

Course Description

Name of University:	Rangsit University
School/Faculty/Department:	College of Tourism and Hospitality Industry Hospitality Industry Program

1. General Information

1. Course ID and Course title	IHI 302: Hospitality Industry Information Systems ITS 312: Tourism, Hospitality and Sports Information System
2. Credit units (Number of hours per week for lecture, lab, and self-study)	3 hours (3-0-6)
3. Programme and Categorization of course	This is a required course for Bachelor of Arts in Hospitality Industry Tuesday 9.00.00 – 11.45 hrs. Section 120
4. Responsible faculty member and list of instructors	Ajarn Nicha Chavalit Room 11-302 nicha.c@rsu.ac.th Tel. 02 997 2200 or 02 997 2222 Ext.4129
5. Semester/Year level	Semester 1/2025 for Junior
6. Pre-requisite course(s) (if any)	None
7. Co-requisite course(s) (if any)	None
8. Place of study	Rangsit University, Muangake Campus
9. Date of preparation or latest update	July 2025

2. Learning Objectives and Development Objectives

1. Learning objectives
1. Study the important of principle of information system in tourism, hospitality and sports industries.
2. Objectives for course development/improvement
Characteristics of information systems in tourism, hospitality and sports; studying the types of information, information system arrangement, information searching, data collection and analysis through various methods, security, security of room booking system and the Internet service business, as well as how the information is used for the purpose of problem solving, decision making, planning and tourism.

3. Course Content and Activities

1. Course content			
Principle of human resource management and development in tourism, hospitality and sports industries. Planning, job analysis, recruiting, selection, motivation to work in their potential, training and development, allocating remuneration and welfare, teamworking, leadership, mentoring personnel, performance appraisal and labor relations. Specific qualification needed in tourism, hotel, aviation and sports positions.			
2. Number of hours per each semester			
Lecture	Tutorial	Lab/Field Study/Workshop	Self-study
Lecture 30 hours	Upon requested	Lecture 30 hours	5 hours per week
3. Number of hours per week for advising and academic counseling for individual students			
- Students can request for academic advices prior/after classes or in class hours. - Students can make appointment or stop by at the faculty members' offices during the specified office hours (5 hours per week). - Students can request academic help through the website of the Department or emails of faculty members and department Facebook or Line.			

4. Learning Outcomes

1. Morals and ethics
The course aims to develop students' morals. Students are expected to understand ethics and codes of conducts in their real life and observe ethical, moral and honest behavior both academically and professionally in business dealings.
1.1 Morals and ethics needed to develop
- The students will be taught to perform ethical and honest behavior to comply with professional codes of conducts, rules and regulations of the organizations and the society. - The students need to practice self-disciplined, responsibilities and punctuality in attending the class and submitting assignments. - The students need to show respect to other's people's rights and opinions.
1.2 Methodology
- A small group discussion on ethical issues in airline business in general through case discussion and analysis. - Class management policies: students are required to follow class policies.
1.3 Assessment
- Observing students behavior and class performance, attitude and manner in class. - Evaluating and analyzing case study with ethical and social responsibilities issues
2. Knowledge
The students will be able to understand the fundamental concepts of sustainable hospitality business management and moral and ethical issues then apply what they have learned in class into the real business world and economic situations.
2.1 Expected knowledge to be gained

The students will be able to: - Gain overall knowledge of airline business management: to understand the overview and the important of operation and service industry, which will be based knowledge for airline business management. - Apply the case study findings in airline business management to handle business problems and develop new body of knowledge. - Update and understand changes in professional norms, values, rules, and regulations according to social change.
2.2 Methodology
- Lecture and assign students to work in small groups assignment that students can apply airline business management knowledge and able to put them in practice in the real business situation. - Final Examination on airline business management. - Problem-based learning can test how well students understand the theories and can apply them in case study in question. - Exercise, case study analysis and presentation. - Individual and Group assignments
2.3 Assessment
- Examination on theories and application related to airline business management - Review Exercise - Case study analysis and presentation. - A small group assignments
3. Intellectual Skills
The students will be able to critically and logically analyze business problems on airline business management and also utilize theoretical knowledge to solve any business problems related to business.
3.1 Intellectual skills needed to develop
The students will be able to: - Critically and logically analyze business problems on airline business management. - Successfully find solutions to business problems. - Apply theories to develop effective marketing plan.

- Come up with new and innovative ideas in utilizing theoretical knowledge to solve business problems. - Intellectually and professionally solve the problems. - Analyze and predict the expected outcomes from decision making, problems solving. - Initiate and develop systematic, effective, efficient working process with respect to the real situation.
3.2 Methodology
- Lecture and case studies. - Review exercise and examinations. - Case study analysis and presentation. - Individual and group assignments
3.3 Assessment
- Examinations on theories and application. - Review Exercise - Case study and Presentation. - Individual and group assignments.
4. Interpersonal skills and responsibility
The students will be able to cope with changing environmental issues and continuously engage in self and professional development.
4.1 Interpersonal skills and responsibility needed to develop
The students will be able to: - Identify the cause of problems and develop effective measures to deal with problems. - Cope with changing environment and develop efficient ethical practices - Be open and willing to learn and reasonably accept criticism and different opinions. - Work as a team to analyze and summarize political articles. - Be responsible for the assignment. - Possess good leadership and a followership with problem solving skill - Contribute in making effective solutions to group problems.
4.2 Methodology
- Case study analysis on different airline business management topics. - Discuss on current situations and applied theories to each situation.

- Individual and group assignment:	
4.3	Assessment
- Class interaction. - Case study presentation and analysis. - Group assignment: Teamwork in group	
5.	Qualitative and communication skills.
The students will be able to possess ability in acquiring and analyzing information in making business decisions. The course also develops quantitative analysis skills and ICT skills to facilitate the analysis of case study.	
5.1	Qualitative, Quantitative, and communication skills
The students will be able to: - Possess and able to apply appropriate quantitative skills and techniques in mathematics, statistics, to solve airline business problems. - Possess ability in acquiring and analyzing information in making business decisions. - Possess ability in summarizing, communicating and presenting marketing information effectively. - Possess discretion in the use of communication and information technology in an appropriate manner.	
5.2	Methodology
- Self study on airline business issues from website. - Examinations. - Case study analysis and presentation. - Individual and group assignments	
5.3	Assessment
- Mid-term and final exams - Case study analysis and presentation. - Individual and group assignments	

5. Course Planning and Assessment

1. Course planning				
Week	Topics/Details	Hours	Learning Activities/Media	Instructor
1	- Introduction to this course - Introduction to Tourism, Hospitality and Sports Information System	3	Lecture Discussion / PowerPoint Examples	Ajarn Nicha
2	Chapter 1 Online Delivery of Tourism Services: Developments, Issues, and Challenges	3	Lecture Discussion / PowerPoint Examples/Case study	Ajarn Nicha
3	Chapter 2 A Framework for Ontology-Based Tourism Application Generator	3	Lecture Discussion / PowerPoint Examples/Case study	Ajarn Nicha
4	Chapter 3 ICT and the Travel Industry: Opportunities and Challenges for New Zealand Travel Agents	3	Lecture Discussion / PowerPoint Examples/Case study	Ajarn Nicha
5	Chapter 4 The Transformation of the Distribution Process in the Airline Industry Empowered by Information and Communication Technology	3	Lecture Discussion / PowerPoint Examples/Case study/ Practice/ workshop	Ajarn Nicha
6	Chapter 5 Design and Implementation Approaches for Location-Based, Tourism-Related Services	3	Lecture Discussion / PowerPoint Examples/ Case study	Ajarn Nicha
7	Chapter 6 Developing Visual Tourism Recommender Systems	3	Lecture Discussion / PowerPoint Examples/Case study/ Practice	Ajarn Nicha
8	Educational Trip	3	Field trip/ Discussion/ Practice	Ajarn Nicha
9	Chapter 7 Virtual Reality Applications in Tourism	3	Lecture Discussion / PowerPoint Examples/ Case study/ Practice	Ajarn Nicha
10	Chapter 8 Virtual Reality Mapping Revisited:	3	Lecture	Ajarn Nicha

	IT Tools for the Divide Between Knowledge and Action in Tourism		Discussion / PowerPoint Examples/Case study/ Experiential Learning	
11	Chapter 9 Towards Improved Business Planning Decision Support for Small-to-Medium Tourism Enterprise Operators	3	Lecture Discussion / PowerPoint Examples/ Exercise	Ajarn Nicha
12	Chapter 10 Collaborative Commerce and the Hotel Industry	3	Lecture Discussion/ Brain storming	Ajarn Nicha
13	Chapter 11 Digital Imaging Trek: A Practical Model for Managing the Demand of the Digitally Enabled Traveller	3	Lecture Discussion / PowerPoint Examples/Case study/ Practice/ workshop	Ajarn Nicha
14	Chapter 12 Feeling Welcome: Internet Tourism Marketing Across Cultures	3	Lecture Discussion / PowerPoint Examples/ Exercise/Case study/ Practice/ workshop	Ajarn Nicha
15	Presentation by student Review	3	Lecture Discussion / PowerPoint Examples/ Practice/ workshop	Ajarn Nicha
Final Examination				
2. Assessment				
Activity	Learning Outcome	Assessment Method	Assessment Week	Marks Allocation
1	2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 5.1, 5.2, 5.3, 5.4	Individual Assignment	Class meeting #8	20%
		Final Examination	Class Meeting #16	40%
2	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4	Group Assignment	Entire semester	30%

3	1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 5.1, 5.2, 5.3, 5.4	Class Attendance and Participation	Entire semester	10%
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6. Course Resources

1. Required text books and readings Handout: ITS 312 Tourism, Hospitality and Sports Information System
2. Supplementary reading list/references Pease, W., Rowe, M. & Cooper, M. (2007). Information and Communication Technologies in Support of the Tourism Industry . Idea Group publishing: United Kingdo.
3. Recommended reading list/references - None

7. Course Feedback and Improvement

1. Course evaluation by students - Discussion with students - End-semester questionnaire - Class evaluation - Question and answer session in class
2. Other methods of course evaluation - Discussion with experts
3. Course development and improvement - Research - Seminars - Course workshop and meeting - Course mentor - Class observation - Knowledge sharing

4. Quality assurance of the course

- Internal committee
- External committee
- Internal quality assurance
- External quality assurance

5. Course revision and development plan

- Major revision every 5 years
- Minor revision where appropriate