



“ **To be a leader in hospitality
and tourism education in
ASEAN in 2027** ”



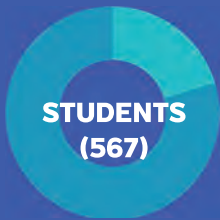
DEAN

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Established in
1994



Strategic and
attractive location
PHUKET

Academic Staff (33)

Supporting Staff
(25)

27% (9)

International

100% (25)

Thai

73% (24)

Thai



International Programs

Undergraduate Programs

- B.B.A. in Hospitality Management
- B.B.A. in Tourism Management
- B.B.A. in Service Innovation Management

Graduate Programs

- M.B.A. in Hospitality and Tourism Management

Excellent Facilities

- ▶ Computer Laboratories with 160 stations
- ▶ PSU Airlines and Terminal Laboratory
- ▶ The Campus Restaurant Laboratory
- ▶ Kitchen Laboratory
- ▶ PSU Lodge Training Hotel
- ▶ The Sweet Factory Business Training Laboratory
- ▶ Language Support Center

Outstanding International Networks

- ▶ **AIMS:** Asian International Mobility for Students
- ▶ **APacCHRIE:** Asia-Pacific Council on Hotel, Restaurant and Institutional Education
- ▶ **ATRA:** ASEAN Tourism Research Association
- ▶ **CGS:** Consortium for Sustainability
- ▶ **SMAC:** Southern MICE Academic Cluster

Key Industry Networks

- ▶ **Hilton International** - Hilton Class Program
- ▶ **Laguna Resorts & Hotels PLC** - Seedlings Program
- ▶ **Bangkok Airways** Ground Services – Airport Ground Service Operations Program
- ▶ **Phuket City Municipality** - Phuket Creative City of Gastronomy by UNESCO projects
- ▶ A large internship network of more than 200 hospitality and tourism organisations

Main Research Areas

- ▶ Hospitality and tourism operations and management
- ▶ Destination marketing and management
- ▶ Tourist behaviour
- ▶ Gastronomy tourism
- ▶ Sustainable tourism
- ▶ Digital tourism
- ▶ Economics of tourism

Research Centers

- ▶ Gastronomy Tourism Research Center
- ▶ Tourism Industry Data Center for Research and Development

Key International Projects

- ▶ International Study Program, Phuket (European students)
- ▶ JCFL 1+3 and 2+2 program - Japan
- ▶ Gingko College 3+1+2 program – China
- ▶ PSU - IMI Triple Degree Program - Switzerland
- ▶ Asian International Mobility for Student Program (AIMS) – Asia
- ▶ Erasmus Plus Programs with key partners in Europe
- ▶ ASTRA Erasmus Plus Project

Semester Dates

- ▶ **Semester 1:** August - December
- ▶ **Semester 2:** January - May

