

IST SRU

PROGRAM PROFILE

PROGRAM INFORMATION

Tourism and Hospitality Management

Bachelor's Degree



International School of Tourism, Surattthani Rajabhat University
Generated 13/09/2026 14:08

Explore the World with Us

The Tourism and Hospitality Management program has been offered for more than 19 years. It is ideal for those who are passionate about travel, service, and meeting new people. If you are looking for a career full of opportunity, challenge, and excitement - this is where your journey begins.

Program Highlights

Practical Experience

Learn through real situations and internships in professional workplaces.

[Click to view details](#)

Bilingual Program

Choose between the Thai program and the bilingual program (Thai-English).

[Click to view details](#)

Third Language

Choose a third language such as Chinese, Japanese, Korean, or Malay.

Flexible Study Duration

Only 3.5 years for the regular program and 2 years for vocational diploma holders.

[Click to view details](#)

Course Activities

Build professional skills, gain inspiration, and connect to real career opportunities.

[Click to view details](#)

Program Information

- Full Title: Bachelor of Arts (Tourism and Hospitality Management)
- Abbreviation: B.A. (Tourism and Hospitality Management)
- Faculty: International School of Tourism, Suratthani Rajabhat University
- Applicant Qualifications: Open to both Thai and international students

Program Type	Duration	Study Format	Remarks
Thai Program	3.5 years	Study at Suratthani Rajabhat University	Focuses on both theoretical and practical learning in Thailand
Bilingual Program (Thai-English)	3.5 years (including 1 year abroad)	2.5 years in Thailand + 1 year abroad	Enhances language skills and cross-cultural experience

Program Type	Duration	Study Format	Remarks
Program for Vocational Diploma Graduates	2 years	Accelerated study format	For graduates in tourism, hospitality, or food and beverage fields

Tuition Fee Structure

Study Group	Tuition Fee	Additional Fee	Remarks
Thai Program	12,000 THB	-	-
Bilingual Program	21,500 THB	10,000 THB	* Thai students: 40,000 THB / 4 semesters * International students: 70,000 THB / 7 semesters
Vocational Diploma Group	12,000 THB	-	-

Ready to Begin Your Journey into the World of Hospitality?

Apply now or contact us for more information.

[Apply / Contact us via LINE Official](#)

รายละเอียดเพิ่มเติม

Industry Experience Through Professional Internships

THM PRACTICAL EXPERIENCE

Gain real working experience while you are still studying

4-month internship CWIE + Co-op Domestic and international

Curriculum-Integrated Work Internship (CWIE Internship)

THM students in their second year are required to undertake a 4-month Curriculum-Integrated Work Internship with partner organizations in the industry selected by the program. This CWIE internship is designed to train students in both tour operations and hotel business, with a strong emphasis on real workplace practice and service responsibilities. Students may choose to intern with companies related to either the tourism business or the hotel business, as approved by the THM program. Through real workplace experience, students gain direct exposure, learn from actual working situations, and develop a genuine understanding of operations and management within the industry.



Co-operative Education Internship (Co-op Education Internship)

Once THM students have fulfilled the academic requirements, they are required to undertake a 4-month co-operative education internship. Students may choose to intern either in Thailand or abroad in organizations related to tourism and hospitality, such as hotels, tour companies, travel agencies, food and beverage businesses (F&B), tourism organizations, spas, hospitals, and other related institutions. Internship performance is evaluated by both the workplace supervisor and the Internship Program Manager.



รายละเอียดเพิ่มเติม

Bilingual Program (Thai-English)



The bilingual Tourism and Hospitality Management program has been designed for learners who wish to develop comprehensive knowledge and skills in both tourism and hotel business, while also strengthening their English proficiency in real working contexts.

The teaching and learning approach emphasizes the use of both Thai and English in the classroom through a bilingual learning environment. This helps students become familiar with and confident in communication, enabling them to adapt effectively to international working situations, especially in the service industry where communication skills and cross-cultural understanding are essential.

In the second year, the study plan focuses on integrating knowledge in tour business management, customer service, hotel operations, and essential professional skills through practical experience with tour companies or 5-6 star hotels in Thailand, preparing students for work in leading organizations. In the third year, students also gain the opportunity to broaden their horizons through international learning experiences by studying at partner universities abroad, such as in China or Macao, for one semester. This experience helps develop global perspectives and cross-cultural living skills.

To further enhance professional potential, in the fourth year the program also supports students in gaining one semester of professional internship experience abroad with international tour companies and hotel chains. This strengthens real-world experience, increases competitiveness, and helps students build outstanding profiles for the global job market.

This bilingual track is therefore an excellent choice for those who aspire to pursue careers in tourism and hospitality with confidence, equipped with strong language capability and well-rounded international experience within a single program.

รายละเอียดเพิ่มเติม

Flexible Study Duration

Move faster toward a professional career in tourism and hospitality with a flexible program designed for the future.

If you are looking for a faster route to success in the global service industry, the Tourism and Hospitality Management program at Suratthani Rajabhat University is designed to help you reach your goals sooner with a compact yet intensive study duration, along with practical experience you will not find elsewhere.

For M.6 / GED Applicants (Graduate within 3.5 Years)

We do not teach only from textbooks. We shape professionals through a hybrid learning model that balances theory and practice.

- Graduate in just 3.5 years and enter the job market earlier.
- Learn from real experts, including faculty members and professionals with direct industry experience.
- Work-Integrated Learning: combine academic study with real work experience at leading tour businesses and international 5-6 star hotel chains so you are ready to begin working immediately after graduation.

Bilingual Track - Move to an International Level

Gain a communication advantage and open global opportunities through a study track that emphasizes both Thai and English.

- Global Connection: an opportunity to study at a university abroad for one semester.
- International Internship: complete a co-operative education placement abroad for one semester to build an international profile before graduation.

For Vocational Diploma Graduates (Transfer and Graduate within 2 Years)

- Advance your previous qualification to a bachelor's degree quickly and systematically.
- Seamless Transfer: the program is designed to comprehensively support credit transfer from vocational colleges and other institutions.
- Graduate in only 2 years and earn a bachelor's degree with advanced management skills that help upgrade both position and salary.

Why Study Here?

"Because the world of hospitality never stands still, we have designed the program to be as flexible as possible so you can make the most of your university years and be ready to step forward as a leader in the global tourism industry."

Comparative Overview of the Tourism and Hospitality Management Program

Comparison Topic	Regular Track (M.6 / GED)	Bilingual Track	Vocational Diploma Transfer Track
Study Duration	3.5 years	3.5 years	2 years
Target Group	M.6 graduates or equivalent who want strong practical work experience	M.6 graduates who want language skills and international experience	Vocational diploma graduates who want to continue to a bachelor's degree
Study Format	Classroom learning + work-integrated education (CWIE)	Study in both Thai and English	Credit-transfer format from vocational institutions
Internship / Co-op Placement	Tourism businesses and 5-6 star hotels in Thailand	International co-operative education placement for 1 semester	Leading organizations related to the field of study
Special Strength	Graduate faster, enter the job market earlier, and gain experience from world-class hotel brands	Study abroad for 1 semester and develop professional-level language skills	Shortest study duration (2 years) with a curriculum structure that supports credit transfer
Expertise Gained	Operational and service business management skills at an international level	Thai-English communication ability and cross-cultural understanding	Advanced management skills to move beyond operational-level roles

รายละเอียดเพิ่มเติม

Course Activities

Build skills, gain inspiration, and move confidently toward becoming a professional.

The Tourism and Hospitality Management program is committed to designing diverse and intensive extra-curricular activities to prepare students to meet the demands of the global job market. Students also have opportunities to receive certificates endorsed by national-level organizations, helping create a pathway to immediate employment after graduation.

Year 1: Build Foundations and Open New Perspectives into 5-Star Business

- Intensive English (30 hours): a highly focused English foundation course for the bilingual track to prepare students for academic study and international communication.
- First Class Study Visit: gain real-world exposure from the very beginning through study visits to leading tourism businesses and luxury 5-6 star hotels in Southern Thailand, inspiring students and helping them understand world-class service standards.

Year 2: Upgrade Creative Skills and Celebrate Achievement

- Star Pin Ceremony: an activity designed to encourage students with strong academic results, outstanding participation, and third-year seniors who receive "excellent" workplace behavior evaluations from employers.
- Professional Skill Sets: course-related activities that respond to global trends.
- Wine Discovery: introduction to wine knowledge and food-wine pairing techniques.
- Creative Content Creator: training in photography and professional tourism marketing content creation.
- CWIE Ready: training in professional resume writing to help students create compelling resumes before entering actual internships.

Year 3: Strengthen Your Profile with National-Level Certificates (Specialist Training)

Deepen professional skills according to career interests and receive recognized professional certifications.

- Hotel Career Path: bartender skills training and assessment leading to a National Professional Standards Certificate from the Department of Skill Development.
- Study visit in front office management systems at a 5-star hotel.
- Tourism Career Path: life-saving skills training with a certificate endorsed by TAT-related tourism authorities.
- Practical tour guiding skill training abroad to build international-level working experience.

Year 4: Connect Directly to the Working World

- CWIE Fair: an annual tourism and hospitality job fair featuring more than 30 partner hotels and tour companies from Southern Thailand recruiting students for internships and immediate employment after graduation.

"Because we believe that experiences beyond the classroom are the key to success in hospitality careers."

This document was generated automatically. Please check the source page for the latest information.