6	0	18	0
	Total	6	0	20	1

\*Non-credit course

Hours/week = 21

Year 2/first semester

Code	Course	Credit	Theory	Practice	Self-Study
31602793	Seminar 3*	(1)	0	2	1
31602893	Dissertation 3	6	0	18	0
	Total	6	0	20	1

\*Non-credit course

Hours/week = 21

Year 2/second semester

Code	Course	Credit	Theory	Practice	Self-Study
31602794	Seminar 4*	(1)	0	2	1
31602894	Dissertation 4	6	0	18	0
	Total	6	0	20	1

\*Non-credit course

Hours/week = 21

Year 3/first semester

Code	Course	Credit	Theory	Practice	Self-Study
31602795	Seminar 5*	(1)	0	2	1
31602895	Dissertation 5	12	0	36	0
	Total	12	0	38	1

\*Non-credit course

Hours/week = 39

Year 3/second semester

Code	Course	Credit	Theory	Practice	Self-Study
31602796	Seminar 6*	(1)	0	2	1
31602896	Dissertation 6	12	0	36	0
	Total	12	0	38	1

\*Non-credit course

Hours/week = 39

### 3.1.5.2 Plan 2 Type 2.1

Year 1/First Semester

Code	Course	Credit	Theory	Practice	Self-Study
31602701	Advanced Research Methodology for Tourism Management*	(3)	2	3	5
31602702	Advanced Strategic Management Theories for Tourism Management *	(3)	2	2	5
31602791	Seminar 1*	(1)	0	2	1
31602711	Theories, Concepts, and Applications for Tourism Management and Service Industries	3	2	2	5
	Total	3	6	9	16

\*Non-credit course

Hours/week = 31

Year 1/second semester

Code	Course	Credit	Theory	Practice	Self-Study
TM 792	Seminar 2*	(1)	0	2	1
TM 712	Environmental and Natural Resources Management for Tourism	3	2	2	5
	Total	3	2	4	6

\*Non-Credit course

Hours/week= 12

Year 2/first semester

Code	Course	Credit	Theory	Practice	Self-Study
TM 793	Seminar 3*	(1)	0	2	1
TM...	Elective course	3	2	2	5
TM 892	Dissertation 2	6	0	18	0
	Total	9	2	22	6

\*Non-Credit course

Hours/week = 30

Year 2/second semester

Code	Course	Credit	Theory	Practice	Self-Study
TM 794	Seminar 4*	(1)	0	2	1
TM 894	Dissertation 4	6	0	18	0
	Total	6	0	20	1

\*Non-credit course

Hours/week = 21

Year 3/first semester

Code	Course	Credit	Theory	Practice	Self-Study
TM 795	Seminar 5*	(1)	0	2	1
TM 895	Dissertation 5	12	0	36	0
	Total	12	0	38	1

\*Non-credit course

Hours/week = 39

Year 3/second semester

Code	Course	Credit	Theory	Practice	Self-Study
TM 796	Seminar 6*	(1)	0	2	1
TM 896	Dissertation 6	12	0	36	0
	Total	12	0	38	1

\*Non-credit course

Hours/week = 39

## **Graduation Criteria for the Ph.D. Program in Tourism Management (International Program)**

### **Plan 1 Types 1.1**

- 1) Pass the foreign language exam or pass a foreign language proficiency test according to the rules and conditions announced by the university at that time.
- 2) Pass the Qualifying examination to be eligible for a dissertation request.
- 3) Pass the Comprehensive Examination.
- 4) Present the dissertation in English and pass the final oral examination with an open system for those interested in listening. A committee appointed by the university gives the examination, and it must consist of at least 5 instructors in charge of the program and experts from within and outside the university, both domestically and internationally.
- 5) At least 2 papers based on dissertation work or part of the work must be published or accepted for publication in a national or international journal in a foreign language. The journal's quality must be in accordance with the Announcement of the Higher Education Commission on Criteria for Consideration of Academic Journals for Academic Works.

### **Plan 2 Type 2.1**

- 1) Complete all courses as specified in the program, have a grade point average of not less than 3.00 out of a 4-point system or its equivalent, and have no course that receives the letter I and/or OP.
- 2) Pass the foreign language examination according to the criteria and conditions set by the university.
- 3) Pass the Qualifying examination to be eligible for a dissertation request.
- 4) Pass the Comprehensive Examination.
- 5) Present the dissertation in English and pass the final oral examination with an open system for those interested in listening. A committee appointed by the university gives the examination, and it must consist of 5 instructors in charge of the program and experts from within and outside the university.
- 6) At least 1 paper based on dissertation work or part of the work must be published or accepted for publication in a national or international journal in a foreign language. The journal's quality must be in accordance with the Announcement of the Higher Education Commission on Criteria for Consideration of Academic Journals for Academic Works.

English proficiency

Test scores/English Proficiency Skills

TOEFL ITP = 480

TOEFL iBT = 50

IELTS = 5.0

or pass an English test organized by Maejo University within the first academic year.

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May 2026