

Faculty of Business and Economics (FBE)

Bachelor of Arts in Tourism & Hospitality Management (BA in Tourism & Hospitality Management)

I. Why Choose this Program?

The Bachelor of Arts in Tourism & Hospitality Management (BA in Tourism & Hospitality Management) program was designed to:

1. Develop knowledge of tourism, hospitality, and destination management in a digital and global environment.
2. Build managerial, customer service, leadership, and digital competencies for the tourism and hospitality industry.
3. Prepare graduates for careers in hotels, resorts, travel agencies, airlines, event management, and digital tourism businesses.
4. Promote sustainable, ethical, and culturally responsible tourism and hospitality practices.
5. Enhance the use of digital technologies, innovation, and data-driven decision-making to improve tourism and hospitality operations.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Hotel or Resort Manager
2. Tourism Manager
3. Travel Consultant
4. Tour Operator
5. Event and Convention Manager
6. Airline Customer Service or Operations Officer
7. Destination Marketing Specialist
8. Hospitality Operations Manager
9. Restaurant Manager
10. Tourism Development Officer
11. Cruise Line or Resort Operations Officer
12. Tourism and Hospitality Entrepreneur

III. Course Structure

The four-year program consists of **120 credits** and is structured to provide students with a comprehensive academic foundation through a well-balanced curriculum of foundation, functional, pre-major, and major courses.

To fulfill the graduation requirements, students must successfully complete the following coursework:

YEAR 1		
Course Title	Credits	Priority
English 1: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Digital Literacy + Lab	4	Required
English II: Reading and Composition with Laboratory	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
Management Principles	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
Logic and Critical Thinking	3	Required
Math for Business	3	Required
Financial Accounting I	3	Required
Introduction to Ethics and Good Governance	3	Required
Introduction to Statistics & Its Application	3	Required
History of Cambodia	4	Required
Office Applications for Business	3	Required
Introduction to Tourism and Hospitality	3	Required
YEAR 3		
Course Title	Credits	Priority
Asian Tourism Product	3	Required
Customer Service Excellence	3	Required
Tourism for Economics	3	Required
Front Office Operation and Management	3	Required
Digital Marketing	3	Required
Special Interest Tourism	3	Required

Restaurant Service Management	3	Required
Hotel Facility Management and Design	3	Required
Tourism Management	3	Required
Hotel & Resort Operations Management	3	Required
YEAR 4		
Course Title	Credits	Priority
Events: Meetings, Conventions and Exhibitions	3	Required
Travel Agency and Tour Operations	3	Required
Food and Beverage Management	3	Required
Research Methods in Tourism and Hospitality	3	Required
Airline Business and Industry	3	Required
Development and Management of Visitor Attractions	3	Required
Ecotourism and Sustainable Tourism	3	Required
Tourism Planning and Policy	3	Required
Management and Leadership Development Skills	4	Required
Marketing Principles	3	<i>Elective</i>
International Marketing	3	<i>Elective</i>
Management Organization Behavior Theory	3	<i>Elective</i>
Strategic Management and Business Policy	3	<i>Elective</i>
Global Business Management	3	<i>Elective</i>
Financial Management I	3	<i>Elective</i>
GRADUATION PATH		
Option I: Senior Project	6	Required
Option II: Internship	6	Required
Option III: Exit Exam	6	Required

****Note:** Graduation Path: Students choose only **ONE** option.*