



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3305

Course Title: Logistics and Supply Chain Management in Tourism

Credits: 3(3-0-6)

Program: Tourism Management

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Semester: 3, Academic Year: 2020

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3305

Course Title (English): Logistics and Supply Chain Management in Tourism

Course Title (Thai): *None*

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s):

4.1 Lecturer Responsible for Course: Dr. Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Dr. Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305 Tel.: 061-7526668

E-mail: siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study: 2020

6.2 Number of the students enrolled: 9

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat
University, Nakhon Pathom Campus

Teaching Schedule:

Monday / Time: 09.00 – 12.00

Tuesday / Time 1.00- 4.00 pm.

10. Last Date for Preparing and Revising this Course:

Date: 31 Month: May Year: 2021

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;

- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

- (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;

- (3) Be able to use technology to communicate and present effectively;
and
- (4) Be able to apply statistical or mathematical knowledge in analyzing
and interpreting the data.

2. Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate student program in Tourism Management Program should have essence of knowledge in the concepts and principles of logistics and supply chain applied in the tourism industry, as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course in order to cover the principles of logistics and supply chain relevant to activities in the tourism industry.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Definitions, activities of logistics, aims and importance of logistics, definitions of supply chain, relationship of logistics and supply chain, the concepts of logistics and supply chain applied to tourism industry, tourism demand and supply management, logistics of tourists, and tourism services and products, the concept of flows, tourism value chain, customer relationship management in tourism supply chain. Case studies and field work required.

(Thai)

None

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)
45 hours	0 hour	90 hours	Upon Request

3. Time Length per Week for Individual Academic Consulting and Guidance

3 hours / week

3.1 Self consulting at the lecturer’s office: Room Number: 405

Building: College of Hospitality Industry Management (Nakhonpathom Campus /SSRU)

3.2 Consulting via office telephone/mobile phone: 061- 7526668

3.3 Consulting via E-Mail: siripen.yi@ssru.ac.th

3.4 Consulting via social media (Facebook/Twitter/Line):

Facebook: Siripen Yi

3.5 Consulting via Computer Network (Internet/Web board):

http://www.elic.ssru.ac.th/siripen_yi/

Section 4 Developing Student’s Learning Outcomes

1. Morals and Ethics

1.1 Morality and ethics to be developed

- (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching strategies

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
- (2) Provide case studies that explain ethics in careers in the tourism industry; and
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Evaluation strategies

- (1) Class attendance, class participation, and behavior in class;
- (2) On-time submission of report and assignments and their quality; and
- (3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in logistics and supply chain management in tourism both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in problems and issues in logistics and supply chain in tourism, which will benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning strategies; and
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Assignments

3. Cognitive skills

3.1 Cognitive skills to be developed

- (1) Be able to analyze the causes of problems and conflicts in logistics and supply chain in tourism as well as be able to solve problems systematically and find out proper solutions to the problems;
- (2) Be able to apply both theoretical and practical knowledge of logistics and supply chain in tourism into real-life training and work experience appropriately in accordance with situations; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning strategies;
- (3) Use case studies; and
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Assignments

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching strategies

- (1) Group assignments;
- (2) Use cooperative learning strategies; and
- (3) Field trips

4.3 Evaluation strategies

- (1) Students' contribution and behavior in group assignments; and
- (2) Class presentation

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

5.2 Teaching strategies

- (1) Provide assignments that require students to use numerical analysis skills and knowledge;
- (2) Provide assignments that require students to use information technology skills and knowledge;
- (3) Use e-learning;
- (4) Use group discussions; and
- (5) Use oral presentation for practicing communication skill.

5.3 Evaluation strategies

- (1) Assignments;
- (2) Project report and presentation;

- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class; and
- (4) Midterm and final examinations

6. Other Domains

None

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Introduction <ul style="list-style-type: none"> • Globalization and development of logistics • Definition of value chain • Definition of logistics and supply chain • Importance and role of logistics study 	3	<ul style="list-style-type: none"> • Warm-up activity • Direct instruction • Discussion • Individual self- study • Online 	Dr. Siripen Yiamjanya
2	Unit 2: Introduction to Logistics Elements and Principles <ul style="list-style-type: none"> • Concepts and principles of logistics and supply chain management • Elements of logistics management 	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Individual self- study • Online 	Dr. Siripen Yiamjanya

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
3	Unit 3: Transports in the History <ul style="list-style-type: none"> • Definition of transport • Evolution and waves of transport development • Transports from the 19th century onwards 	3	<ul style="list-style-type: none"> • Direct instruction • Group study and presentation • Online 	Dr. Siripen Yiamjanya
4	Group Presentation	3	<ul style="list-style-type: none"> • Group presentation • Online 	Dr. Siripen Yiamjanya
5	Case Study on Transport	3	<ul style="list-style-type: none"> • Discussion • Online 	Dr. Siripen Yiamjanya
6	Unit 4: Concept of Transport <ul style="list-style-type: none"> • Utility and effectiveness of transport • Types of transportation modes • Cycle of transport • Components of transport 	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Individual self- study • Online 	Dr. Siripen Yiamjanya
7	Oral test on case study of transport	3	<ul style="list-style-type: none"> • Oral test • Online 	Dr. Siripen Yiamjanya
8 Midterm Examination			
9	Unit 5: Concept of Transport and Spatial Management <ul style="list-style-type: none"> • Definition of spatial management • Transportation and spatial structure • Spatial management in tourism 	3	<ul style="list-style-type: none"> • Direct instruction • Problem- based learning • Discussion • Online 	Dr. Siripen Yiamjanya
10	Continuing of Unit 5	3	<ul style="list-style-type: none"> • Direct instruction • Problem- based learning • Discussion • Online 	Dr. Siripen Yiamjanya

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
11	Watching VDO about transport and city development	3	<ul style="list-style-type: none"> • Discussion • Online 	Dr. Siripen Yiamjanya
12	Unit 6: Logistics Management in Tourism Study <ul style="list-style-type: none"> • Meaning of logistics management in tourism study • Tourism logistics and tourism supply chain management link 	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Online 	Dr. Siripen Yiamjanya
13	Case Study Discussion on Transport, Logistics and Supply Chain	3	<ul style="list-style-type: none"> • Case study discussion • Online 	Dr. Siripen Yiamjanya
14	Unit 7: Tourism Logistics, Transportation and the Future <ul style="list-style-type: none"> • Sustainable transport and green logistics • Transportation safety and security 	3	<ul style="list-style-type: none"> • Direct instruction • Discussion • Individual self- study • Online 	Dr. Siripen Yiamjanya
15	Case Study Oral Test	3	<ul style="list-style-type: none"> • Case study discussion • Online 	Dr. Siripen Yiamjanya
16	Student Presentation	3	<ul style="list-style-type: none"> • Student presentation • Online 	Dr. Siripen Yiamjanya
17	<p>.....Final Examination.....</p> <p>.....Deadline Week for Final Assignment.....</p>			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</p> <p>1.2 Have positive attitudes towards service careers.</p>	<p>1.1 Monitor students' attendance</p> <p>1.2 Evaluate from how much students' papers and presentations are accurate.</p> <p>1.3 Evaluate from punctuality of work submission.</p> <p>1.4 Evaluate from students' willingness in participating in doing class activities with class mates, and responsibility on their contribution on group and individual works.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>2.1 Have up-to-date knowledge in logistics and supply chain management in tourism both theories and practices widely, systematically and internationally.</p> <p>2.2 Have integrated knowledge in other related disciplines.</p>	<p>2.1 Evaluate from test, midterm, and final examination.</p> <p>2.2 Evaluate from group and individual works.</p> <p>2.3 Evaluate from oral presentation.</p>	Throughout the semester	<p>40% for assignments</p> <p>20% for midterm examination</p> <p>30% for final examination</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>3.1 Be able to analyze the causes of problems and conflicts in logistics and supply chain in tourism as well as be able to solve problems systematically and find out proper solutions to the problems.</p> <p>3.2 Be able to apply both theoretical and practical knowledge of logistics and supply chain in tourism into real-life training and work experience appropriately in accordance with situations.</p>	<p>3.1 Evaluate from test, midterm, and final examination.</p> <p>3.2 Evaluate from each student's comprehension towards their individual assignments.</p>	Throughout the semester	(Referred to number 2)
4	<p>Interpersonal Skills and Responsibilities</p> <p>4.1 Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.</p>	<p>4.1 Evaluate from group works.</p> <p>4.2 Evaluate from participation in class activities.</p>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.</p> <p>5.2 Be able to communicate with foreigners effectively in the appropriate contexts.</p> <p>5.3 Be able to use technology to communicate and present effectively.</p>	<p>5.1 Evaluate from writing and oral discussion performance.</p>	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- Buhalis, D. et al. (2012). *Best practice in accessible tourism: inclusion, disability, ageing population and tourism*. Bristol: Channel View Publications.
- Duval, D.T. (2007). *Tourism and transport: modes, networks and flows*. Toronto: Chanel View Publications.
- Fawcett, P. (2000). *Managing passenger logistics: the comprehensive guide to people and transport*. London: Kogan Page Limited.
- Gunn, C.A. (1988). *Vacationscape: designing tourist regions*. New York: Van Nostrand Reinhold Company.
- Hall, C.M. and Page, S.J. (2006). *The geography of tourism and recreation: environment, place and space*. New York: Routledge.
- Hall, P. and Hass- Klau, C. (1985). *Can rail save the city?: the impacts of rail rapid transit and pedestrianisation on British and German cities*. Hants: Gower Publishing Company Limited.

- Naess, P. (2006). *Urban structure matters: residential location, car dependence and travel behaviour*. New York: Routledge.
- Prideaux, B. and Carson, D. (2011). *Drive tourism: trends and emerging markets*. Oxon: Routledge.
- Relph, E. (1987). *The modern urban landscape*. Maryland: The John Hopkins University Press.
- Rodrigue, J.P. et al. (2013). *The geography of transport systems*. New York: Routledge.

เกษม ชูจารุกุล (2555). ระบบการขนส่งและการดำเนินงาน. พิมพ์ครั้งที่ 1. กรุงเทพฯ : สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย.

ค่านาย อภิปรัชญาสกุล (2554). การจัดการขนส่ง. พิมพ์ครั้งที่ 3. กรุงเทพฯ : บริษัทโฟกัสมีเดีย แอนด์ พับลิชซิ่ง จำกัด.

ไชยยศ ไชยมันคง และ มยุขพันธ์ ไชยมันคง (2556). กลยุทธ์โลจิสติกส์และซัพพลายเชนเพื่อแข่งขันในตลาดโลก. พิมพ์ครั้งที่ 7. นนทบุรี : วิชั่น พรีเมรส จำกัด.

บุญเลิศ จิตตั้งวัฒนา (2548). การขนส่งผู้โดยสารเพื่อการท่องเที่ยว. พิมพ์ครั้งที่ 1. กรุงเทพฯ : บริษัท เพรส แอนด์ ดีไซน์ จำกัด.

สมยศ วัฒนกมลชัย (2555). การขนส่งเพื่อการท่องเที่ยว. พิมพ์ครั้งที่ 16. ปทุมธานี : สำนักพิมพ์มหาวิทยาลัยกรุงเทพ.

เสาวนีย์ ไทยรุ่งโรจน์ (2553). เศรษฐศาสตร์การขนส่ง. กรุงเทพฯ : สำนักพิมพ์ซิมเปลเวย์.

สิทธิพร ภิรมย์รัตน์ (2552). ระบบขนส่งประชากรเมืองแบบราง. พิมพ์ครั้งที่ 2. กรุงเทพฯ : เจ ประัสน์

2. Important Documents for Extra Study

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3. Suggestion Information (Printing Materials/Website/CD/Others)

BRT Basic Concepts. Retrieved from <https://www.youtube.com/watch?v=KRi7I1h1AWc>

BRT - the future of urban transportation. Retrieved from <https://www.youtube.com/watch?v=sHeUk4Ns5ss>

Executive Interview: Airbnb. Retrieved from <https://www.youtube.com/watch?v=IpYnvabpask>

Ground Transportation Executive Roundtable: Staying Grounded: The New Age Of Car, Bus & Train. Retrieved from https://www.youtube.com/watch?v=278e2gBd-2A&index=9&list=PLdkWkPx54jnjqBe90vVcE650S__nOi44s

How Airbnb designs for trust | Joe Gebbia. Retrieved from <https://www.youtube.com/watch?v=16cM-RFid9U>

How Amazon Receives Your Inventory. Retrieved from <https://www.youtube.com/watch?v=dAXdeqcHBp4>

Inside Amazon: Secrets of an Online Mega-Giant. Retrieved from <https://www.youtube.com/watch?v=zknLfU7GJIw>

- Love Logistics A life without logistics.* Retrieved from https://www.youtube.com/watch?v=vj6n_2MCR9E
- Moving People - Public Transport 1940's.* Retrieved from https://www.youtube.com/watch?v=_PmhH6DW2j8
- Riding the Rails: Rail Passes and Train Transfers.* Retrieved from <https://www.youtube.com/watch?v=VBLrjKFP9Xw>
- Riding the Rails: Scheduling Stopovers Smartly.* Retrieved from <https://www.youtube.com/watch?v=sJ-ZQTEs-98>
- Riding the Rails: Train Travel Overview.* Retrieved from <https://www.youtube.com/watch?v=3AxtbifeoBY>
- What is Logistics Management? Definition & Importance in Supply Chain | AIMS Lecture.* Retrieved from <https://www.youtube.com/watch?v=edyZ6l0i1pA>
- 1940s Public Transportation: Going Places (1948) CharlieDeanArchives / Archival Footage.* Retrieved from <https://www.youtube.com/watch?v=E110XRLvXb0>
- 2 09 05 '20 A short history of transportation.* Retrieved from <https://www.youtube.com/watch?v=y23MtdGNNN0>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.

- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes

3. Teaching Revision

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

● Major Responsibility ○ Minor Responsibility

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
Course Category: <i>Major Course (Major Requirement Course)</i>																
TRM 3305 Logistics and Supply Chain Management in Tourism	●	●	○	○	●	●	○	●	●	○	●	○	●	●	●	○