

## CONTENTS

CONTENTS.....	1
INTRODUCTION.....	2
Welcome message from the director.....	2
PROGRAMME SUMMARY.....	3
Structure of the Bachelor of Arts programs.....	4
YOUR RESPONSIBILITIES AS A STUDENT.....	8
Discipline.....	8
Attendance.....	9
Class Behavior.....	9
Materials.....	10
Academic Integrity.....	10
Dress Code.....	11
EXAM REGULATIONS.....	13
VIOLETIONS OF THE INTEGRITY POLICY.....	14
Cheating.....	14
Misconduct.....	15
Plagiarism.....	16
Providing False Information.....	16
SUPPORT.....	17
Ellis Program.....	17
English Language Tutorial.....	17
Office Contact.....	18

## INTRODUCTION

### *Welcome message from the director*

Welcome! The International College for Sustainability Studies at Srinakharinwirot University is pleased to have you as a student on the programme.

Becoming a university student proves that you have academic ability, joining the International College demonstrates your desire to learn more about your country and some of the challenges it faces as a tourist attraction.

As you enter the programme, this is a time of hope for all of us. I am sure that you hope to make new friends, get good grades and have a successful time at SWU. We hope that you enjoy your studies, engage in the life of the university, and find what you are looking for.

However, life is not always easy and you will need to work to achieve success. Sometimes you will need to work particularly hard to overcome obstacles and may feel many frustrations. To help you be prepared for these times and help you overcome them, we have put this booklet together. It contains a wealth of useful information and advice, so I hope you will take the time to read it thoroughly and dwell on its contents.

We strive to help you achieve success and will be proud of you when you achieve it.



Panpim Chaupalakit Ph.D.

Director of International College for Sustainability Studies

## PROGRAMME SUMMARY

Currently, two degree programs are offered at undergraduate level. Both of them focus particularly on tourism and sustainability. Rationales for the basis of the two programs are similar. Our life support system, nature and the environment, has been abused, society has been plagued with problems, and the distribution of wealth is unequal. The ability of humanity to sustain itself is therefore threatened by the current mode of operations. We are facing a dilemma of survival, and the ever growing tourism industry is one of the threatening factors.

Claimed to be the biggest industry in the world, tourism generates foreign revenues and ranks among the highest income earners in so many economies, including those of Thailand and the Southeast Asian region. The industry consequently has extensive impacts on all aspects of sustainability, and ought to be managed responsibly.

The College's vision, education for a sustainable world, thus reflects these rationales in the programs of studies. The first of the programs is a Bachelor of Arts in Ecotourism and Hospitality Management, and the second is a Bachelor of Arts in Sustainable Tourism (incorporating two concentrations – Leisure and Recreation Management, and Recreation and Hospitality Management).

*Structure of the Bachelor of Arts programs*

General Education Courses	no less than	30 credits
Major Foundation Courses	no less than	36 credits
Major Courses	no less than	48 credits
English Courses	no less than	15 credits
Free Elective Courses	no less than	6 credits

Total credits for the 4-year Bachelor's degree is no less than 135 credits.

Practicum	no less than	300 hours
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General education courses, total 30 credits, which all students are to follow are:

Language

Foreign language	no less than	6 credits
Thai language	no less than	4 credits
Information Science	no less than	2 credits
Humanities	no less than	2 credits
Social Sciences	no less than	2 credits
Physical Education	no less than	2 credits
Integration	no less than	10 credits

Students then continue for more specific courses within their chosen programs.

The table below shows major courses for each of the programs.

<b>BA in Sustainable Tourism</b>	
<b>Major Foundation Courses 36 credits</b>	
TSS 101	Introduction to Sustainability
TSS 102	Organization and Good Governance
TSS 103	Introduction to Sustainable Tourism
TSS 104	Business and Tourism Laws
TSS 201	Management for Sustainability
TSS 202	Marketing in Tourism and Recreation Service
TSS 203	Cultural Diversity
TSS 204	Tourism and Recreation Information Management
TSS 205	Research Methodology
TSS 301	Environment and Economics
TSS 302	Program Planning and Supervision
TSS 303	Tourism Industry Operations
TSS 304	Sustainability Principles, Policies, and Practice
TSS 305	Entrepreneurship in Tourism and Recreation Service
<b>Major Compulsory Courses 27 credits</b>	
LSS 211	Introduction to Recreation and Leisure Studies
LSS 212	Introduction to Outdoor Recreation
LSS 213	Principle of Therapeutic Recreation
LSS 311	Introduction to Inclusive Recreation
LSS 312	Special Issues in Leisure, Recreation, and Lifestyle
LSS 313	Community and Recreation Management
LSS 411	Managing Leisure and Recreation Service
LSS 412	Leisure and Recreation Service Field Work (6)
<b>Major Concentration courses in Leisure and Recreation Management 21 credits</b>	
FSS 331	Health and Fitness Promotion
FSS 332	Physical Activities for Health
FSS 333	Social Psychology of Sport
FSS 334	First Aid and Cardio Pulmonary Resuscitation
FSS 335	Sport Activities for Health

FSS 431	Psychology of Physical Activity and Health
FSS 432	Facilities Management
FSS 433	Health and Fitness Management
FSS 434	Professional Ethics for Sport, Recreation and Tourism
<b>Major Concentration courses in Recreation and Hospitality Management 21 credits</b>	
SSS 321	Introduction to Hospitality Management
SSS 322	Catering knowledge (science)
SSS 323	Eastern and Western Culinary Arts
SSS 421	Food and Beverage Management
SSS 422	Energy Saving in Hotel
SSS 423	Lodging Marketing
SSS 424	Hospitality Management and Marketing

<b>BA in Ecotourism and Hospitality Management</b>	
<b>Major Foundation Courses 36 credits</b>	
TSS 101	Introduction to Sustainability
TSS 102	Organization and Good Governance
TSS 103	Introduction to Sustainable Tourism
TSS 104	Business and Tourism Laws
TSS 201	Management for Sustainability
TSS 202	Marketing in Tourism and Recreation Service
TSS 203	Cultural Diversity
TSS 204	Tourism and Recreation Information Management
TSS 205	Research Methodology
TSS 301	Environment and Economics
TSS 302	Program Planning and Supervision
TSS 303	Tourism Industry Operations
TSS 304	Sustainability Principles, Policies, and Practice
TSS 305	Entrepreneurship in Tourism and Recreation Service

**Major Courses in Ecotourism 27 credits**

ECO 211 Academic Knowledge for Tour Guides  
ECO 212 Professional Knowledge for Tour Guides  
ECO 213 Tourism Management  
ECO 214 Underlying Principles of Ecotourism  
ECO 311 Ecotourism Management in Protected Areas  
ECO 312 Ecotourism Management of Cultural Heritage  
ECO 313 Travel Agency Operations  
ECO 411 Airline Business  
ECO 412 Tourism Attraction Development  
ECO 413 Community-Based Ecotourism Development

**Major courses in Hospitality Management 21 credits**

SSS 321 Introduction to Hospitality Management  
SSS 322 Catering knowledge (science)  
SSS 323 Eastern and Western Culinary Arts  
SSS 421 Food and Beverage Management  
SSS 422 Energy Saving in Hotel  
SSS 423 Lodging Marketing  
SSS 424 Hospitality Management and Marketing

Students in each program, in order to graduate, are required to successfully pass no less than 135 credits of courses according to the abovementioned clusters with a grade of D and a cumulative grade point average of at least 2.0; and they are also to take a 300-hour internship at a related organization.

## YOUR RESPONSIBILITIES AS A STUDENT

### *Discipline*

You are now part of the Srinakharinwirot University and have to behave according to the university's rules regarding student discipline. This means you must:

1. Obey and act according to university's rules and codes of conduct.
2. Maintain with dignity the harmony and honor of the university.
3. Conduct yourself properly both inside and outside the university, respecting faculty members and observing lawful advice and warnings from staff and faculty.
4. Wear proper attire according to university's regulations. (You may be asked to leave a class for failing to attend in uniform and could be penalised by Student Affairs.)

Breaking of these rules can result in one of five punishments according to the nature of the offence, as follows:

1. Expulsion – for committing criminal activity leading to imprisonment or carrying out serious fraud;
2. Removal from studentship – for violating critical disciplines including but not limited to:
  - a. Gambling and related activities,
  - b. Consumption or possession of narcotics including tobacco (cigarettes) and alcoholic beverages,
  - c. Other dangerous or dishonorable actions;

3. Suspension from tuition, examination or graduation for up to two years  
– for offences as in 2 above;
4. Probation – for breaching a university rule, particularly other than those above;
5. Caution by Vice President or Dean – for minor offences against university rules.

#### ***Attendance***

As a responsible individual, you are able to manage time appropriately. As a student, this means that by enrolling in a course you undertake to attend all classes, arrive on time for each class and not take a break longer than that allowed by your instructor.

Arriving late may result in loss of points or being marked absent at the discretion of the instructor. If you fail to attend at least 80% of all classes, your instructor is obliged to give you a failing grade for the course and you will have to retake it.

#### ***Class Behavior***

Maximum benefit from each class can be gained by actively engaging in the tasks assigned, whether this is a group discussion on a given topic, individual problem solving, reading, writing or simply listening to the instructor.

As an individual seeking knowledge, you will not engage in other activities such as using a mobile phone, listening to music, doing homework from another course, sleeping or disrupting the class in any way while in class.

Such behaviors will be punished as deemed appropriate by your instructor.

Equally, you should take opportunities before or after class to visit the rest room so that you do not have to leave the class for a toilet break. Taking an unscheduled break will result in loss of points or being marked absent for that class.

### ***Materials***

You are expected to buy the text book assigned by the lecturer for each of your classes or to pay a reproduction fee for copies made on your behalf. Reading and reviewing a text book both before and after a class will help you to understand the class and get the most out of it.

In addition to the text book, you should bring notepaper, writing implements and other required materials to each class. If you do not have the text book or equipment to participate in a class, you may be penalised as your instructor deems appropriate.

### ***Academic Integrity***

Central to the purpose and pursuit of any academic community is academic integrity. You are expected to maintain the highest standards of honesty and integrity, in keeping with the philosophy and mission of the International College.

Essentially, academic honesty is the act of studying to the best of your ability and producing your own work while not infringing on the work of

others. Academic dishonesty, therefore, involves claiming the work of another as your own, preventing others from doing their work, or otherwise attempting to gain an unfair advantage.

Academic dishonesty is a profound violation of the International College's code of behavior. Outlined later are examples of and specific consequences for academic dishonesty at the International College. The list of examples is not meant to be exhaustive, but rather to provide an overview of the community's common concerns. If you are unsure as to whether specific behavior not listed will constitute academic dishonesty, you should consult with your individual course instructors.

### ***Dress Code***

The International College aims to set a high standard of personal presentation among its students as part of their training for later employment in sustainable tourism. The travel and tourism industry is a service industry with a lot of customer contact. Consequently, many companies require a clean and smart appearance with great attention to detail. In preparation for this, you are required to wear your university uniform to class.



The Srinakharinwirot University uniform consists of a white dress shirt or dress blouse, a black (or dark color) skirt (for women) or slacks (for men), closed shoes with no part of the foot showing, and an SWU pin and belt buckle. Men are also required to wear neckties during their first semester of study.

Neither white "polo" shirts nor slippers are acceptable for men or women. Women must wear skirts (short, long, mid-length) – no slacks. Sleeveless blouses and very short skirts are not acceptable.

Within the requirements of the uniform there is a great deal of variation reflecting personal style. However, by presenting yourself in uniform, you will be treated with more respect and consideration than others who may not be in uniform. If you are not in uniform your instructor has the right to refuse you entry to the classroom and mark you absent.

Being known as a university student confers a measure of respect that is highly valued. Wear your uniform with pride.

## EXAM REGULATIONS

1. Students should arrive at the exam room 10 minutes before the exam start time and wait outside until allowed to enter by the proctor.
2. Students arriving more than 15 minutes after the exam has started may not be allowed to enter the exam room.
3. Students may not leave the exam room in the first 30 minutes of the exam.
4. Students may leave after 30 minutes but may not return.
5. All bags (including handbags and pencil cases) must be left at the front of the exam room upon entry and may be recovered upon leaving.
6. Each student is responsible for bringing his or her own pen, pencil, eraser, liquid paper and any other writing implements. Students may not borrow such items from other students during the exam.
7. All answers must be written on the answer paper provided. Notes may not be made on any paper except the question paper.
8. Students must hand in both answer sheets and question papers upon finishing the exam.
9. Students may not use any crib sheets or other materials during the exam.
10. Students may not use dictionaries, hand held computers or mobile phones during the exam.

11. Mobile phones and other electronic devices must be turned off before entering the exam room and may not be turned on again until after leaving the room.
12. Students may not talk from when they enter the exam room until when they leave.
13. Students caught cheating during an exam may be asked to leave immediately and will score zero for that exam.

#### **VIOLATIONS OF THE INTEGRITY POLICY**

Violations of the International College Academic Integrity Policy include, but are not limited to, the following:

##### ***Cheating***

1. Copying answers from another student's paper during a quiz, test, or examination.
2. Divulging answers or information to another student during a quiz, test, or examination, or accepting such aide.
3. Using unauthorized aids (e.g., notes or books) during a quiz, test, or examination
4. Collaborating improperly with another student on an open-book or take-home quiz, test, or examination.
5. Exceeding the time limit, when one exists, on an open-book or take-home quiz, test, or examination.
6. Aiding another student improperly on in- or out-of-class assignments.

7. Leaving a testing area to obtain answers or aid.
8. Handing in another's work or ideas as one's own.
9. Taking a quiz, test, or examination with prior knowledge of its contents, when that knowledge has not been authorized or consented to by the instructor.
10. Engaging in any activity which may give an unfair academic advantage to oneself or another.

***Misconduct***

1. Engaging, during a class or testing session, in conduct that is so disruptive as to infringe upon the rights of the instructor or fellow students.
2. Submitting the same work, including oral presentations, for different courses without the explicit consent of the instructors.
3. Stealing or intentionally damaging or destroying notes, research data, laboratory projects, library materials, computer software (including the intentional passing of a computer virus), or any other work of another member.
4. Acting as or using a substitute in any academic evaluation procedures.
5. Depriving others of necessary academic resources.
6. Sabotaging the work of another member.
7. Unethically obtaining answers or other information about a quiz, test, or examination before it is administered, even if not a member of the class in which the quiz, test, or examination is given.

8. Violating copyright restrictions, i.e., stealing the intellectual property of another.

***Plagiarism***

1. Quoting or paraphrasing, without proper citation and acknowledgment, the published words, ideas, or work of another (including anonymous publications and online publications).
2. Submitting, as one's own work, a paper, an oral presentation, or a visual presentation authored wholly or partially by someone else (including commercial services).
3. Borrowing and appropriating, without proper citation and acknowledgement, facts that are not matters of general knowledge, including all statistics and translations, and/or the general idea or logic of another's argument.

***Providing False Information***

1. Furnishing false information to the College for the purpose of obtaining special consideration or privilege (e.g., postponement of an examination or a deadline).
2. Misrepresenting source material or information or participating in the falsification or misrepresentation of citations.
3. Falsifying laboratory data, notes, or results, or research data of any type, and presenting it as one's work.

## SUPPORT

### *Ellis Program*

The Ellis Program is a computer based English language learning system, available at the Faculty of Humanities, but must be coordinated with your lecturer at the International College. A one thousand baht returnable deposit is required. Students must meet the one-hour-a-day requirement in order to get a return of the deposit.

### *English Language Tutorial*

The program at the International College is taught in English and many students need additional English language tuition in order to pass their university courses. Therefore, you are encouraged to get outside support to improve your English language skills. Getting this kind of support early in your university life will help you improve your grades and may even mean the difference between passing and failing first-year English language requirements. Parents should be prepared to pay for outside English language tutorial in order to help their son or daughter succeed in the program. If you cannot meet the English language standard in examinations and writing you will have to retire from the program. For further advice and recommendations, you should talk to your advisor, instructor and/or the coordinator of the English language unit for the International College.

***Office Contact***

For day-to-day enquiries regarding administrative matters, please contact one of the staff at the desk in the International College office. This office can also be contacted by phone: (0) 2260 2067, or fax: (0) 2260 2068.