



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 493	Seminar in Tourism Hospitality and Sports	3(2-2-5)	
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	Faculty Staff	
Lecturer	Dr. Jirapat Lekhakula	☒ Faculty Staff	☐ Part-time Faculty
Teaching Location		☒ On-site	☐ Off-site
Date of preparation	August 2025		

Section 2 Course objectives and course components

1. Course objectives

To develop students' critical thinking, research, and presentation skills through in-depth exploration and discussion of current issues, trends, and innovations in the tourism, hospitality, and sports industries.

2. Course description

This seminar-based course encourages students to explore, analyze, and present contemporary issues and research topics in tourism, hospitality, and sports. Students will engage in collaborative learning through group discussions, literature reviews, case study analyses, guest speaker sessions, and independent research projects. Emphasis is placed on integrating interdisciplinary knowledge, enhancing academic communication, and developing professional presentation skills. The course aims to prepare students for their final-year projects or internships by strengthening their ability to apply theory to practice and communicate insights effectively.

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

Total3.....hours/week

- ☒ e-mail : Jirapat.l@rsu.ac.th.....
- ☐ Facebook :.....
- ☒ Line :.....
- ☐ Others.....

4. Course Learning Outcomes: CLOs)

1. **Identify** and describe current issues and trends in tourism, hospitality, and sports industries.
 2. **Analyze** academic literature and industry reports to support seminar discussions and project development.
 3. **Integrate** theoretical knowledge and real-world information to form evidence-based arguments.
 4. **Develop** a research-based seminar paper or presentation on a selected topic.
 5. **Demonstrate** effective communication, teamwork, and public speaking skills in academic and professional settings.
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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 the Fundamentals Seminar in Tourism Hospitality and Sports	● 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	● Evaluate and score from assigned work ● Evaluate from mid-term and final exams
2	Develop their necessary skills for analyze issue in Tourism Hospitality and Sports industry.	● 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	● 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)	วิธีการสอน Teaching methods	วิธีการประเมินผล Evaluation methods
3	Able to analyze and find causes and solve problems correctly	Lecture and Q&A teaching, assigning tasks that promote systematic analytical thinking.	- Evaluate and score assigned tasks - Evaluate from mid-term and final exams

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	วิธีการสอน Teaching methods	วิธีการประเมินผล Evaluation methods
4	Be disciplined, punctual, and responsible towards yourself and society.	- 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.	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. Characteristic

PLOs	Course Learning Outcomes (CLOs)	วิธีการสอน Teaching methods	วิธีการประเมินผล Evaluation methods
5	Be responsible for the assigned tasks.	Assign tasks to be submitted within the specified time frame.	- 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	Course Introduction and Seminar Expectations	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
2	Identifying Issues and Trends in Tourism, Hospitality and Sports	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
3	Research Skills for Seminar Students	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
4	Seminar Topic Selection and Proposal Writing	Practice in Mock-Up Room	3	Dr. Jirapat Lekhakula
5	Data Collection Methods and Case Study Approach	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
6	Critical Thinking and	Lecture	3	Dr. Jirapat Lekhakula

Week	Topic/Details	Teaching and learning activities and the media used	Number of hours	Lecturer
	Argument Development	Discussion / PowerPoint Examples / Case Study		
7	Academic Writing for Seminar Papers	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
8	Midterm Presentations (Progress Report)	Writing Examination	3	Dr. Jirapat Lekhakula
9	Guest Lecture or Industry Panel	Practice in Classroom	3	Dr. Jirapat Lekhakula
10	Presentation Skills Workshop	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
11	Ethical Issues and Sustainability in Industry Research	Site Visit	3	Dr. Jirapat Lekhakula
12	Writing an Executive Summary and Conclusion	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
13	Rehearsal and Peer Review	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
14	Summary	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
15	Final Presentation	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	17	50%
2.1, 2.2	Class attendance, participation, discussion,	Throughout the semester	10%

Learning Outcomes	Learning Assessment Method	Assessment Week	Ratio of Assessment
	giving opinions in class, minor test		
4.1, 4.2	Case study analysis, research, project presentation Group work	13 -16	20%

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

Title: *Contemporary Issues in Tourism and Hospitality: A Systems Approach*

Authors: Boopen Seetanah, Vanisha Sukdeo, Ramesh Durbarry

Publisher: Routledge

2. Important documents and information

Title: *Doing Research in the Business World*

Author: David E. Gray

Publisher: SAGE Publications

3. Recommended documents and information

Title: *Journal of Hospitality & Tourism Research (JHTR)*

Publisher: SAGE Journals

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)