

College of Tourism and Hospitality Industry Tourism, Hospitality and Sports (International Program) Bachelor of Arts (Tourism, Hospitality and Sport International Programme) B.A. (Tourism, Hospitality and Sport International Programme) curriculum year 2022

Section 1 General Information

ITS 222		Tourism, Hospitality and Sports Innova	3(3-0-6)		
Co-required Course		-			
Prerequisite Course		-			
Semester		1/2025			
Group		120			
Type of Course		Basic Course			
		General Education Course			
		Major Course			
		Elective Course			
Responsible Lecturer		Dr. Jirapat Lekhakula	Facult	ty Staff	
T /				1. 0. 00	Part-time
Lecturer		Dr. Jirapat Lekhakula	гасин	ty Staff	Faculty
Teaching Location		•	On-si	te	Off-site
Date of preparation		January 2025			

Section 2 Course objectives and course components

1. Course objectives

- 1) Understand Hospitality industry trends & innovation
- 2) Enhance Technological & Digital Competencies
- 3) Apply Sustainable & Ethical Practices
- 4) Improve Leadership & Management Skills

2. Course description

This course explores cutting-edge innovations and emerging Tourism, Hospitality, and Sports trends. Students will analyze technological advancements, sustainable practices, and entrepreneurial strategies that drive industry growth. Emphasis is placed on digital transformation, customer experience enhancement, and business model innovation. Learners will develop creative solutions to industry challenges through case studies and practical applications. By the end of the course, students will be equipped with the knowledge and skills to lead innovation-driven initiatives in these dynamic sectors.

3. Number of hours per week that the teacher provides academic advice and guidance to students

e-mail :
Facebook :
Line :
Others

4. Course Learning Outcomes: CLOs)

Total3.....hours/week

- 1) Students understand Hospitality Industry Trends & Innovations
- 2) Students develop their Technological & Digital Competencies
- 3) Students can Apply Sustainable & Ethical Practices concepts to their daily lives.
- 4) Students develop their Leadership & Management Skills

Section 3 Development of student learning outcomes

Development of course learning outcomes according to the learning outcomes standards in each area as

expected are as follows:

PLOs	Course Learning Outcomes	Course Learning Outcomes Teaching methods			
	(CLOs)				
1	Have knowledge and understanding of Hospitality Industry Trends & Innovations	 Lecture using problem- based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize 	 Evaluate and score from assigned work Evaluate from mid-term and final exams 		
		 Assign additional research work Assign homework to practice solving problem 			
2	Students can develop their Technological & Digital Competencies	Lecture using problem-based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize	 Evaluate and score from assigned work Evaluate from mid-term and final exams 		
		 Practice in real settings Assign additional research work Assign homework to practice solving problem 	 Evaluate project work, project presentations, and reports. 		

1. Knowledge

2. Skills

PLOs	Course Learning Outcomes	Teaching methods	Evaluation methods
	(CLOs)		
3	Able to analyze and find causes	• Lecture and Q&A	• Evaluate and
	and solve problems correctly	teaching, assigning	score assigned
		tasks that promote	tasks
		systematic analytical	• Evaluate from
		thinking.	mid-term and
			final exams

3. Ethics

PLOs	Course Learning Outcomes		Teaching methods	E	valuation methods
	(CLOs)				
4	Be disciplined, punctual, and	•	Incorporate content	•	Observe that the
	responsible towards yourself and		on discipline,		submission of
	society.		punctuality, and		work must be on
			responsibility		time to train
			towards oneself and		students to be
			society.		responsible for
		•	Teach morality and		their work, be able
			ethics during the		to work together
			project by talking with		with others and be
			students, emphasizing		punctual.
			responsibility for work,		
			discipline, ethics,		
			honesty in group		
			duties, humility and		
			kindness towards		
			colleagues, and not		
			being greedy.		

4. Personal Characteristics

PLOs	Course Learning Outcomes	Teaching methods	Evaluation methods
	(CLOs)		
5	Be responsible for the assigned	• Assign tasks to be	• Observe
	tasks.	submitted within the	behavior and
		specified time frame.	submission of
			work
			• Evaluate and
			score assigned
			tasks

Section 4 Teaching plan and evaluation

1. Teaching plan

Week	Topic/Details	Teaching and learning activities and the media used	Number of hours	Lecturer
1	Introduction to the course outline of the course technical terms relevant to the course	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
2	Understanding innovation in hospitality industry and Innovation type in hospitality industry	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
3	Importance of innovation hospitality	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
4	How technology is changing hotels	Practice in Mock-Up Room	3	Dr. Jirapat Lekhakula
5	Sustainability in hotels	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula

Week	Topic/Details	Teaching and learning activities and the media used		Lecturer
6	Guest experience through	Lecture	3	Dr. Jirapat Lekhakula
	innovation	Discussion / PowerPoint		
		Examples / Case Study		
7	Artificial Intelligence in the	Lecture	3	Dr. Jirapat Lekhakula
	Hospitality Industry	Discussion / PowerPoint		
		Examples / Case Study		
8	Innovation in Hospitality	Writing Examination	3	Dr. Jirapat Lekhakula
	Industry Case Study			
9	What is innovation in	Practice in Classroom	3	Dr. Jirapat Lekhakula
	tourism?			
10	Innovations and technology	Lecture	3	Dr. Jirapat Lekhakula
	trends in the travel and	Discussion / PowerPoint		
	tourism industry	Examples		
11	Smart tourism	Site Visit	3	Dr. Jirapat Lekhakula
12	Green innovation in tourism	Lecture	3	Dr. Jirapat Lekhakula
		Discussion / PowerPoint		
		Examples		
13	Innovation and	Lecture	3	Dr. Jirapat Lekhakula
	Sustainability	Discussion / PowerPoint		
		Examples		
14	Tourism Innovation	Practice in Mock-Up Room	3	Dr. Jirapat Lekhakula
	Case Studies			
15	Final Project Presentation /	Presentation in classroom	3	Dr. Jirapat Lekhakula
	Content Review			
	Total		45	

2. Learning Assessment Plan

Learning Outcomes	Learning Assessment Method	Assessment Week	Ratio of Assessment
	Midterm exam	8	20%
1.1, 1.2	Final exam	16	40%
2.1, 2.2	Class attendance, participation, discussion, giving opinions in class, minor test	Throughout the semester	10%
	Case study analysis, research,	13 – 14	20%
4.1, 4.2	Project presentation	15	
	Group work	2 - 12	

3. Course Learning Outcome (CLOs) consistency with learning outcomes

CL Or	1.Knowledge		2.Skill		3.Ethics		4.Personal	
CLOs	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Students understand the								
fundamentals of Inflight Services	v							
CLO 2 Students develop their customer				1				
service skills				v				
CLO 3 Students understand emergency					\checkmark			
and safety procedures					•			
CLO 4 Students know of meal and								
beverage service							v	

Section 5 Teaching resources

1. Textbooks and Primary Source

- Hall, C. M., & Williams, A. M. (2020). Tourism and Innovation (2nd ed.). Routledge.
- Peters, M. (2005). Innovation in Hospitality and Tourism. Routledge

2. Important documents and information

- Peters, Mike & Pikkemaat, Birgit. (2012). Innovation in Hospitality and Tourism. 10.4324/9780203051689.

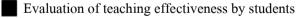
- Davronov, I. O. L. I. M. O. V. I. C. H. (2019). The Impact Of Innovations In Tourism And Hospitality. International Multilingual Journal of Science and Technology (IMJST).

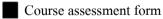
3. Recommended documents and information

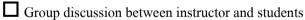
- Naldi, S., Maulina, E., Herawaty, T., & Irawati, R. (2022). Hospitality and tourism innovation: A systematic literature review. Business and Management Studies, 1(1), 1-15.

Section 6 Evaluation and improvement of course implementation

1. Strategy for evaluating course effectiveness by students









- □ Suggestions via online channels that instructors have created as a communication channel with students
- Others (specify)

2. Learning Management Assessment Strategies



□ Student Reflection



- Examination Results
- Learning Outcome Assessment Review
- Assessment by Academic Standards Committee

-

- Teaching Observation of Team Members
- Other (specify)

3. Learning Management Improvement Mechanism

- Seminar on Teaching Management
- In-Class and Out-of-Class Research
- Others (specify)

4. Process of Reviewing Learning Outcomes of Students' Courses

A committee has been established in the subject area to review the results of the evaluation of student learning outcomes by reviewing the reported test papers, the method of grading the test, and the grading of behavior.

Review of the grading of student work by the committee of the department and faculty.

Review of the grading from randomly checking student work by lecturers or other qualified persons who are not regular lecturers of the program.

Others (specify)

5. Review and planning to improve the effectiveness of the course.

Improve the course each year. According to the suggestions and results of the review in Section 4

Improve the course each year according to the results of the evaluation of the teacher by the students.

Others (specify)