

# Course Description – Curriculum 2013

**Subject:** OM446 Tourism Management

**Credits:** 3

**Prerequisite:** 4th-year student status

**Description:** Tourism management in macro and micro context, global tourism trend, tourism policies in various countries, ASEAN and Thailand tourism policy and strategy, Thailand tourism situation and its potential gaps, study of demand and supply in tourism industry such as transportation, accommodation, and destinations in order to manage all related resources effectively, sustainability of tourism business in Thailand