

Teeradet Chuenpraphanusorn 2007: Curriculum Development of Master of Arts Degree in English for Tourism and Hotel, Suan Dusit Rajabhat University. Doctor of Philosophy (Curriculum and Instruction), Major Field: Curriculum and Instruction, Department of Education. Thesis Advisor: Associate Professor Somtawil Dhanasobhon, Ed.D. 276 pages.

The purpose of this research were to develop the curriculum of master of arts degree in English for Tourism and Hotel,Suan Dusit Rajabhat University. The procedures consisted of three steps: 1) to survey the fundamental information needed for curriculum development ; the sampling was taken from 5 executives of Suan Dusit Rajabhat University , 106 alumni ,46 directors of tourism and hotel industry and 5 lecturers. The tool used for data collecting are questionnaires and interview forms; Mean (\bar{X}) and percentage (%) and SPSS were used for the analysis of data. 2) to develop the curriculum 3) evaluating the curriculum.

The findings were 1) Suan Dusit Rajabhat University is a special University with an expertise in tourism industry and foreign languages, and ICT for teaching and learning. For the curriculum, it should provide students the opportunities to develop skills in many areas such as using computer, problem solving, co-operative working, good attitude , good at English language skills; listening speaking reading and writing in tourism and hotel industry, emphasizing on practice along with theory, and academic traveling ,both in the country and abroad. 2) the main points of the new curriculum is to develop the English language skills ,computer skill , co – operative working emphasizes on practice along with theory, academic traveling. There are 41 credits; divided into 2 plans: plan A (thesis) and plan B (Independent studies). 3) the curriculum document was evaluated by 7 experts and revealed that ; the strong point was it was the new curriculum that no other university has opened ; the name of the curriculum was direct to the discipline ; the 4 objectives of the curriculum corresponded with the year 2006 standards of the higher education; the course description and the curriculum document corresponded with objectives, the needs of the society, emphasizing on practice and learning, modernization ,and appropriate for the career path.



Student's signature



Thesis Advisor's signature

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