

TOURISM IN THAILAND WHY CHOOSE HOSPITALITY?



THE HOSPITALITY HOMEROOM

Tourism is a major economic factor for the Kingdom of Thailand. In 2012, tourism directly contributed an estimated 7.3% to Thailand's GDP. On June 1, 2013, Time magazine reported that Bangkok was the most visited city in the world by the 2013 Global Destination Cities Index. What is the draw? Thailand is rich in historical, natural and cultural sites. The food has gained popularity worldwide. Shopping provides a wide array of products - whether local or imported - that are of good quality and yet affordable. Also, tourists enjoy shopping here because the fun in buying is in the bargaining. But mostly, it is the charm and friendliness of the Thai people that draws visitors to this 'Land of Smiles'. The Thai hospitality is renowned globally, and an asset that the Tourism Authority of Thailand banks on.

It stands to reason then that Thailand should also have an established and recognized Thai hospitality institution. **So in June 1993, Dusit Thani College** was opened to supply the demands for specialized hospitality education and training in Thailand. It provides students with real - world experiences taught by qualified academics with professional experiences in the hospitality industry.



วิทยาลัยดุสิตธานี
DUSIT THANI COLLEGE

The learning facilities are supported by the latest theoretical knowledge. **As part of Thailand's trademark five - star hotel group, Dusit International, which was established for over 50 decades now,** Dusit Thani College's interdisciplinary programs in hospitality education enable students to enter employment with the potential of making **a positive contribution to the hospitality industry.**

Studying at Dusit Thani College will be the first step the students' chosen hospitality career. It will build on their current mind - set and help them develop into a true hospitality professionals, developing both their communicative and entrepreneurial skills, as well as developing them into true team players ready to enter this demanding, but rewarding industry.



“ EDUCATION IS
THE KEY TO A
BRILLIANT CAREER ”

THANPUYING CHANUT PIYAOU
THE FOUNDER OF DUSIT THANI COLLEGE

THE PRINCIPAL OF THAI HOSPITALITY EDUCATION

When Thanpuying Chanut Piyaoui returned from a study trip overseas to see the many leading hotels of the world, she was most impressed with the properties she saw in America and in Japan. So she decided to build her first hotel in Bangkok. Named the Princess Hotel, the property was completed in 1949 and located on New Road. It was the first Thai-owned hotel with a swimming pool. Today, more than six decades later, Thanpuying Chanut has built a number of excellent and luxurious hotels and resorts under the group name Dusit International.

But Thanpuying Chanut was not content to ‘just build hotels.’ She knew the importance of providing service excellence by staff to the guests. She saw the opportunity of developing and nurturing homegrown hospitality talent. This was evident when she said at the time, “If Thailand is to be among the world’s leaders in the hotel and hospitality industry, the education and training of staff would be of the highest importance.”



DUSIT THANI MALDIVES

DUSIT THANI BANGKOK

DUSIT THANI DUBAI
UNITED ARAB EMIRATES

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DUSITD2
CONSTANCE PASADENA - USA

DUSIT PRINCESS



So began her hard work over the years to honor this commitment and, **In 1993**, the Dusit Thani College, the first hospitality management school, opened its doors. **In 1996**, the school was recognized by the Ministry of Education as the first higher education institution to offer hospitality education and training, offering Bachelor degrees

in hotel, spa, kitchen, and travel and tourism management. **In 2006**, Dusit continued its foray into better education by entering into a joint venture with the Le Cordon Bleu, the world's leading culinary education institution. In this regard, the college offers an International Bachelor's degree program

in Culinary Arts and Restaurant Management. **In 2011 Dusit Thani College opened its second campus in Pattaya.** **In 2012** the college gained certification from the renowned Ecole Hôtelière de Lausanne in Switzerland for its International Bachelor's degree program in Hotel and Resort Management.

VISION STATEMENT

“Dusit Thani College envisions itself to be one of the top three leading international educational and training institutes in Asia by the year 2020”

B.B.A. PROGRAM IN HOTEL AND RESORT MANAGEMENT

If you possess a willingness to serve in a work environment that is fast - paced and unpredictable, and appreciation from a guest is a reward in itself, then a career in the hotel is for you. The Bachelor of Business Administration in Hotel and Resort Management degree program combines all the fundamentals of the hospitality industry.

The 4 - year courses are : Introduction to the Hospitality Industry, General Education (studies in general knowledge such as life psychology, law, computer and information technology, social and culture, English, basic mathematics), Core Business Knowledge of Hotel and Tourism Management, Strategic Management (advanced management training including research methodology and leadership skills) and Field Trip Study. Other Field Training courses also focus on practical studies in food and beverage services and rooms division (front and back offices).



HOTEL AND RESORT MANAGEMENT PROGRAM

B.B.A. PROGRAM IN CULINARY ARTS AND KITCHEN MANAGEMENT



If you think being able to prepare a feast in the kitchen is a talent, then the college will help you acquire that talent. The Bachelor of Business Administration degree will not only ensure your expertise in the culinary field, but also provides the basic knowledge in food science, as well as the artistic and cultural aspects of food preparation to complete your professional know - how.



The 4 - year program structure encompasses the basic Introduction to Hospitality Industry, Core Business Knowledge and Fundamentals in Cookery (such as introduction to bakery, Thai and western cuisines, food and beverage),

Restaurant Management and Development, and the required Strategic Management covering the fundamental business studies such as research methods, business ethics and business forecasting.

An essential part of the curriculum is the practical approach in the college's state - of - the - art lab kitchen for students to apply the theoretical aspects, such as menu planning, into an enjoyable cooking exercise. Many culinary skills have been honed at the lab kitchens.

B.B.A. PROGRAM IN TOURISM MANAGEMENT



TOURISM MANAGEMENT

Tourism is a major source of income for many countries, especially for Thailand, affecting the economy of both the source and host countries.

Without a doubt, Thailand is one of the world's leading tourist destinations and thus an expert in tourism management. The college offers a Bachelor in Business Administration degree program that incorporates such courses as Introduction to Hospitality Industry and Tourism Management, Tour Business (covers in - depth studies in tourist behavior, tour business, tourism transportation, and accommodation business both in local and international context), Tourism Planning and Marketing Development, and Supervised Field Training in the workplace - separated into two units but both equally important. One is in Tour Operator or Travel Agency and the other in Airline or Hotel business. Theoretical and practical exercises are fully applied for fourth year students (final internship unit).

B.B.A. PROGRAM IN SPA MANAGEMENT

Among the myriad activities and events such as cuisine, shopping, culture, and ecotourism promoted by the Tourism Authority of Thailand, high on the list is spa and wellness. Gaining worldwide acclaim along with Thailand as a destination and the Thai cuisine, the spa industry is a fast growing and prolific one.



The college was the first in the region to offer the Bachelor of Business Administration degree in Spa Management. The four - year courses include Introduction to Spa Management covering a broad spectrum of history and type of spa, health and safety in the spa, holistic health, alternative medicine, primary healthcare, and basic knowledge of anatomy and physiology of the human body. Other courses are Core Business Knowledge for Spa Management (English for spa business, Thai massage, basic western spa massage and aromatherapy), Customer Relations for Spa Business (focuses on responsibilities, characteristics and attitudes of therapist and customer relations), and finally the Supervised Field Training (involves theoretical and practical exercises in operations and management at a fully functioning spa establishment).



B.B.A. PROGRAM IN MICE AND EVENTS MANAGEMENT



MICE is the travel industry's acronym for **Meetings, Incentives, Conventions and Exhibitions**. It is another major business under the trade exhibition category, and a major revenue earner for all parties involved. Realizing the potential of the ever-increasing MICE market, the college has included the Bachelor of Business Administration degree in MICE and Events Management into the curriculum.

Introduction to Hospitality Industry and MICE and Events Business enables students to gain insight into another aspect of the travel industry, the differing roles of each MICE category and its impact on the social and business spheres. Of note is the Meeting, Incentive Travel, Convention and Exhibition program for junior year students who will learn the in-depth operations of each role, and an opportunity to explore Thailand's outstanding MICE venues; namely, Bangkok International Trade and Exhibition Center (BITEC), IMPACT Arena Exhibition and Convention Center, and Queen Sirikit National Convention Center (QSNCC).



B.B.A. INTERNATIONAL PROGRAM IN HOTEL AND RESORT MANAGEMENT

(WITH THE ACADEMIC CERTIFICATION OF ECOLE HÔTELIÈRE DE LAUSANNE)



The **International** Bachelor Program in Hotel and Resort Management is significant in academic terms due to the partnership between Dusit, the name known as Thailand's premier hotel group, and Ecole hôtelière de Lausanne in Switzerland, the country renowned for its excellent hotel schools. The program prepares students for management positions in the fast - paced and challenging international hospitality industry. Managerial positions in - training cover the full range of the hotel's departments: front office, guest relations, housekeeping, sales and marketing, food and beverage, all the way to the top echelon - general manager.



The **Bachelor's program** operates with the academic certification of the world famous Ecole hôtelière de Lausanne. This means that the Ecole hôtelière de Lausanne has secured the international standards of this program, has further developed and guided the college's instructors and frequently monitors the quality of the curriculum and the courses.



INTERNATIONAL HOTEL AND RESORT MANAGEMENT PROGRAM

(WITH THE ACADEMIC CERTIFICATION OF ECOLE HÔTELIÈRE DE LAUSANNE)



B.B.A. INTERNATIONAL PROGRAM IN CULINARY ARTS AND RESTAURANT MANAGEMENT

(A JOINT DEGREE WITH LE CORDON BLEU)



For the first time in Thailand, the highly reputable French cooking institute, Le Cordon Bleu, has joined with Dusit Thani College to offer the international Bachelor of Business Administration in Culinary Arts and Restaurant Management program. The objective is to provide students a set of knowledge, skills, and attitudes related to the kitchen, restaurant and catering sectors of the hospitality business.



The program therefore prepares the students for a range of careers in hotel restaurants, specialty restaurants, and catering establishments nationally as well as internationally, which includes setting up and leading their own business.



Three field training periods are part of the program : the first one in Western Cuisine, the second one is Thai Cuisine, and the final one in pastry / bakery and restaurant management. These internships provide an opportunity to the students to apply what they have learned in the program in a concrete workplace and by doing so to get ready for a first class career in the food and beverage business.

SUPERVISED FIELD TRAINING

An integral part of the B.B.A. degree programs in hospitality and tourism is the Supervised Field Training, which will strengthen the student's knowledge and deeper understanding of the hospitality industry. Equally important in gaining the theoretical knowledge in the classroom is the practical training in the field. It is a required part of the curriculum because students will learn to apply what they have gleaned from textbooks into the real day - to - day operations of field work. The field training is conducted at local and International chain city hotels and country resorts, and also at tourism organizations, convention centers and airlines cooperating with the college in this program.

**The three primary objectives
of the Supervised Field Training are:**

- To sharpen the students' professional skills.
- To enhance social interactive skills in real situations.
- To groom students' maturity in handling pressures and competitive attitudes after they have experienced the real work place environment.



SUPERVISED FIELD TRAINING

M.B.A. IN HOTEL AND RESTAURANT MANAGEMENT



MASTER'S DEGREE

M.B.A. IN HOTEL AND RESTAURANT MANAGEMENT

The college's Master's Degree in Business Administration in Hotel and Restaurant Management is offered in the new state - of - the - art facility specially built and designed for this specific program. The curriculum provides in - depth knowledge, insight and perspective essential to a more mature grasp of the business, coping with increasing responsibility and higher position, and facing the greater demands and challenges of being in the management team.



ACADEMIC SERVICES



ACADEMIC SERVICES

Courses in various aspects of the hospitality industry are available to companies in the service sector, or to individuals already working in the industry but wish to further hone their skills and expand their knowledge. The courses are:

1. Executive Program in Hotel Management

is open to managers or entrepreneurs to develop and learn their professional hotel management skills in various departments of the hotel.

2. Pre - opening hotel training program for each department

is a back - to - basics training for the newly - opened hotel, ensuring that the roles of the staff are in place while strengthening their service mind and efficiency. The program can also be applied for existing hotel business to, not only reinforce the knowledge, but also give further training in achieving service excellence.

3. Individually designed courses and weekend courses open to the public

is provided by the college's Academic Services Department to assist in creating tailor - made courses to suit the organization's requirements and conducted in - house at the company's own facility.



4. Weekend Public Courses offers a variety of short courses, such as cooking, baking and pastry - making, or barista, for those wishing to fulfill their spare time or perhaps embark on that first step towards realizing their career goals.

5. Hospitality Access Program is a 3 - month short course comprising one month theoretical class and two months on - the - job training in the following chosen course :

- Thai and Western Cuisine
- Front Office Operations
- Housekeeping Operations
- Food and Beverage Service
- Bartending

This program has successfully produced a large number of competent personnel who have proven themselves a valuable part of the workforce in the Thai hospitality industry.

6. Mini MBA in Hospitality Management Program is suitable for all position rankings, from business owner to executive and supervisory level, as well as for those who want to start learning about the hospitality industry and expand their educational background.

7. Japanese Language and Culture Course Program is the latest addition to the Academic Services. In collaboration with **ASO College Group**, a leading educational institution in Japan, these courses range from basic to advanced professional levels for hotels, restaurants and Japanese companies. From **Pre - Elementary Course** (learn the Japanese alphabet), to **Basics 1 - 6** (learn how to introduce oneself and how to use verb tenses and commands), to **Intermediate** (expressing oneself) and finally **Advanced level** (reading, listening and comprehension).



ACADEMIC SERVICES

DUSIT THANI COLLEGE, PATTAYA CITY CENTER



Pattaya is a major tourist city, boasting an impressive coastline that stretches 15 km long, and only a short distance (1.5 hours' drive) by car from the capital city. Pattaya is a magnet for millions of visitors yearly with a wide array of hospitality services ranging from luxury hotels and resorts, budget guesthouses, restaurants serving all types of cuisines, the bright lights of entertainment, and shopping malls galore! It's no wonder that over 90% of labor in this seaside city is employed in the tourism and hospitality industries.

Pattaya is the major city of Chonburi Province, which - along with four other provinces that make up the Eastern Seaboard - makes the region home to many of the country's large industrial estates. Laem Chabang port, Thailand's largest and 20th busiest port in the world (as of 2008), is the region's hive of trading activity. So other than tourism, Pattaya also has interests in the diverse manufacturing, shipping, construction and retail industries. Which makes it only fitting that, in July 2014, the Thailand Convention and Exhibition Bureau announced a strategic plan to also make Pattaya an international trade exhibition industry, or **MICE** (meetings, incentives, conventions, exhibitions) destination.



DUSIT THANI COLLEGE, PATTAYA CITY CENTER

Dusit Thani College's Pattaya campus, named Dusit Thani College, Pattaya City Center, will produce the highly-competent graduates who will serve the needs of the industry. The college offers three management programs, in the Thai language, leading to a Bachelor's degree :

- Hotel and Resort Management
- Culinary Arts and Kitchen Management
- MICE and Events Management

Apart from the Bachelor's degree programs, the college also offers courses in many aspects of hospitality for those who wish to further enhance their professional skills.

In keeping with its Vision Statement: Dusit Thani College, Pattaya City Center is determined to become Thailand's preferred educational and training institution in the eastern region and the nation. In this regard, the college is answering to that commitment. Its Mission: to generate outstanding students with knowledge, experience and skills which match the requirements of the international level of hospitality; to groom the students with proper morals and ethics so that they are able to contribute to society; to develop new knowledge and provide appropriate knowledge to the society for the progress of the hospitality industry; to endure, maintain and promote Thai culture; and to strengthen the competency of all hospitality and tourism labor force and community in the eastern region of Thailand.



NATIONAL AND INTERNATIONAL RECOGNITION AND STATUS



The college’s teachers not only have a proven track record as excellent instructors, but they are also actively involved in the hospitality industry - as executives or advisors in a number of local, regional and international hotel and travel related organizations. They are:

- Council on Hotel, Restaurant, and Institutional Education (CHRIE)
- Pacific Asia Travel Association (PATA)
- Thailand Incentive and Convention Association (TICA)
- Thai Hotels Association (THA)
- The International Center of Excellence in Tourism and Hospitality Education (THE - ICE)
- Thailand Chefs Association
- Thai Spa Association
- Thailand Convention and Exhibition Bureau (TCEB)
- University Mobility in Asia and the Pacific

COLLEGE FACILITIES



Complete and modern facilities are an essential part of the learning process. The college fully understands this important aspect, and together with strong support from the Dusit International group of hotels, plus all the state - of - the art equipment and technology available at the college, students are ensured a seamless process in achieving their educational goals. The facilities are:

- Demonstration rooms and training kitchens
- Demonstration and training restaurant
- A bartending room
- Housekeeping suites

- A mock - up travel agency
- A simulated hotel reception area
- Practical rooms for flower arrangement and fruit and vegetable carving
- A DTC spa room
- Language center and language labs
- Computer labs
- An extensive resources center
- A fully - equipped gym
- Large student locker rooms

FACULTY



Our **qualified** and experienced instructors are constantly updating the course modules, teaching with an emphasis on learner - centered learning, and using the latest pedagogical approach to maximize students' intellectual potential. Educational qualifications of our instructors range from specialist qualifications to doctoral degrees.

STUDENT ACTIVITIES



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A **host of** extra-curricular activities are in keeping with the college's motto, "Success through Wisdom," in effect, augmenting the personal capabilities and leadership skills of the students.

With the **belief** that activities are essential in shaping the character of the students for their future career, they are encouraged to participate in various activities in order to sharpen their human relations skills. Throughout the year, such activities that take place are orientation, Parent - Teacher Conferences, Sports Day, Academic Fairs, among others. Student participations in national and international competitions help instill confidence and strengthen the determination to achieve goals.

ACCREDITATION AND OVERSEAS SERVICES



JOB SEEKER ACCREDITATION :

- The Department of Skill Development, Ministry of Labor

As the first educational institution that has been authorized by the Department of Skill Development, Ministry of Labor, to organize skill tests for job seekers who wish to work in the service industry in foreign countries, the college's accreditation has been well - accepted by diplomats and embassies for its quality tests. After passing these tests, they are accordingly awarded certificates in food production, front office operations, food and beverage service, housekeeping and bartending.

- Thailand Professional Qualification Institute (TPQI)

Selected by the Thailand Professional Qualification Institute (TPQI) to be the “Professional Quality Center” in providing integrated services and skill tests on food and beverage for interested persons to test their professional skill level and entitle them to receive the certificate.

OVERSEAS SERVICES :

The college offers high - level consultancy and professional advisory services to private and public organizations. Many specialty areas are covered, such as on - site support, operations side support, supervision and guidance, to name a few.

Overseas services provided by the college included projects for the following clients :



- Lyceum of the Philippines University,
Philippines



- Bali International Polytechnic,
Indonesia

“A leader in Asia’s hospitality education,
Dusit Thani College sustainably develops and
offers high quality education with highly competent graduates
who have acquired first - rate professional skills,
creativity and an innovative outlook.”

