Mae Fah Luang University, Thailand

Since 1998, Mae Fah Luang University (MFU) has been established as a public autonomous university situated at the gateway to the Greater Mekong Subregion (GMS), in the heart of the ASEAN region. The university was founded to meet the needs of the people in the north of Thailand and its neighbouring countries, and to commemorate the gracious contributions of Her Royal Highness Princess Srinagarindra, lovingly known to her subjects as “Mae Fah Luang”.

Mae Fah Luang University is a higher education institution of quality with international academic standards, pursuing excellence in both sciences and arts, with the aim of cultivating human resources for the nation as well as the GMS. MFU aims to accumulate and develop knowledge in various fields and technology, bringing newfound knowledge into practice and restoring the national arts and culture. Over two decades of development has enabled Mae Fah Luang University to be recognised as Thailand’s fastest growing higher educational institution. English is used as the primary medium of instruction in the majority of courses, and MFU has agreements with institutions in 23 countries and 4 continents around the world.

MFU’s philosophy is to develop people, cultivate knowledge, instil quality, uphold virtue, and conserve the environment, enabling MFU, with its central location in the Greater Mekong Subregion, to become a central learning hub for the 6 countries (Cambodia, China, Laos, Myanmar, Thailand, Vietnam) in the GMS region. Students may enrol in courses to study the economies, culture, and environments of the GMS countries. Utilising the “University in the Park” concept, MFU offers an environment and culture which is highly conducive to living and learning, attracting numerous visitors from many countries annually. This has led to various forms of mutual cooperation and collaborations and has encouraged the rapidly increasing number of international students.

Tourism and Hospitality Studies

Mae Fah Luang University Internship courses, Cooperative Education courses and Professional Experience courses are an education innovation, which systematically provides students with on-site work-based learning and involves cooperation between the university and the private/public sectors, enabling students to combine classroom knowledge with industrial practice skills. The experience gained through internship courses contribute to the students’ self-development in terms of systematic thinking, observation, decision making, analytical and academic evaluation skills. Such experiences equip students with both the theoretical and practical skills required to meet the demands of the industry and to pursue their individual careers.

The Cooperative Education Internship Course is intended as an internship in an enterprise, and aims to expose students to direct experience in a real working environment. This course provides an opportunity for students to apply academic knowledge to real practice at a particular enterprise, enhances the students’ knowledge and work experience, and provide an opportunity for students to develop themselves and be well-prepared and capable prior to graduating. This programme aims to establish close and efficient cooperation between the university and enterprises. The School of Management works together with the division of placement and cooperative education, who act as career advisors for current students and alumni, and also works in close partnership with potential employers to gain mutual benefits and enhance job opportunities for students.

Academic Excellence

MFU offers a very extensive range of subjects in general education and business, complementing specialist subjects in aviation, tourism & hospitality, that provide well rounded education. MFU also provides an Intensive English Course for all students to improve English proficiency before the semester starts, and at least 3 English courses are required in the programme. Moreover, an English course as a major elective in foreign language is available if students desire to master their English professional skills.
MFU has outstanding facilities that really prepare the students for what it is like to work in the hospitality, tourism, and aviation industries, and have agreements in place with some of the key TH&E enterprises and industry associations in the region, including Thai Airways, Le Meridian, and Singha Group. The University has employed active learning methods for several years, because it has been shown that an active learning environment encourages students to learn more effectively than a traditional, passive learning environment. Active learning is a process of teaching and learning in which students are engaged in activities in order to construct and develop their knowledge and skills. Unlike the traditional teacher-centered instruction, this instructional method is often referred to as ‘student-centered instruction’ and incorporates various techniques, such as brainstorming, role playing, mind mapping, collaborative or cooperative learning, problem-based learning, case-study learning and debating. To select appropriate techniques, instructors design specific learning objectives, as each technique could develop distinguished outcomes.

Research Excellence

To further lecturers’ experiences and updated knowledge on teaching issues, most research projects focus on current issues related to teaching courses, such as trans-border tourism management, ethnic tourism management, community-based tourism management, SMTEs management and Tourism Logistics management. Most projects are implemented in the community destinations and its surroundings, and these projects are used as a community lab for students in addition to providing opportunities for students to participate in the projects. MFU’s research interests lay in ASEAN and international logistics management, business economics, corporate social responsibility, cross border and international trade/investment, destination resort and hospitality management, green tourism, international business management, marketing and aviation business management, recreation, and service quality.

Campus Life

The Learning Resources and Educational Media Centre offers a wide range of sources of information, including various books, journals, periodicals, magazines, newspapers, documents, databases and electronic media. Other services offered are daily English and Thai newspapers, study rooms where students can practice and improve their English, a free wireless internet connection, and a photocopy shop. In addition, there are meeting rooms within the library, which the students can use to hold seminars or conduct group work. MFU offers an exceptional range of facilities, including international standard sporting facilities; as well as physical fitness rooms available for all MFU students, staff, faculty, and the general public. MFU has made this great investment in order to promote sports activities, exercise and fitness to the wider society, and to provide some of the best sporting infrastructure available for people in the North of Thailand.

Study Programmes Accredited by THE–ICE

Bachelor of Business Administration Programme in Tourism Management
Bachelor of Business Administration Programme in Aviation Business Management
Bachelor of Business Administration Programme in Hospitality Industry Management

Location

Mae Fah Luang University’s campus consists of a large complex of modern, state-of-the-art buildings, spanning more than 800 hectares. The campus is located in a spectacular setting of mountains and trees, an environment conducive to teaching and learning in a clean, inviting setting. As both a regional and national university, MFU provides high-quality education services and resources for the neighboring countries of the Greater Mekhong Subregion (GMS), and reaches out to all of Southeast Asia.

For more information

For more information email mfu@the-ice.org or visit the Mae Fah Luang University website.