



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 323 Logistic in Tourism, Hospitality and Sports 3(3-0-6)

Co-required Course	-		
Prerequisite Course	-		
Semester	1/2024		
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

- 1) To introduce fundamental concepts of logistics and supply chain management.
- 2) To explore logistics applications in tourism, hospitality, and sports industries.
- 3) To analyze transportation, inventory, and procurement systems.
- 4) To understand event logistics and facility operations.
- 5) To apply sustainable and ethical practices in logistics.

2. Course description

This course examines the principles and practices of logistics and supply chain management within the context of the tourism, hospitality, and sports industries. Topics include transportation systems, inventory control, procurement, warehousing, distribution channels, and event logistics. Students will explore the role of logistics in enhancing service quality, customer satisfaction, and operational efficiency. Emphasis is placed on the integration of technology, sustainability, and real-world case studies to analyze logistics strategies in various service sectors. Through project-based learning and industry-related scenarios, students will develop practical skills and strategic thinking required to manage logistics operations in dynamic, customer-centered environments.

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) Students understand the Fundamentals of Logistics in Tourism, Hospitality and Sports.
- 2) Students develop their skills for analysis of Logistics in Tourism, Hospitality and Sports.
- 3) Students understand Logistic in Tourism, Hospitality and Sports
- 4) Students know of Logistic in Tourism, Hospitality and Sports
- 5) Students can work as a team in an Logistic in Tourism, Hospitality and Sports context

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 of Logistics 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 skills for analysis of Logistics in Tourism, Hospitality and Sports.	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,	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.

		and not being greedy.	
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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	Introduction Course Introduction to Logistics in Tourism, Hospitality and Sports.	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
2	Tourism Supply	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
3	Tourism Supply Chain	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
4	Tourism Transportation	Practice in Mock-Up Room	3	Dr. Jirapat Lekhakula
5	Accommodation logistic	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
6	Food and beverage logistic	Lecture Discussion / PowerPoint	3	Dr. Jirapat Lekhakula

Week	Topic/Details	Teaching and learning activities and the media used	Number of hours	Lecturer
		Examples / Case Study		
7	Introduction to Technology in Logistics	Lecture Discussion / PowerPoint Examples / Case Study	3	Dr. Jirapat Lekhakula
8	Mid-Term	Writing Examination	3	Dr. Jirapat Lekhakula
9	Sustainable Logistics and Supply Chain	Practice in Classroom	3	Dr. Jirapat Lekhakula
10	Crisis Management and Contingency Planning	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
11	Legal and Regulatory in Tourism and Hospitality logistic	Site Visit	3	Dr. Jirapat Lekhakula
12	Logistics Coordination in Hospitality Operations	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
13	Logistics for Events and Sports Management	Lecture Discussion / PowerPoint Examples	3	Dr. Jirapat Lekhakula
14	Trends and Innovations in Logistics	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, giving opinions in class, minor test	Throughout the semester	10%
4.1, 4.2	Case study analysis, research, project	13 -16	20%

Learning Outcomes	Learning Assessment Method	Assessment Week	Ratio of Assessment
	presentation Group work		

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

Logistics and Supply Chain Management (5th Edition)

Author: Martin Christopher

Publisher: Pearson Education

Event Logistics: Advanced Logistics for Large Events

Author: Peter Robinson, Debbie Hemmingway

Publisher: CABI

2. Important documents and information

Coursera – Supply Chain Management Specialization

Provider: Rutgers University via Coursera.org

3. Recommended documents and information

Title: *Sustainable Logistics and Supply Chain Management*

Authors: David B. Grant, Alexander Trautrim, and Chee Yew Wong

Publisher: Kogan Page

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)