

Course Description – Curriculum 2013

Subject: OM445 Hotel Management

Credits: 3

Prerequisite: 4th-year student status

Description: Tourism situation and trend in national and global contexts, ASEAN and Thailand tourism policy and strategy, adjustment of hotel industry players in Thailand especially the local and boutique hotels, facility design in hotel, supply chain of hotel industry, yield management, cost control in hotel operations, green hotel, and ethical issues in hotel operations