

Where This Degree Can Take You

Potential Career Paths:

Destination Manager
Event and MICE Planner
F&B Strategist
Tourism Entrepreneur
Hotel or Resort Manager
Sustainable Tourism Consultant
Digital Marketing for Travel



CONTACT US

Mahidol University International College
999 Phutthamonthon 4 Rd., Salaya, Nakhon Pathom 73170, Thailand
Email: icgrad@mahidol.ac.th
Tel: +66(0)2-700-5000 ext. 4480-4
Mobile: 096 685 1334
LINE: @muicmaster
Website: www.muic.mahidol.ac.th

MUIC **MM**

MASTER OF MANAGEMENT IN INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

Elevate Your Career in Global Tourism and Hospitality

Gain cutting-edge management skills,
digital expertise,
and strategic insight
— designed for an evolving
international industry.

APPLY NOW



Program Highlights

▶ Trimester System

T1: Sep–Dec | T2: Jan–Apr |
T3: May–Aug
Complete your degree
in just 5 trimesters

▶ Weekend Classes

Sat & Sun: 9:00–12:00 | 13:00–16:00
Ideal for working professionals

▶ Affordable Tuition

Approx. 480,000 THB
for the full program

▶ Dual Study Plans

Plan A: Thesis (15 credits)
Plan B: Thematic Paper (6 credits)
+ More Electives



STUDY PLAN

	Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5
Plan A	Core course 24 credits			Thesis 15 credits	
			Elective course 6 credits		
	Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5-6
Plan B	Core course 24 credits			Thematic paper 6 credits	
			Elective course 15 credits		

CORE COURSE

- ICTH 511 Digital Marketing Management in Tourism and Hospitality Business
- ICTH 512 Service Management and Experience Design
- ICTH 513 Human Resources Planning and Development in Tourism and Hospitality Business
- ICTH 514 Financial Feasibility and Management in Tourism and Hospitality Business
- ICTH 515 Digital Transformation in Tourism and Hospitality Industry
- ICTH 516 Seminar and Research Methods in Tourism and Hospitality Industry
- ICTH 517 Revenue Management in Tourism and Hospitality Business
- ICTH 518 Strategic Management and Entrepreneurship for Tourism and Hospitality Enterprise

ELECTIVE COURSE

- ICTH 611 Food and Beverage Business Development and Management
- ICTH 612 Business Event Management
- ICTH 613 Hospitality Business Development and Management
- ICTH 614 Sustainable Developments for Tourism and Hospitality Industry
- ICTH 615 Tourism Destination Management
- ICTH 616 Seminar in Tourism and Hospitality Industry Trends and Issues
- ICTH 617 Special Topic in Tourism Industry
- ICTH 618 Special Topic in Hospitality Industry

Future-Ready Flexible Focused

Your next step in global tourism
and hospitality starts here



Admissions Requirements

1. Bachelor's Degree & Transcript
2. English Proficiency (IELTS 6.0 | TOEFL 79 | MU Grad Plus 70)
3. Statement of Purpose
4. Recommendation Letter
5. ID/Passport Copy
6. Application Fee: 2,500 THB

"MUIC gave me more than a degree – it provided a distinct stamp of excellence that stands out in the global job market. By connecting with industry leaders and gaining real-world insights, I developed the perspective and network that continue to open doors.

It laid the foundation for who I am today."



Krid Kusumawalee

Director of Development,
Asia Region
Kempinski Hotels

