



DOCTOR OF PHILOSOPHY PROGRAM IN TOURISM MANAGEMENT

■ FACULTY OF BUSINESS, ECONOMICS AND COMMUNICATIONS

DOCTOR OF PHILOSOPHY PROGRAM IN TOURISM MANAGEMENT

The goal of this program is to train aspiring managers who have aptitudes for leadership and problem-solving and are ready to manage company dynamics in tourism. In this program in Tourism Management, students will undertake a structured, supervised program of research into one of the hospitality and tourism management fields in which our faculty have expertise. The program allows students to pursue academically rigorous scholarly research as an original contribution to new knowledge, which is worthy of publication.

Our partnership with Macquarie University in Australia enriches our graduate students through lectures and exchanges of ideas with renowned professors in tourism. Study abroad is encouraged to broaden perspectives and to experience best practices to support sustainability in tourism of the country.



Objectives

Desirable outcomes of graduates are as follows:

- Knowledge in Tourism Management and make a difference in tourism.
- Leaders in the tourism industry, equipped with research-based knowledge.
- Knowledge creation and dissemination through research at the cutting-edge carried out with confidence in the field.
- Capability to perform effectively in the roles of scholar, researcher, entrepreneur and consultant for both public and private sectors.
- Adherence to morality and ethics, and responsible to the society.

Admission

In accordance with the Graduate School Rules and Regulations. The program committee reserves the rights to require more qualifications as deemed appropriate.

Medium of Instruction

Thai and English

Research Focus

- Tourism Management
- Integrative Approach to Tourism
- Product Development for Tourism
- Sustainable Tourism Development

Requirement for Graduation

In accordance with the Graduate School Rules and Regulations.



Doctor of Philosophy Program in Tourism Management

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Structure of the Program

1. Credit Requirements. *

Requirements	Option 1.1	Option 2.1
Coursework	-	12
Core Courses	-	6
Electives	-	6
Required Non-credit Courses	-	3
Dissertation	48	36
Total	48	48

* Minimum credits required.

2. Core Courses

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Advanced Tourism Theory and Philosophy	-	-	803610	3
Integratd Research Application in Tourism	-	-	803671	3
Total	0	0	2	6

3. Electives

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Advanced Research Topic in Strategic Marketing in Tourism Industry	-	-	803620	3
Contemporary Issues in Tourist Studies	-	-	803621	3
Innovative Marketing Management for Tourism and Hospitality	-	-	803623	3
Special Topics in Convention and Events Management	-	-	803624	3
Special Topics in Transportation and Travel	-	-	803625	3
Current Issues in Visitor Experience Management	-	-	803630	3
Sustainable Tourism Policy and Planning	-	-	803631	3
Advanced Research Topics in Strategic Planning and Development for Tourism Management	-	-	803632	3
Contemporary Research Issues in Hospitality and Hotel Studies	-	-	803633	3
Advanced Research Topics in Strategic Business Process Management in Hospitality	-	-	803634	3
Innovation and Information Technology Management for Tourism and Hospitality	-	-	803635	3
Advanced Research Topics in Strategic Human Resource Management in Tourism	-	-	803636	3
Managerial Economics for Tourism Industry	-	-	803637	3
Financial Management for Tourism Business	-	-	803638	3
Special Topics in Tourism and Hospitality Education	-	-	803639	3
Total	-	-	15	≥6

4. Required Non-credit Courses.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Seminar in Contemporary Issues in the International Tourism and Hospitality Industry	-	-	803600	1
Seminar in Regional Studies	-	-	803601	1
Seminar in Tourism Management Strategy	-	-	803602	1
Advanced Research Methodology in Social Sciences	803670	3	-	-
Total	1	3	3	3

5. Dissertation Credit Requirements.

Requirements	Option 1.1		Option 2.1	
	Course No.	Credits	Course No.	Credits
Dissertation 1	803680	6	803690	6
Dissertation 2	803681	6	803691	9
Dissertation 3	803682	6	803692	9
Dissertation 4	803683	6	803693	6
Dissertation 5	803684	6	803694	6
Dissertation 6	803685	12	803695	6
Total	6	48	5	36

Course Descriptions

803680 Dissertation1, Option 1.1

6 Credits

Conducting research studies related to interesting issues in tourism management for further development into a dissertation title.

803681 Dissertation2, Option 1.1

6 Credits

Developing the thesis title as approved by the supervisory committee and conducting literature reviews covering related concepts, theories, and research findings from journals and reports.

803682 Dissertation 3, Option 1.1

6 Credits

Developing a research conceptual framework based on the reviewed topic, designing research and selecting research methodology, and passing an oral examination as a research proposal defense.

803683 Dissertation 4, Option 1.1

9 Credits

Verification of research tools, data collection of field work, and presentation of the progress report and notes.

803684 Dissertation 5, Option 1.1

9 Credits

Data analysis and presentation of research findings and new knowledge.

803685 Dissertation 6, Option 1.1

12 Credits

Discussion of research findings by applying concepts and theories from the literature reviews and synthesis from the researcher's point of view; writing, presenting, defending and revising (if applicable) the dissertation; and submitting it to the Graduate School.

803690 Dissertation 1, Option 2.1

6 Credits

Conducting research related to interesting issues in tourism management for further development into a dissertation title.

803691 Dissertation 2, Option 2.1**6 Credits**

Developing the thesis title as approved by the supervisory committee and conducting literature reviews covering related concepts, theories, and research findings from journals and reports.

803692 Dissertation 3, Option 2.1**6 Credits**

Developing a research conceptual framework based on the reviewed topic, designing and selecting research methodology, and passing an oral examination as a research proposal defense.

803693 Dissertation 4, Option 2.1**6 Credits**

Verification of research tools, data collection of field work, and presentation of the progress report and notes.

803694 Dissertation 5, Option 2.1**6 Credits**

Data analysis, presentation of research findings, and new knowledge.

803695 Dissertation 6, Option 2.1**6 Credits**

Discussion of research findings by applying concepts and theories from the literature reviews and synthesis from the researcher's point of view; writing, presenting, defending, and revising (if applicable); and submitting the dissertation to the Graduate School.

803670 Advanced Research Methodology in Social Sciences 3(3-0-6)

Application of intensive and integrated research methodology in social sciences, standard research designs and introduction to new techniques, appropriate sampling strategies, research measurement and evaluation with high validity, advanced statistical techniques for research, ethical guidelines for researchers, and specific research techniques in social sciences.

803600 Seminar in Contemporary Issues in International Tourism and Hospitality Industry 1(0-2-1)

Emerging issues or problems that impact the tourism industry both at domestic and global levels, concerns and content analysis from various approaches in an international context, and cross cultural interactions of tourism systems and problematic issues that lead to academic debates and discussions.

803601 Seminar in Regional Study 1(0-2-1)

Study of problems in tourism management within public and private organizations and also host communities, case studies, and site investigation of successful tourism management.

803602 Seminar in Tourism Management Strategy 1(0-2-1)

Concepts in tourism management from past to present, discussions of research and development of tourism management strategies, and critical review of journal articles in international tourism journals.

803610 Advanced Tourism Theory and Philosophy 3(3-0-6)

Sociological and anthropological philosophy in tourism and human need for travel; relationships among tourism theories and other related fields, such as psychology, management, communication, and politics; and study of modern and postmodern influences on tourism.

803671 Integrated Research Application in Tourism and Hospitality 3(2-2-5)

Philosophical and epistemological stands from qualitative and quantitative research perspectives, contemporary and modern research tools, advanced ethnographical and anthropological research philosophy, mixed method research designs and applied research techniques, complex and customized research designs for tourism research problems, and data processing and analysis for theorizing and conceptual development in tourism management.

803620 Advanced Research Topic in Strategic Marketing in the Tourism Industry 3(3-0-6)

The role of marketing strategies in tourism corporate strategic planning; tourism concepts, theories, and marketing models; new marketing paradigm in the tourism industry; analysis of marketing information and environment; framework for strategic marketing research and application; a study of consumer behaviors in tourism, market segmentation and product positioning; tourism resources life cycle and model of competitiveness and market responsiveness; tourism resources analysis, and case studies.

803621 Contemporary Issues in Tourist Studies 3(3-0-6)

Theoretical analysis with a firm grounding in contemporary problems and issues in tourist and tourist behavior studies, analysis of tourist experiences, tourist consumption patterns, integration of multidisciplinary fields to study factors influencing tourist behaviors and tourism product development, and current perspectives on international tourist studies.

803622 Strategic Quality Management for Tourism Industry 3(3-0-6)

Service quality management and quality control concepts, analysis of problems in quality management, service and production quality design, service quality management models, customer satisfaction and loyalty, and service quality strategic planning and application in tourism and tourism industries.

803623 Innovative Marketing Management for Tourism and Hospitality 3(3-0-6)

Concepts and principles of modern marketing and innovative marketing creation and a change of strategy to suit marketing and competitive environments.

803650 Special Topics in Convention and Events Management 3(3-0-6)

Selected interesting or current topics and issues in convention and event management and key success factors in convention and event management from international, national, regional, and local perspectives.

803651 Special Topics in Transportation and Travel 3(3-0-6)

Topics in sustainable transport policy and travel planning, applications of best practice for development of marketing and business management policies, sustainable research and development in transportation, and case studies.

803630 Current Issues in Visitor Experience Management 3(3-0-6)

Trends and new paradigms in visitor experience management in response to increasing demands on tourism resources, dimensions of the tourism experience, visitor experience management framework and models, and application modeling from various case studies.

803631 Sustainable Tourism Policy and Planning 3(3-0-6)

Concepts, principles, and approaches of sustainable tourism management; roles of key stakeholders in sustainable tourism; principles of sustainable strategic planning principles and project designs; implementation of sustainable tourism planning, evaluation of sustainable tourism operations; host community participation; and case studies of successful techniques in various countries.

803632 Advanced Research Topics in Strategic Planning and Development for Tourism Management 3(3-0-6)

Sustainable and competitive tourism planning and development concepts; effective cost management in producing and maintaining tourism resources; strategic planning development process and application to area-based development; analysis of tourism resources competencies; assessment techniques and tourism impact management; and critical review and evaluation of tourism development planning in local, regional, and national level.

803633 Contemporary Research Issues in Hospitality and Hotel Studies 3(3-0-6)

Contemporary research issues in hospitality and hotel administration in changing environments, application of theoretical concepts to hotel management, relationships among the current issues in the organizational environment contexts, trends in hospitality operations in a competitive marketplace, and case studies.

803634 Advanced Research in Strategic Business Process Management in Hospitality 3(3-0-6)

Principles of advanced process management as keys to sustainability of businesses and industries; methods and approaches for business process management in the hospitality industry; components of business process analysis, modeling, and design; concepts and practices in supply chain management; changing nature of service marketing environment; and enabling of service industry convergence through information technology.

803635 Innovation and Information Technology**3(3-0-6)****Management for Tourism**

Basic technology essentials for sustainable tourism and service development; business management and applications of Information and Communication Technology (ICT) including internet technology, GIS and GPS, E-business, and E- supply chain.

803636 Advanced Research Topics in Strategic Human**3(3-0-6)****Resource Management in the Tourism Industry**

Strategies used to increase organizational efficiency; concepts, policy, and principles of Human Resource Management (HRM); research, information system and problem analysis in the area of human resources in the tourism industry; leadership building; impact of culture and influence of globalization on human resource management; issues and industry opportunities in human resource management; and development in the tourism industry.

803637 Managerial Economics for the Tourism Industry**3(3-0-6)**

Applications of theory of demand, demand forecasting, production and cost analysis, market structure and pricing analysis for tourism industry, and case studies.

803638 Financial Management for Tourism Business**3(3-0-6)**

Concepts and theories of financial management, financial planning and decision making for long term investment, analysis of investment projects in terms of cost and capital structure, financial problems related to tourism business, financial theory application to determine strategic tourism, and case studies.

803639 Special Topics in Tourism and Hospitality Education 3(3-0-6)

Selected interesting or current topics and issues in tourism and hospitality education; theoretical and practical components of hospitality and tourism education with emphasis on universities, community colleges, and vocational schools.