

KNOWLEDGE-BASED CURRICULUM DEVELOPMENT IN HOSPITALITY AND TOURISM EDUCATION IN THAILAND: A CASE STUDY PSU, PHUKET CAMPUS

Manat Chaisawat

MBA International Program in Hospitality and Tourism Management
Prince of Songkla University, Phuket Campus

ABSTRACT

It is widely acknowledged that competitive advantage and economic growth is nested within the capacity of a sector to effectively acquire, transfer and utilize knowledge. Thai National Economic and Social Development Board (NESDB) set the guide line to increase the country's competitiveness in higher education according to knowledge-based economy. Tourism industry is one of the major sectors the government aims to increase competitive advantage. The International Program in Hospitality and Tourism Management at Prince of Songkla University (PSU), Phuket campus has been offering since 1994. The program has adopted an industry-driven model by designing the curriculum to cover both the fundamental theories and professional skills fit to the requirements of the industry. To achieve the excellence in higher education in hospitality and tourism under the forces of knowledge-based economy, National Qualifications Framework in higher education, and the vision of PSU to be the research based university in the knowledge based-society, so a new model of curriculum development in hospitality and tourism programs are needed at PSU, Phuket campus, the world class tourism destination.

This is a synthesis paper reviewing the knowledge-based concept, hospitality and tourism education in higher education in Thailand, national qualifications framework in higher education, the urgent need to develop Asian tourism leaders, the requirements of human capital in hospitality and tourism industry, specifically the problem of insufficiently supply of personnel in Phuket areas in the period of recovering from tsunami 2004. The curriculum is proposed for Thai hospitality management model, the need of the partnership and the linkage between education institute and the industry in providing hospitality and tourism education in specific tourism destination.