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The purposes of this research were to develop the curriculum of the Master's Degree in Tourism Management at Kasem Bundit University in accordance to the needs of Kasem Bundit University and to evaluate the quality of the developed curriculum. The procedures consisted of three steps: 1) the survey of basic information for curriculum development and the curriculum framework design 2) the development of the Tourism Management curriculum at Kasem Bundit University and 3) the evaluation of the Tourism Management curriculum at Kasem Bundit University.

The sample groups consisted of 6 Kasem Bundit administrators, 26 representatives of Thai organizations concerning tourism , 56 entrepreneurs of tourism business, 7 lecturers of Hotel Business and Tourism at Kasem Bundit University 102 graduates in Hotel Business and Tourism of Kasem Bundit University and 5 experts in curriculum development. The instrument consisted of semi-structured interview, questionnaires, the curriculum framework and curriculum evaluation form.

The results of the research showed that 1) the developed curriculum framework of the Master of Arts in Tourism Management at Kasem Bundit University met the curriculum requirements set up by the Commission of Higher Education on credits and study programs which are not less than 36 credits including research or independent study programs. The curriculum emphasizes the research-based knowledge development and the characteristics of the graduates that are as follows: the ethics and codes of profession; Thai and English communication skills; leadership and team work skills; analytic skills; basic knowledge of tourism management and its application and the work as academics as well as practitioners. 2) the evaluation of curriculum quality as a whole was good. The index of item objective congruence had the value above 0.5 at all five items which are (1) the curriculum's philosophy and objectives (2) the quality of lectures and students (3) the teaching and learning contents (4) the instruction and outcomes (5) the curriculum materials and learning supporting contexts.



Student's signature



Thesis Advisor's signature

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