



CRRU

INTERNATIONAL PROGRAMS

Your Gateway to
Affordable International & cross-border
Education in **GMS & ASEAN**

CHIANG RAI RAJABHAT UNIVERSITY

GREETINGS FROM THE PRESIDENT

Chiang Rai Rajabhat University (CRRU), established in 1973 in Thailand's northernmost province, is rooted in its origins as a teacher training college dedicated to local development. As the first tertiary institution in Chiang Rai, the university serves as the primary university for local development in Northern Thailand and the Upper Mekong, which addresses regional social, cultural, and economic needs by strengthening education, human capital, and community capacity.

Guided by its philosophy as a university for local development and its vision as a center of learning and innovation for sustainable development, CRRU integrates academic excellence with community-based, field-oriented education. Its teaching and research focus on applied knowledge, innovation, and practical learning in priority areas including logistics, tourism, creative industries, ethnic-cultural heritage, and sustainable environment, enabling students to engage directly with real communities, enterprises, and public institutions across the region.

In response to ASEAN integration and global transformation, CRRU advances internationalization by positioning itself as the university for local development in the Greater Mekong Subregion. Through academic partnerships, language development, and mobility programs with institutions across ASEAN, China, and Europe and beyond, the university connects cross-border education, applied research, and professional training to regional development priorities, ensuring that its graduates and academic outputs meet international standards while remaining firmly grounded in the realities of the Mekong region.



Pairoj Duangnakhon

**(Associate Professor Pairoj Duangnakhon, Ph.D.)
President, Chiang Rai Rajabhat University**

ABOUT CHIANG RAI RAJABHAT UNIVERSITY

Chiang Rai Rajabhat University (CRRU) is a comprehensive public university located at the northernmost point of Thailand, serving as a gateway for students to access international and cross-border education in GMS & ASEAN

CRRU is designated as a *“University for Area-based and Community Engagement,”* working closely with ethnic communities, schools, and neighboring countries.

CRRU AT A GLANCE

Established: 1973

Philosophy: University for Life-long Learning

Academic Units: 14 Faculties / 80 Curricular Programs

Students: ~10,000

Location: Chiang Rai, Thailand – Border City & ASEAN Gateway

“OUR MISSION”

Produce graduates as professional social engineers

Innovate creative works and research

Provide academic services to regional communities

Promote and preserve arts and culture



LIGA – Language Institute & Global Affairs
Chiang Rai Rajabhat University (CRRU)



liga@crru.ac.th



www.crru.ac.th



Chiang Rai
Rajabhat
University



Bandu Market



Bic C (2)



Singha
Chiangrai
Stadium



International
Airport

Mae Kok River

King Mengrai
the Great
Monument



Chiang Rai
Night Bazaar



Bus
Station



Bic C (1)



central plaza



To Maesai

N



To Wiang Chai

To Wiang Chai

To Bangkok

To Thoeng

MAP

Your Gateway to
International Education Near Home

WHY CHOOSE CRRU?



Strategic Location

At the heart of the Greater Mekong Subregion - connecting Thailand, Myanmar, Lao PDR, and southern China as an ASEAN education gateway



English-Medium Instruction

Programs taught fully in English or English-supported



Affordable Excellence

Low tuition fees and affordable living costs in Chiang Rai



Safe Accommodation

Secure on-campus dormitories (male/female buildings)



Easy Admission Pathway

Internationally Recognized Qualifications Accepted
Grade 12 • GED • IGCSE • A-Level • National Matriculation

BACHELOR OF ARTS IN ENGLISH FOR INTERNATIONAL COMMUNICATION (EIC)

Faculty of Humanities and Social Sciences
Language of Instruction: English

PROGRAM HIGHLIGHTS

- Ideal for careers requiring English proficiency
- Focused on business English, tourism English, and media English
- Strong development of speaking, presentation, writing, debate, and intercultural communication skills
- Includes a final-year internship or cooperative education placement
- Designed to support international pathways and global mobility

COURSE STRUCTURE (4-YEAR PLAN)

Tuition: 26,500 THB / year
International Fee: 15,000 THB / year
Registration Fee: 5,000 THB

YEAR 1 — Foundation English & Academic Skills

Semester 1

- Advanced Grammar in Context
- Fundamental English for International Communication
- English Reading Strategies
- English Writing Strategies
- Essential Science and Mathematics in Daily Life
- English for Communication I
- Thai for Communication in the 21st Century

Semester 2

- Advanced English for International Communication
- Advanced English Reading and Writing
- Language and Linguistics
- Digital Technology for Communication and Learning
- English for Communication II
- Exercise for Life

YEAR 2 — Advanced English Skills & Presentation

Semester 1

- Presentation Techniques for International Communication
- Creative Writings
- Introduction to Sociolinguistics
- Varieties of English
- Good Citizen
- The King's Philosophy

Semester 2

- English for Public Speaking
- Introduction to Intercultural Communication
- English for New Media Communication
- Academic Writings
- Digital Technology for English Learning
- English for Careers
- Creative Aesthetics

YEAR 3 — Specialization, Media & Business

Semester 1

- Discussion and Debate
- Semantics
- Literary Appreciation
- Communicative English in Business & Entrepreneurship
- Communicative English in Tourism Business
- English for Secretary in the Digital Era

Semester 2

- Literature in World Englishes
- Communicative English for Hotel Business
- Communicative English for Airline Business
- Communicative English through Films
- Free Elective (2 courses)

YEAR 4 — Research & Professional Experience

Semester 1

- Research in International Communication
- English for Community Services
- Preparation for Internship

Semester 2

Choose One:

- Professional Internship in English
- Co-operative Education

****Each student is limited to one course selection.**

BACHELOR OF ARTS IN SOCIOLOGY AND ANTHROPOLOGY (SOCANP)

Faculty of Social Sciences
Language of Instruction: English

PROGRAM HIGHLIGHTS

- Ideal for students from Shan State and the GMS
- Strong focus on fieldwork, community research, and cultural studies
- Understanding of societies, ethnic groups, and Southeast Asian change
- Lower tuition costs and flexible English-language requirements
- Preparation for careers in NGOs, development, education, and research

COURSE STRUCTURE (OVERVIEW)

Tuition: 15,000 THB / year
(most affordable option)

International Fee: 15,000 THB / year

Registration Fee: 5,000 THB

01

General Education (30 Credits)

- Math & Science (Quantitative Literacy)
- Languages (English & Thai)
- Humanities & Life Skills (Ethics, Society)

02

Core Major Courses

Sociology Core

- Introduction to Sociology
- Social Theory
- Social Institutions
- Social Change

Anthropology Core

- Cultural Anthropology
- Ethnographic Methods
- Human Evolution
- Globalization & Culture

Research Courses

- Qualitative Research
- Fieldwork & Ethnography
- Social Statistics

Applied Topics

- Community Studies
- Development Studies
- Social Issues in ASEAN

03

Electives

Culture

- Ethnic Groups in Mainland Southeast Asia

Society

- Urban Sociology
- Gender Studies

Development

- NGOs & Social Policy
- Community Development

ASEAN Focus

- Mekong Subregion Issues
- Cross-border Society

INTERNATIONAL TOURISM MANAGEMENT (ITM) (NEW 2026)

Bachelor of Arts in International Tourism Management, Faculty of Tourism & Hotel
Language: English-Medium Instruction Status

PROGRAM HIGHLIGHTS

- Designed for careers in the airline, hotel, tourism, and MICE industries
- Covers digital tourism, tourism innovation, service psychology, personality development, crisis management, HRM, and tourism geography
- Includes tourism industry internship + study visits
- Two professional specialization tracks: sustainable and wellness tourism
- Global-standard curriculum with high employability

COURSE STRUCTURE (OVERVIEW)

Tuition: 52,000 THB / year

International Fee: 15,000 THB / year

One-time Overseas Study Visit: 30,000 THB

Registration Fee: 5,000 THB

YEAR 1

Foundation & Personality
Development

Semester 1

- Financial Stability Management
- Smart Citizen
- Lit Up English
- Amazing Thailand
- Fundamentals of Global Service and Tourism Industry
- Service Psychology for Tourism

Semester 2

- Social Etiquette
- Be My Guest
- Charm of Service
- Personality Development for Tourism Personnel
- Intercultural Tourist Behavior
- Organization and Human Resource Management for Tourism

Semester 3

- Tourism Management
- MICE and Event Management
- Airline Business

YEAR 2

Digital Innovation, Ethics &
Practical Learning

Semester 1

- Digital Technology Trends
- Geography and Tourism Resources
- Digital Marketing for Tourism
- Financial and Accounting for Tourism Business
- Innovation for Tourism
- Souvenir Business for Tourism

Semester 2

- Ethics and Laws in the Tourism Industry
- Crisis and Risk Management in Tourism
- Sustainable Development in the Tourism Industry
- Sustainable Tourism Policy and Planning
- Hotel Operations and Management
- Food and Beverage Operations

Semester 3

- Practical Learning in Tourism

YEAR 3

Specialization
(Wellness or Sustainability)
& Professional Skills

* Wellness Specialization Courses

Semester 1

Sustainability Specialization Courses

- Front Office Management
- Housekeeping Management
- Sustainable Destination Management
- Cultural Tourism
- Ecotourism
- Project Management for Sustainable Tourism

* Each student is required to choose only one specialization course group based on their interests.

Semester 2

- Entrepreneurship Management for International Tourism Business
- Tourism in the Greater Mekong Subregion
- Charming Thainess
- Tourism Research Methodology
- Tourism Fieldtrip
- Social Media Management for Tourism

Semester 3

- Professional Internship in Tourism

BACHELOR OF ARTS IN SOCIAL SCIENCE FOR INTERNATIONAL PUBLIC HEALTH

Faculty of Social Sciences (in collaboration with the Faculty of Public Health)
Language of Instruction: English

PROGRAM HIGHLIGHTS

- Integration of social sciences and public health for holistic community health solutions
- Training in community-based learning, fieldwork, and real-world practice
- Development of cross-cultural, ethical, and international communication skills
- Preparation for careers in NGOs, public health projects, community development, and research

COURSE STRUCTURE

(OVERVIEW – 4 YEARS | 121 CREDITS)

Tuition: To Be Advised

To be launched 2/2026

01

General Education

(30 Credits)

- University-required general education courses

02

Core Social Science for Public Health

(48 Credits)

- Sociology of Health & Health Behavior
- Medical Anthropology & Health Culture
- Social Determinants of Health
- Health Communication
- Community Development & Empowerment
- Ethics & Law in Social Health

03

Public Health & Foundational Science

(30 Credits)

- Introduction to Public Health
- Health Systems & Health Policy
- Epidemiology & Biostatistics
- Environmental Health
- Community Nutrition
- Public Health Research & Health Information Management

04

Practical & Integrative Experience

(7 Credits)

- Pre-Internship / Capstone Seminar
- Internship in Social Science for Public Health
- Community Health Problem-Solving Project

05

Free Electives

(6 Credits)

- Electives across social sciences, health sciences or management

Core Competencies

Graduates are developed as **Social Science for Public Health Professionals** with abilities in:

- **Socio-Health Analysis:**
Analyze social, cultural, economic, and environmental health factors
- **Theory & Research Application:**
Apply social science theories with qualitative & quantitative methods
- **Community Health Planning:**
Design and manage culturally sensitive health programs
- **Communication & Engagement:**
Work with communities and multidisciplinary teams
- **Cultural Sensitivity & Ethics:**
Practice ethically in diverse social and cultural settings

CAREER PATHWAYS

- Community & Public Health Officer
- NGO / Development Project Staff
- Health Program Coordinator
- Research Assistant (Social & Health Studies)
- Policy & Advocacy Support Staff
- Further study in **Public Health, Social Policy or Development Studies**

**“Social Determinants
Community Health
Culture
Policy
Practice”**



YOUR TRANSNATIONAL EDUCATION
JOURNEY STARTS HERE
CHIANG RAI RAJABHAT UNIVERSITY (CRRU)

International programs and global internships in Thailand
— designed for your global future.

TRANSNATIONAL EDUCATION ADMISSIONS
FOR INTERNATIONAL STUDENTS

01

**ADMISSION
REQUIREMENTS**

Academic Background

Choose One Option

- Grade 12 / High School Certificate
- National High School Certificate (or equivalent)
- GED
- IGCSE (minimum 5 subjects)
- A-Level (minimum 3 subjects)

English Language Requirements

- **English for International Communication (EIC):** CEFR A2
- **International Tourism Management:** CEFR B1
- **Sociology & Anthropology:** Flexible Entry

Applicants who do not meet the English language requirement may enroll in the **CRRU Intensive English Program (IEP)** prior to commencing their degree studies.

Document Verification *Required*

1. Ministry of Education (Home Country)
2. Royal Thai Embassy / Consulate
3. Affiliated Educational Institutions
4. Chiang Rai Rajabhat University (CRRU)

02

**PROGRAM
FEES SUMMARY**

Program Group 1

- Tuition Fee: **23,500 THB**
- International Fee: **18,500 THB**
- Registration Fee: **5,000 THB**

Program Group 2

- Tuition Fee: **18,000 THB**
- International Fee: **18,500 THB**
- Registration Fee: **5,000 THB**

Program Group 3

- Tuition Fee: **10,200 THB**
- International Fee: **14,823 THB**
- Registration Fee: **5,000 THB**
- One-time Overseas Study Visit: **30,000 THB**

Program Group 4

- Tuition Fee: **To Be Announced (TBA)**

Other Related Fees

- Student Visa Extension: **1,900 THB**
- Student Uniform: **1,000 – 1,500 THB**
- Dormitory: **3,500 – 6,500 THB**
- Utilities: Based on actual usage

**WHY
STUDY
AT CRRU**



Transnational Programs

Internationally oriented curricula with global perspectives



Global Internships & Mobility

Cross-border study and internship opportunities through partner networks



Supportive International Environment

Academic and student support provided by LIGA, CRRU

START YOUR TRANSNATIONAL EDUCATION JOURNEY TODAY

From Thailand to the World — Learn Without Borders.

ACADEMIC EXCELLENCE AT CRRU FACULTIES & INTERNATIONAL PROGRAMS

ACADEMIC OVERVIEW

Education Statistics:

- 77 Bachelor's Degree Programs
- 11 Master's Degree Programs
- 5 Doctoral (Ph.D.) Programs
- 14 Faculties & Schools:

[Science and Technology]

- Faculty of Science and Technology
- Faculty of Industrial Technology
- Faculty of Digital Technology

[Health Sciences]

- Faculty of Nursing
- Faculty of Public Health
- School of Alternative and Traditional Medicine

[Humanities and Social Sciences]

- Faculty of Education
- Faculty of Humanities and Social Sciences
- Faculty of Management Science
- Faculty of Tourism and Hotel Management
- Faculty of Accounting
- Faculty of Social Sciences
- Faculty of Law
- Faculty of Political Science and Public Administration

Note: Programs in Column 1 are conducted primarily in Thai.

FEATURED INTERNATIONAL PROGRAMS

Global Degree Programs:

- **Bachelor of Arts in English for International Communication (EIC)**
(Managed by Faculty of Humanities and Social Sciences)
- **Bachelor of Arts in International Tourism Management**
(Managed by Faculty of Tourism and Hotel Management)
- **Bachelor of Arts in Sociology and Anthropology**
(Managed by Faculty of Social Sciences)
- **Bachelor of Arts in Social Science for International Public Health (New)**
(Managed by Faculty of Social Sciences)

Special Programs (LIGA):

- **Global Internship and Mobility Program (GIMP)**
(Managed by Language Institute and Global Affairs- LIGA)
- **Thai Language & English for Studies (10 Months)**
(Managed by Language Institute and Global Affairs- LIGA)

YOUR TRANSNATIONAL EDUCATION JOURNEY STARTS HERE

Programs and Pathways for Global Learners



CHIANG RAI RAJABHAT UNIVERSITY

"University for Area-based and Community Engagement"



LIGA – Language Institute & Global Affairs
Chiang Rai Rajabhat University (CRRU)
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