



Course details

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 Innovation	3(3-0-6)	
Co-required Course	-		
Prerequisite Course	-		
Semester	1/2025		
Group	120		
Type of Course	<input type="checkbox"/> Basic Course <input type="checkbox"/> General Education Course <input checked="" type="checkbox"/> Major Course <input type="checkbox"/> Elective Course		
Responsible Lecturer	Dr. Jirapat Lekhakula	Faculty Staff	
Lecturer	Dr. Jirapat Lekhakula	<input checked="" type="checkbox"/> Faculty Staff	<input type="checkbox"/> Part-time Faculty
Teaching Location		<input checked="" type="checkbox"/> On-site	<input type="checkbox"/> 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

Total3.....hours/week

- ☒ e-mail :.....
- ☐ Facebook :.....
- ☒ Line :.....
- ☐ Others.....

4. Course Learning Outcomes: CLOs)

- 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:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
1	Have knowledge and understanding of Hospitality Industry Trends & Innovations	<ul style="list-style-type: none"> ● Lecture using problem-based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize ● Assign additional research work ● Assign homework to practice solving problem 	<ul style="list-style-type: none"> ● Evaluate and score from assigned work ● Evaluate from mid-term and final exams
2	Students can develop their Technological & Digital Competencies	<ul style="list-style-type: none"> ● Lecture using problem-based instruction followed by problem-solving, stimulating students to think, analyze, and synthesize ● Practice in real settings ● Assign additional research work ● Assign homework to practice solving problem 	<ul style="list-style-type: none"> ● Evaluate and score from assigned work ● Evaluate from mid-term and final exams ● Evaluate project work, project presentations, and reports.

2. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
3	Able to analyze and find causes and solve problems correctly	<ul style="list-style-type: none"> Lecture and Q&A teaching, assigning tasks that promote systematic analytical thinking. 	<ul style="list-style-type: none"> Evaluate and score assigned tasks Evaluate from mid-term and final exams

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
4	Be disciplined, punctual, and responsible towards yourself and society.	<ul style="list-style-type: none"> Incorporate content on discipline, punctuality, and responsibility towards oneself and society. Teach morality and ethics during the project by talking with students, emphasizing responsibility for work, discipline, ethics, honesty in group duties, humility and kindness towards colleagues, and not being greedy. 	<ul style="list-style-type: none"> Observe that the submission of work must be on time to train students to be responsible for their work, be able to work together with others and be punctual.

4. Personal Characteristics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Evaluation methods
5	Be responsible for the assigned tasks.	<ul style="list-style-type: none"> Assign tasks to be submitted within the specified time frame. 	<ul style="list-style-type: none"> Observe behavior and 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	Number of hours	Lecturer
6	Guest experience through innovation	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
7	Artificial Intelligence in the Hospitality Industry	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
8	Innovation in Hospitality Industry Case Study	Writing Examination	3	Dr. Jirapat Lekhakula
9	What is innovation in tourism?	Practice in Classroom	3	Dr. Jirapat Lekhakula
10	Innovations and technology trends in the travel and tourism industry	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
11	Smart tourism	Site Visit	3	Dr. Jirapat Lekhakula
12	Green innovation in tourism	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
13	Innovation and Sustainability	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
14	Tourism Innovation Case Studies	Practice in Mock-Up Room	3	Dr. Jirapat Lekhakula
15	Final Project Presentation / Content Review	Presentation in classroom	3	Dr. Jirapat Lekhakula
Total			45	

2. Learning Assessment Plan

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

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

CLOs	1.Knowledge		2.Skill		3.Ethics		4.Personal	
	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	✓							
CLO 2 Students develop their customer service skills				✓				
CLO 3 Students understand emergency and safety procedures					✓			
CLO 4 Students know of meal and beverage service							✓	

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

- ☒ Evaluation of teaching effectiveness by students
- ☒ Course assessment form
- ☐ Group discussion between instructor and students
- ☐ Reflection on student behaviour
- ☐ Suggestions via online channels that instructors have created as a communication channel with students
- ☐ Others (specify)

2. Learning Management Assessment Strategies

- ☒ Teacher Evaluation
- ☐ 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)