

**Curriculum of Master of Science Program
in Community Ecotourism Management
(Revised Curriculum 2019)**

Academic Institution **Prince of Songkla University, Hatyai campus
Faculty of Environmental Management**

Section 1 General Information

1. Curriculum Name and Program

- **Master of Science Program in Community Ecotourism Management**

2. Name of Academic Degree and Program

2.1 Master of Science

Full Title: Master of Science (Community Ecotourism Management)

Abbreviation: M.Sc. (Community Ecotourism Management)

Section 2 Curriculum Structure

1. Curriculum Master of Science program

Plan A; A1	36 credits
-Thesis	36 credits
Plan A; A2	36 credits
-Compulsory courses	9 credits
-Elective courses	9 credits
-Thesis	18 credits
Plan B	36 credits
-Compulsory courses	15 credits
-Elective courses	15 credits
-Minor Thesis	6 credits

Study Plan for Master of Science program

Plan A; A1	Thesis 36 credits
First Year, Semester 1	
838-800 Thesis	9 credits
838-515 Seminar I *	1 credit
First Year, Semester 2	
838-800 Thesis	9 credits
838-516 Seminar II *	1 credit
Second Year, Semester 1	
838-800 Thesis	9 credits
Second Year, Semester 2	
838-800 Thesis	9 credits
Total credits	36 credits

Plan A; A2	Thesis 36 credits
First Year, Semester 1	
838-510 Research Methodology for Tourism*	3 credits
838-512 Community Ecotourism Management	3 credits
838-514 Sustainable Agro-Tourism According to the King Wisdoms	3 credits
838-515 Seminar I * *	1 credit
838-xxx Elective	3 credits
First Year, Semester 2	
838-511 Network Development and Tourism Management System *	3 credits
838-513 Network Development and Tourism Management System	3 credits
838-516 Seminar II **	1 credit
838-xxx Elective	3 credits
838-xxx Elective	3 credits
Second Year, Semester 1	
838-801 Thesis	9 credits
Second Year, Semester 2	
838-801 Thesis	9 credits
Total credits	36 credits

Plan B

Thesis 36 credits

First Year, Semester 1

838-510 Research Methodology for Tourism*	3 credits
838-512 Community Ecotourism Management	3 credits
838-514 Sustainable Agro-Tourism According to the King Wisdoms	3 credits
838-515 Seminar I * *	1 credit
838-xxx Elective	3 credits

First Year, Semester 2

838-511 Network Development and Tourism Management System *	3 credits
838-513 Network Development and Tourism Management System	3 credits
838-516 Seminar II **	1 credit
838-xxx Elective	3 credits
838-xxx Elective	3 credits

Second Year, Semester 1

838-xxx Elective	3 credits
838-xxx Elective	3 credits
838-802 Minor Thesis	2 credits

Second Year, Semester 2

838-802 Minor Thesis	4 credits
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Total credits 36 credits

* No credit for Master of Science program/Plan A2

* Credit for Master of Science program/Plan B

** No credit for Master of Science program Plan A1 / Plan A2 /Plan B

No credit (Result in grade of S=Pass, U= Fail)

Courses (Master of Science Program)

Compulsory courses

838-510	Research Methodology for Tourism *	3((3)-0-6)
838-511	Network Development and Tourism Management System *	3(1-6-2)
838-512	Community Ecotourism Management	3((3)-0-6)
838-513	Information Technology and Innovation for Ecotourism	3(2-3-4)
838- 514	Sustainable Agro-Tourism According to the King Wisdoms	3(2-3-4)
838-515	Seminar I **	1(0-2-1)
838-516	Seminar II **	1(0-2-1)

Elective course

838-521	Local Food and Community Innovative Products	3(2-3-4)
838-522	Climate Change and Tourism	3((3)-0-6)
838-523	Tourism Impact Assessment for Environment	3((3)-0-6)
838-524	Environmental Management for Green Tourism	3((3)-0-6)
838-525	Local Wisdoms and Tourism	3((3)-0-6)
838-526	Biotechnology and Environmentally Friendly Tourism	3(2-3-4)
838-527	Natural Resources Management for Sustainable Tourism	3((3)-0-6)
838-528	Environmental Health and Tourism	3((3)-0-6)
838-529	Wellness Tourism and Thai herbs	3((3)-0-6)
838-530	Local Economic Development	3((3)-0-6)
838-531	Writing Academic Article for Humanities and Social Sciences	3((3)-0-6)
838-532	Special Topics in Community Ecotourism Management	3((3)-0-6)

Module

838-500	Green Ecotourism	6((5)-3-10)
838-501	Green Products Innovation	6((5)-3-10)
838-502	Green Resource Management and Agro-Tourism	6((5)-3-10)
838-503	Green Health and Wellness Tourism	6((5)-3-10)
838-504	Green Local Economic and Local Wisdoms for Green Tourism	6((5)-3-10)

Thesis

838-800	Thesis)	36(0-108-0)
838-801	Thesis)	18(0-54-0)
838-802	Minor Thesis	6(0-18-0)

***Note. Students may select any course offered for Master degree or Doctoral degree in Prince of Songkla University curriculum. However, the selected course must be approved by curriculum supervisor or thesis advisor.**

Course Descriptions

- 838-510 Research Methodology for Tourism 3((3)-0-6)
 Research philosophy; research problem based on Country's research needs, community needs, and work-based needs, Research objectives, research framework; literature reviewed; research design; research methodology; research ethics; preparing research proposal; proposal presentation
- 838-511 Network Development and Tourism Management System 3(1-6-2)
 Importance of developing new ecotourism network for global climate change, low carbon tourism, the overall environmental problem for tourism, developing a new route and tourist guide, Thai way of tourism in fragile areas, value-added products and the management of tourism routes to various communities, organize ecotourism community based program, real case study in community, field trips
- 838-512 Community Ecotourism Management 3((3)-0-6)
 Principles and components of ecotourism and community based; ecotourism community based management; various types of planning process of ecotourism community based; zoning; system and types of facilities corresponding to carrying capacity of destination; assessment of potential of the ecotourism community based destination; ecotourism community based tourists characteristics and behavior; management of natural environment and ecosystem; interpretation and education giving to tourists; ecotourism and community participation ; conservation and rehabilitation of ecosystem by community based; ecotourism management in protected areas; ecotourism management planning; policy and related offices in the country; case studies of Thailand and other countries; field trips are included
- 838-513 Information Technology and Innovation for Ecotourism 3(2-3-4)
 The importance of information technology for tourism; the role of information technology and internet in ecotourism service and agro-tourism according to the King wisdoms; the application of information technology for service innovative creation in ecotourism, agricultural and natural resources management; the innovation researches for ecotourism; trends of ecotourism service and agricultural in the future
- 838-514 Sustainable Agro-Tourism According to the King Wisdoms 3(2-3-4)
 Definition of the King wisdoms and Agro-Tourism; principles of sustainable Agriculture, types of agricultural tourism; guidelines for the development of agro-tourism destinations; community participation in agro-tourism management; organizing activities in agro-tourism, increasing value of agricultural products in tourist destinations; public relations and sustainable agro- tourism business according to the King wisdom; field trip

- 838-515 Seminar I 1(0-2-1)
Presentation; analysis and discussion of interesting topics in community ecotourism management focusing on philosophy and program objectives
- 838-516 Seminar II 1(0-2-1)
Presentation; analysis and discussion of interesting topics in community ecotourism management focusing on philosophy and program objectives
- 838-521 Local Food and Community Innovative Products 3(2-3-4)
The meaning of local food and community products; the impact of local food on health, economy, culture, environment and ecotourism; marking, brand and branding from storytelling; innovations and technology with the development of local food and community products such as raw materials, production processes, packaging design and distribution channels; examples of studies on the benefits of local food and community products on ecotourism destinations; field trip
- 838-522 Climate Change and Tourism 3((3)-0-6)
Principle and significance of tourism; principle of climate change; theory; climate weather forecasts; changing trend; likely to change; factors affecting impact on tourism; national policies and plans, international conventions and agreements related to climate change and tourism; travel patterns and activities; knowledge and best practices; management strategies including adaptation and coping in the future
- 838-523 Tourism Impact Assessment for Environment 3((3)-0-6)
Impacts from ecotourism on environment in the dimension of physical, biological, economical and social, positive and negative tourists satisfaction; indicators and methods to assessment, analyse the result to develop and resolve by a tool of ecotourism community management; limitation of ecotourism impact assessment
- 838-524 Environmental Management for Green Tourism 3((3)-0-6)
Definition of environmental management and pollution prevention; tools for environmental impact assessment; environmental management system; municipal solid waste management; wastewater management; renewable energy and alternative energy; energy conservation; environmental labeling; environmental protection investment; tourism operations for environmental and social sustainability
- 838-525 Local Wisdoms and Tourism 3((3)-0-6)
Definition of local wisdoms, study and examine local wisdoms and indigenous knowledge, local wisdoms from creativity and learning; development from practicing and participation in communities; local wisdoms to live with others; local wisdoms to live with nature and environment; environmental wisdoms worldview focused on learning process; types

of local wisdom; utilization, methodology of collection, application, OTOP nawartwithi, conservation and rehabilitation, case study of local wisdoms and value added in application for sustainable tourism

- 838-526 Biotechnology and Environmentally Friendly Tourism 3(2-3-4)
 Biotechnology with tourism environmentally friendly; biological wastewater treatment; biological degradation and treatment of organic waste; biofuel; biocontrol; biopesticides; microbial food safety; fermented food and health food; bio-degradable packaging; biodiversity and application of biotechnological processes for green tourism business
- 838-527 Natural Resources Management for Sustainable Tourism 3(3-0-6)
 Definition of natural resource management; laws on natural resource conservation; land use planning, water resources management, biodiversity conservation for sustainability in the future; relation between tourism and natural resource management; the concept of natural tourism, ecotourism and sustainable tourism; community participation and innovation in tourism to generate income from local resources; examples of sustainable natural resources management approaches for tourism in both domestic and international areas; field trip
- 838-528 Environmental Health and Tourism 3((3)-0-6)
 Definition of environmental health; water consumption, solid waste and sewage management, waste water treatment and water pollution control; food sanitation; noise pollution control; environmental management of residences; prevention of communicable diseases from tourism
- 838-529 Wellness Tourism and Thai herbs 3((3)-0-6)
 Definition of health tourism and Thai herbs; healthy food; Thai herbs used as food and as a health care product; Thai massage, Thai spa and natural therapy; health activities; Thai wisdom in health promotion; strategies and innovations for wellness tourism business development
- 838-530 Local Economic Development 3((3)-0-6)
 Understanding of local economy situation; community-based tourism marketing; boosting community economy; innovation of creative tourism/design products; local market economy; value chain; public participation in boosting community economy; scenario analysis; SWOT analysis; strategic planning; presentation of boosting community economy
- 838-531 Writing Academic Article for Humanities and Social Sciences 3((3)-0-6)
 Preparation for academic article writing, skill of searching and scanning for academic conference and/or academic journal, preparation of article draft, skill of searching data, skill of reading, skill of writing, citation and referencing, skill of academic presentation

- 838-532 Special Topics in Community Ecotourism Management 3((3)-0-6)
New occurring issues and interests concerning ecotourism management and environment
- 838-800 Thesis 36(0-108-0)
Research about community ecotourism management under the supervision of supervisor; thesis report, paper publications; presentation the research report in front of the panel committee
- 838-801 Thesis 18(0-54-0)
Research about community ecotourism management under the supervision of supervisor; thesis report, paper publication; presentation the research report in front of the panel committee
- 838-802 Minor Thesis 6(0-18-0)
Research about community ecotourism management under the supervision of supervisor; minor thesis report, paper publication; presentation the research report in front of the panel committee
- 838-500 Module: Green Ecotourism 6((5)-3-10)
Components and principles of ecotourism and community tourism; process and steps of community ecotourism planning, assessment of community ecotourism potential; ecotourism and community participation; ecotourism management planning; tools for EIA; environmental management system, community-waste management, waste water management, renewable and alternative energy, energy conservation, environmental labeling; environmental protection investment; tourism operations for environment and society sustainably; conservation and rehabilitation of tourist attractions by the community, ecotourism management in protected areas
- 838-501 Module: Green Products Innovation 6((5)-3-10)
Components and principles of ecotourism and community tourism; process and steps of community ecotourism planning, assessment of community ecotourism potential; ecotourism and community participation; ecotourism management planning; tools for EIA; environmental management system, community-waste management, waste water management, renewable and alternative energy, energy conservation, environmental labeling; environmental protection investment; tourism operations for environment and society sustainably; conservation and rehabilitation of tourist attractions by the community ,ecotourism management in protected areas

- 838-502 Module: Green Resource Management and Agro-tourism 6((5)-3-10)
The relationship between tourism and natural resource management; concepts of natural tourism, ecotourism and sustainable tourism; principles of sustainable agriculture; agro-tourism according to the King wisdoms; soil and water resource management; conservation of biodiversity; community participation and tourism innovation to generate income from local natural resources; guidelines for development and business of agro-tourism and conservation; organizing activities in tourist attractions; public relations and marketing; Field trips
- 838-503 Module: Green Health and Wellness Tourism 6((5)-3-10)
The meaning of health tourism; herbs and health food; health care and anti-aging products, Thai massage, Thai spas and natural therapies; health activities; Thai wisdom in promoting health, the importance of environmental health and tourism; Food sanitation control of noise pollution, environmental management of accommodation, prevention of communicable diseases from tourism; water supply for consumption, management of solid waste and night soil, controlling water pollution; strategies and innovations for the development of health tourism businesses; Field trips
- 838-504 Module: Local Economic and Local Wisdoms for Green Tourism 6((5)-3-10)
Local knowledge and wisdom in coexistence with nature and the environment, wisdom in the pursuit of human values and values by focusing on learning processes, types of local wisdom, utilization, application of methods for conservation and rehabilitation; applying local wisdom and design of value-added products through creative innovation for sustainable tourism management; scenario analysis; SWOT analysis; strategic planning; community-based tourism marketing, boosting community economic, cost management, value chain of public participation in community economic promotion; Field trips
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