

Tourism Management (International Program)

Developed curriculum, 2024

Institution: Maejo University

Campus/Faculty: International College

General information

Name of Curriculum

1. Master of Arts Program in Tourism Management: (International Program)
2. Name of Degree and Field of Study
Master of Arts (Tourism Management)
M.A. (Tourism Management)
3. Majors
none
4. Number of Credit throughout the curriculum
Plan 1.1 36 credits
Plan 1.2 36 credits
Plan 2 36 credits
5. Format of the Curriculum
 - 5.1 2 years master'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 Bachelor'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 2 years master's degree program

3.1.1 Total credits throughout the course

3.1.1.1 Plan 1.1

Is an educational plan that focuses on creating researchers to have both academic content and research skills with a minimum of 36 credits.

3.1.1.2 Plan 1.2

Is an educational plan that focuses on creating researchers to have both academic content and research skills With a minimum of 36 credits.

3.1.1.3 Plan 2

Is an educational plan that focuses on studying courses without writing a thesis But must do some research in independent study subject with a minimum of 36 credits.

3.1.2 Structure of the Curriculum

3.1.2.1 Plan 1.1

1. Non-Credit courses	(10 Credits)
2. Thesis	36 credits
Total credit throughout the curriculum	36 credits

3.1.2.2 Plan 1.2

1. Non-credit courses	(10 Credits)
2. Major Specific Course	18 credits
3. Elective courses not less than	6 credits
3. Thesis	12 credits
Total credit throughout the curriculum	36 credits

3.1.2.3 Plan 2

1. Non-credit courses	(10 Credits)
2. Major Specific Course	18 credits
3. Elective courses not less than	12 credits
3. Independent study	6 credits
Total credit throughout the curriculum	36 credits

3.1.3 Courses in the Curriculum

3.1.3.1 Plan 1.1

Code	Courses	(Lecture-Practice-Self Study)
1) Non-Credit Courses		(10) credits
21602501	Research Methodology for Tourism Management	(3) (2-3-5)
21602502	Integrated Tourism Management	(3) (2-2-5)
21602591	Seminar 1	(1) (0-2-1)
21602592	Seminar 2	(1) (0-2-1)
21602593	Seminar 3	(1) (0-2-1)
21602594	Seminar 4	(1) (0-2-1)
Note: () are non-credit courses and they are evaluated in S or U		
2) Thesis		36 Credits
21602691	Thesis 1	6 (0-18-0)
21602692	Thesis 2	6 (0-18-0)

21602693	Thesis 3	12 (0-36-0)
21602694	Thesis 4	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 1.2 (Academic Program: Coursework and Thesis)

Code	Courses	(Lecture-Practice-Self Study)
1) Non-credit courses		(10) credits
21602501	Research Methodology for Tourism Management	(3) (2-3-5)
21602502	Integrated Tourism Management	(3) (2-2-5)
21602591	Seminar 1	(1) (0-2-1)
21602592	Seminar 2	(1) (0-2-1)
21602593	Seminar 3	(1) (0-2-1)
21602594	Seminar 4	(1) (0-2-1)

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

2) Major Specific Courses		24 Credits
1. Compulsory Courses		18 Credits
21602511	Wellness Tourism Destination Management	3 (2-2-5)
21602512	Advanced Agro-Tourism Management	3 (2-2-5)
21602513	International Business Management	3 (2-2-5)
21602514	Muiti-Culture Business Practice	3 (2-2-5)
21602515	Digital Tourism for Technological and Information Transformation	3 (2-2-5)
21602516	Human Resource Management for Services	3 (2-2-5)

Code	Courses	(Lecture-Practice-Self Study)
2. Elective Courses		12 credits
21602521	Sustainable Agricultural Business Management and Implications for Tourism	3 (2-2-5)
21602522	Green Marketing Tourism	3 (2-2-5)
21602523	Social Entrepreneurship in Tourism Industry	3 (2-2-5)
21602524	Service Organization and Leadership	3 (2-2-5)
21602525	Valuation of Tourism Destinations	3 (2-2-5)
21602526	Innovation Management Service Organization	3 (2-2-5)
21602527	Service Organizational Performance	3 (2-2-5)
3) Thesis		12 Credits
21602691	Thesis 1	6 (0-18-0)
21602692	Thesis 2	6 (0-18-0)

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.

3.1.3.2 Plan 2

Code	Courses	Lecture-Practice-Self Study
1) Non Credit courses		(10) Credits
21602501	Research Methodology for Tourism Management	(3) (2-3-5)
21602502	Integrated Tourism Management	(3) (2-2-5)
21602591	Seminar 1	(1) (0-2-1)
21602592	Seminar 2	(1) (0-2-1)
21602593	Seminar 3	(1) (0-2-1)
21602594	Seminar 4	(1) (0-2-1)

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

Code	Courses	Lecture-Practice-Self Study
2) Major Specific Courses		30 Credits
1. Compulsory Courses		18 Credits
21602511	Wellness Tourism Destination Management	3 (2-2-5)
21602512	Advanced Agro-Tourism Management	3 (2-2-5)
21602513	International Business Management	3 (2-2-5)
21602514	Multi-Culture Business Practice	3 (2-2-5)
21602515	Digital Tourism for Technological and Information Transformation	3 (2-2-5)
21602516	Human Resource Management for Services	4 (2-2-5)
2. Elective Courses		Not less than 12 credits
21602521	Sustainable Agricultural Business Management and Implications for Tourism	3 (2-2-5)
21602522	Green Marketing Tourism	3 (2-2-5)
21602523	Social Entrepreneurship in Tourism Industry	3 (2-2-5)
21602524	Service Organization and Leadership	3 (2-2-5)
21602525	Valuation of Tourism Destinations	3 (2-2-5)
21602526	Innovation Management Service Organization	3 (2-2-5)
21602527	Cross-Cultural Digital Communication for Services	3 (2-2-5)
3) Independent Study		6 credits
21602680	Independent Study	6 (0-18-0)

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 1.1

Year 1/ first semester

code	Course	Credit	Theory	Practice	Self-Study
21602501	Research Methodology for Tourism Management*	(3)	(2)	(3)	(5)
21602591	Seminar 1*	(1)	(0)	(2)	(1)
21602691	Thesis 1	6	0	18	0
Total		6	0	18	0

* Non-credit course hours/week = 31

Year 1/second semester

code	Course	Credit	Theory	Practice	Self-Study
21602502	Integrated Tourism Management*	(3)	(2)	(2)	(5)
21602592	Seminar 2*	(1)	(0)	(2)	(1)
21602692	Thesis 2	6	0	18	0
รวม		6	0	18	0

* Non-credit course hours/week = 30

Year 2/ First Semester

code	Course	Credit	Theory	Practice	Self-Study
21602593	Seminar 3*	(1)	(0)	(2)	(1)
21602693	Thesis 3	12	0	36	0
Total		12	0	36	0

* Non-credit course hours/week = 39

Year 2/ Second Semester

code	Course	Credit	Theory	Practice	Self-Study
21602594	Seminar 4*	(1)	(0)	(2)	(1)
21602694	Thesis 4	12	0	36	0
Total		12	0	36	0

* Non-credit course hours/week = 39

2) Plan 1.2

Year 1/First Semester

code	Course	Credit	Theory	Practice	Self-Study
21602501	Research Methodology for Tourism Management*	(3)	(2)	(3)	(5)
21602591	Seminar 1*	(1)	(0)	(2)	(1)
21602511	Wellness Tourism Destination Management	3	2	2	5
21602512	Advanced Agro-Tourism Management	3	2	2	5
21602516	Human Resource Management for Services	3	2	2	5
Total		9	6	6	15

* Non-credit course hours/week = 40

Year 2/Second Semester

code	Course	Credit	Theory	Practice	Self-Study
21602502	Integrated Tourism Management*	(3)	(2)	(2)	(5)
21602592	Seminar 2*	(1)	(0)	(2)	(1)
21602515	Regional Studies for Tourism Destination Management	3	2	2	5
21602513	International Business Management	3	2	2	5
21602514	Multi-Culture Business Practice	3	2	2	5
Total		9	6	6	15

* Non-credit course hours/week = 39

Year 2/First semester

code	Course	Credit	Theory	Practice	Self-Study
21602593	Seminar 3*	(1)	(0)	(2)	(1)
21602.....	(Elective subject)	3	2	2	5
21602.....	(Elective subject)	3	2	2	5
21602691	Thesis 1	6	0	18	0
Total		12	4	22	10

* Non-credit course hours/week = 39

Year 2/second semester

code	Course	Credit	Theory	Practice	Self-Study
21602594	Seminar 4*	(1)	(0)	(2)	(1)
21602692	Thesis 2	6	0	18	0
Total		6	0	18	0

* Non-credit course hours/week = 39

3) Plan 2

Year 1/First Semester

code	Course	Credit	Theory	Practice	Self-Study
21602501	Research Methodology for Tourism Management*	(3)	(2)	(3)	(5)
21602591	Seminar 1*	(1)	(0)	(2)	(1)
21602511	Tourism Wellness Management	3	2	2	5
21602512	Advanced Agro-Tourism Management	3	2	2	5
21602516	Human Resource Management for Services	3	2	2	5
Total		9	6	6	15

* Non-credit course hours/week = 40

Year 1/Second semester

code	Course	Credit	Theory	Practice	Self-Study
21602592	Seminar 2*	(1)	(0)	(2)	(1)
21602515	Regional Studies for Tourism Destination Management	3	2	2	5
21602513	International Business Management	3	2	2	5
21602514	Multi-Culture Business Practice	3	2	2	5
21602.....	(elective subject)	3	2	2	5
Total		12	8	8	20

* Non-credit course hours/week = 39

Year 2/First semester

code	Course	Credit	Theory	Practice	Self-Study
21602502	Integrated Tourism Management*	(3)	(2)	(2)	(5)
21602593	Seminar 3*	(1)	(0)	(2)	(1)
21602.....	(elective subject)	3	2	2	5
21602.....	(elective subject)	3	2	2	5
21602.....	(elective subject)	3	2	2	5
Total		9	6	6	15

* Non-credit course hours/week = 35

Year 2/second semester

code	Course	Credit	Theory	Practice	Self-Study
21602594	Seminar 4*	(1)	(0)	(2)	(1)
21602680	Independent Study	6	0	18	0
Total		6	0	18	0

* Non-credit course hours/week = 39

Graduation Criteria for Master's Degree in Tourism Management (International Program)

Study Plan: Plan 1.1

- 1) Pass the foreign language examination according to the criteria and conditions set by the university.
- 2) Present the thesis in English and pass the final oral examination given by the committee appointed by a higher education institution. Besides, it must be an open system for those interested in listening. The committee must consist of at least 4 instructors in charge of the program and experts from outside the university.
- 3) At least 1 paper based on the thesis work or part of the thesis must be published or accepted for publication in a national journal by publication in a foreign or international language. The paper's quality must follow the announcement of the Higher Education Commission on Criteria for Consideration of Academic Journals for Academic Works.

Study Plan: Plan 1.2

- 1) As specified in the program, all courses must have a grade point average of not less than 3.00 out of a 4-point system or its equivalent and must not have any 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) Present the thesis in English and pass the final oral examination given by the committee appointed by a higher education institution. Besides, it must be an open system for those interested in listening. The committee must consist of at least 4 instructors in charge of the program and experts from outside the university.
- 4) At least 1 full paper based on the thesis work or part of the thesis must be published or accepted for publication in a national journal by publication in a foreign or international language. The paper's quality must follow the announcement of the Higher Education Commission on Criteria for Consideration of Academic Journals for Academic Work. Alternatively, the full paper must be presented at an international academic conference and published in its proceedings.

Study Plan: Plan 2

- 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 Comprehensive Examination.
- 4) Present independent study research reports in English and pass the final oral examination given by the committee appointed by a higher education institution. Besides, it must be an open system for those interested in listening and the committee must consist of at least 3 instructors in charge of the program.
- 5) At least 1 full paper based on the independent study research report or part of it must be presented at an international academic conference and published in its proceedings.

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.

PLOs of the Program

Master of Arts Program in Tourism Management (International Program)

Plan 1.1, 1.2

PLO1	Develop research questions to solve tourism problems by using theories, principles, and management techniques, and considering ethics, laws and related regulations.
PLO2	Able to design research and apply tools to solve tourism management problems.
PLO3	Apply principles of tourism management in different contexts.
PLO4	Able to use innovative technology for tourism and digital literacy for a survey of scholarly sources on tourism for ethical presentation of research findings

Plan 2

PLO1	Invent research questions to solve tourism problems by using theories, principles, and management techniques, and considering ethics, laws and related regulations.
PLO2	Able to design research and select tourism management tools.
PLO3	Integrate tourism management knowledge correctly under different contexts.
PLO4	Able to use innovative technology tourism and digital literacy for tourism presents ethical research findings.

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