



# 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.

