



# International Program in Hotel & Tourism Management Siam University

Bachelor of Business Administration (BBA)

Welcome to the Hotel & Tourism Management Siam University.





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## The best international awards

- Won three awards from AFECA (Asia MICE Youth Forum), Kaohsiung, Taiwan, Best Presenter Award, Best Theme Attire Award, and Special Recognition Award 2017
- AFECA (Asia MICE Youth Forum), Xiamen, China, Special Recognition Award 2016
- Won three awards from the International Convention & Expo Summit 2014. South Korea
- The host of World Conference on Hospitality, Tourism & Event Research & ICES 2015
- 1<sup>st</sup> prize IMEX - MPI Future Leaders Forum 2009 2011 2012 2014 2015
- 2<sup>nd</sup> prize IMEX - MPI Future Leaders Forum 2015
- Scholarships Future Leaders Forum at Frankfurt, Germany.  
Organized by Thailand Convention and Exhibition Bureau (TCEB) and TICA.
- The Best Paper Awards by ApacCHRIE 2004
- The Best Paper Award by Journal of Convention & Event Tourism (2012).



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The International Program in **Hotel & Tourism Management** at **Siam University** is Thailand MICE winner.

The 1<sup>st</sup> prize IMEX - MPI Future Leaders Forum 2009 2011 2012 2014 2015



Our Students' Achievement

# Why should you study at the International Program in **Hotel & Tourism Management** Siam University?



## Our Students' Achievement

The World Conference on Hospitality, Tourism, and Event Research (WHTER 2013) & the International Convention & Expo Summit (ICES 2013) was shown on Thai public TVs channels (TV3, TV5, TV7) as an iconic conference of Thailand.





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## What will you **study**?



### **Special Interest Tourism**

By

Associate Professor Bongkosh N. Rittichainuwat, Ph.D.

Rittichainuwat 2018

- **Special Interest Tourism**
  - Movie & TV series tourism
  - Food tourism
  - Medical tourism
  - Shopping tourism
- **Class Achievement**
  - Students who took this class won the 1<sup>st</sup> & 2<sup>nd</sup> prizes from TCEB for being the representative of Thailand to Future Leader Forum 2015.

## INTERNATIONAL PROGRAM IN HOTEL &amp; TOURISM MANAGEMENT SIAM UNIVERSITY

Tentative class schedule 1/2018 (August-December 2018)

Date	Monday	Tuesday	Wednesday	Thursday	Friday	SAT
8:30-11:30	211-226 Meeting & Conventions 19-502 Dr. Bongkosh	211-312 Restaurant & Banquet Lab 19-803 Chef Kulawit	117-146 Academic English 19-502 Ajan Peter	221-490 Preparation to Co-Op 19-504 Ajan Kris	211-312 Restaurant & Banquet 19-502 Ajan Kris	211-445 International Hotel Management Ajan Thaweechai 19-502
11:30-13:30		221-490 Preparation to Co-Op Ajan Kan Thar 19-804	211-324 Flight Attendant 19-502 Ajan Peter	221-111 Introduction to Hotel & Tourism Management 19-502 Ajan Kris	211-316 Hospitality Marketing 19-502 Ajan Kris	221-304 Service Marketing 19-502 Ajan Sand
13:30-16:30	211-452 Special Interest Tourism Dr. Bongkosh 19-502	211-446 Marketing Research Dr. Bongkosh 19-502	221-224 International Tourism & Incentive Travel 19-502 Dr. Bongkosh	211-228 Tourist Behavior 19-502 Dr. Bongkosh	211-222 Exhibition Management 19-502 Ajan Suphapon	211-402 Strategic Management Prof. Eric Laws 19-502



# I love my food tourism.



Wunna & Yasmin, 1<sup>st</sup> year student of the Hotel & Tourism Management



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Let's join the International Program in  
**Hotel & Tourism Management at Siam University.**

