

# LOGISTICS FOR Tourism Industry

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#### National Library of Thailand Cataloging in Publication Data

Pakin Witchayakawin.

Logistics for Tourism Industry.-- Phitsanulok : Naresuan University Publishing House, 2026.

224 p.

1. Transportation - Social aspects. I. Title.

303.4832

**ISBN:** 978-616-426-417-5

**ISBN: (e-book)** 978-616-426-416-8

NUPH. 159

Price: **420 Baht**

First edition March 2026

**Published by:** Naresuan University Publishing House

- Available at:**
- 1. Chula Book Center**  
Phayathai Road Wang Mai Subdistrict, Pathumwan District, Bangkok 10330 Tel: +66 2218 9812
  - 2. Kasetsart University Book Center**  
50 Ngamwongwan Road, Lat Yao, Chatuchak, Bangkok 10900 Tel: +66 2579 0113
  - 3. Thammasat University Bookstore**  
Phra Borom Maha Ratchawang, Phra Nakhon, Bangkok 10200 Tel: +66 2613 3899
  - 4. Naresuan University Publishing House**  
Graduate School Naresuan University, Mahadhammaraja Building 65000 Tel: +66 5596 8833-8836

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**Cover designed by:** Chalinee Suwannawat

**Content designed by:** Soraya Sangyenphan

**Printery** Good Head Printing & Packaging Group Co.,Ltd 61 Soi Serithai 58, Min Buri Subdistrict,  
Min Buri District, Bangkok 10510, Thailand



NUPH is a member of The Publishers  
and Booksellers Association of Thailand  
<https://pubat.or.th>

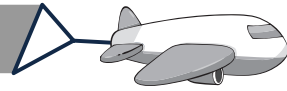


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# Preface



This textbook is designed for students studying Logistics for the Tourism Industry at Naresuan University International College (NUIC) and other students of Logistics, Transportation, and Tourism. The critical relationships between Logistics, Transportation modes, and the Tourism industry are discussed. These topics are essential for understanding global travel and airline business, especially travel services. Furthermore, this textbook is designed for use in the Tourism Logistics and Supply Chain Management (901274) course at NUIC. The textbook is also suitable for students who intend to pursue a career as a flight attendant or in other roles within airline or airport staff. However, the book does not emphasize subject matter referring to warehouse management, inventory control, or information systems for Logistics and Supply Chain Management. This book was designed with a total of eight chapters focusing on courses related to Tourism Logistics and Supply Chain, and includes content on logistics and transportation modes, functions and transport roles, tourism logistics and networks, railroad and pipeline transport, land transport for tourism, water transport and cruise tourism, air transport for tourism, and regulations and aviation laws. The book discusses the operations of various transportation modes, knowledge of cargo handling, and logistics management for tourism and hospitality. The author hopes that this book will effectively meet the needs of its readers. Students are encouraged to provide feedback or report any errors to help improve the book's content and ensure better future editions for learners.



# Acknowledgements

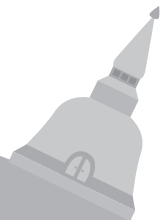
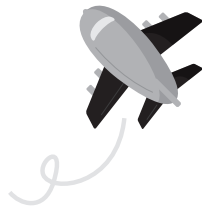
The author wishes to thank Mr. Roy I. Morien of the Naresuan University Graduate School for this editing for the grammar and syntax in this document and his contribution to the text and the English expression in the document.

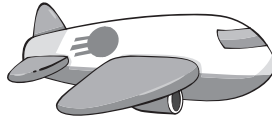




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# Introduction

## **Purpose**

As a part of the ongoing development of the integrated Tourism, Logistics and Transportation curriculum, this book is prepared to provide suitable tools for the effective teaching and learning of the subject, Logistics for the Tourism Industry.

## **Organization and Direction for Using this Book**

This book addresses various aspects of logistics in the tourism industry, with a particular focus on the modes of transportation used, including land, rail, pipeline, water, and air. The book places strong emphasis on the incentive content of the airline business, making it beneficial for individuals seeking basic knowledge in the aviation industry. Learners can complete exercises in each chapter, providing them with opportunities to practice and enhance their understanding.







# Chapter 1

## Logistics and Modes of Transportation

### Purposes of the Chapter

1. Explain the definition of logistics, transportation, and tourism.
2. Describe the selection of transport modes in relation to products.

The chapter introduces logistics and supply chain business concepts and practices related to various transportation modes and describes their relationship with the tourism industry. The strengths, weaknesses, primary roles, and characteristics of suitable products are illustrated with examples of each mode of transportation. The key factors influencing the choice of appropriate transportation modes by and for tourists include time limitations, distance to and between tourist attractions, tourist comfort and security, price, geographical locations, and competition from other transportation providers (Westlake & Robbins, 2005). The concept of transportation modes pertains to the types of vehicles utilized for the movement of passengers and goods. Transportation is integrated into a management system that is referred to as logistics.





## Chapter 2

# Functions and Roles of Transport

### Purposes of the Chapter

1. Explain the functions of transportation.
2. Identify the role of transport in the tourism industry.

This chapter discusses the general functionality of transport and the influencing factors on the efficiency of transportation modes. The roles of the vehicle in tourism and economic development are explained together with the essential logistics structures related to the tourism business. Future trends in transport and tourism, the effects of innovative vehicles on tourism, and transport systems serving the tourism system are also described.





## Chapter 3

# Tourism Logistics and Networks

### Purposes of the Chapter

1. Explain the components of tourism logistics.
2. Describe tourist flow and transport networks.

This chapter introduces the definition and types of tourism logistics and the comparison of public transportation and creative transportation. Meanwhile, it also explains tourist flow and the relationship between travel agencies, operators, and transportation departments. Finally, transportation networks and types of journeys related to airline services are described in this chapter.





## Chapter 4



# Railroad and Pipeline Transport

### Purposes of the Chapter

1. Explain railroad and pipeline transport in tourism.
2. Describe types of passenger trains and Eurail service.

This chapter highlights railroad transport in tourism, which emphasizes passenger train service. The chapter introduces passenger trains in some countries and provides an example of the railway industry for tourism by Eurail. This chapter also explains rail transport in Thailand. Finally, the chapter describes pipeline transport and focuses on transportation by tunnel for trains in the UK and Japan.





## Chapter 5

# Land Transport for Tourism

### Purposes of the Chapter

1. Explain land transport and motor coaches.
2. Describe land transports in Italy, Hong Kong, and Macau.

The chapter provides the details of land transportation and aims to give an example of coach services for tourism in Italy. It also provides an in-depth discussion on ground transport and its role in tourism, with specific insights into ground and intra-city transportation systems in Hong Kong and Macao.





## Chapter 6



# Water Transport and Cruise Tourism

### Purposes of the Chapter

1. Explain the definition and background of water transport.
2. Describe the water transport for tourism.

This chapter describes water transport and tourism and the evolution of water transportation. The chapter gives information on the advantages and disadvantages of water transportation, nautical tourism, and cruise transport for tourism. This chapter identifies the major cruise lines worldwide and discusses the facilities and amenities available on public cruises. The chapter also explains waterways and terminals, cruise tourism, and traditional cruises for tourism in Thailand.





## Chapter 7

# Air Transport for Tourism

### Purposes of the Chapter

1. Explain the evolution and components of the aviation industry.
2. Describe the relationships between airlines, airports, aircraft, and the tourism business.
3. Explain global indicators, airline management, and marketing.
4. Describe ground services, onboard services, cargo services, ticketing, airfares, and aviation laws.

This chapter focuses on a mode of transportation with significant potential in international tourism: air transportation. It explores the aviation industry, including its evolution, the role of the International Civil Aviation Organisation (ICAO), the history of aviation in Thailand, and the future of aviation industry.





## Chapter 8

# Regulations and Aviation Law

### Purposes of the Chapter

1. Describe currency exchange and flight finalisation procedures.
2. Explain airport regulations and aviation law.

This chapter explains currency exchange, international travel documents, customs, immigration, and quarantine in an airport. The chapter describes aviation law, covering public, personal, and criminal law cases related to aviation.



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# Appendices

## Appendix A The US Phonetic Alphabet

In 1927, the International Telecommunication Union (ITU) adopted the first internationally recognised phonetic alphabet from the RAF (the British Royal Airforce) Phonetic Alphabet used in World War I, which ICAO then adopted. In 1941, during World War II, the US Army and Navy created the Able Baker alphabet, shorter everyday words, and names later adopted by the UK forces. These codes are used by airlines, travel agents, and hotels now.

ABLE	NAN
BAKER	OBOE
CHARLIE	PETER
DOG	QUEEN
EASY	ROGER
FOX	SUGAR
GEORGE	TARE
HOW	UNCLE
ITEM	VICTOR
JIG/JIMMY	WILLIAM
KING	X-RAY
LOVE	YOKE
MIKE	ZEBRA

In 1951, IATA (an agency of ICAO) revised this alphabet to be less English-centric to consider universal, incorporating sounds common to English, French, and Spanish: Alfa, Bravo, etc.

## Appendix B

### ICAO Phonetic Alphabet

In 1956, North Atlantic Treaty Organization (NATO) allies adopted one phonetic alphabet for all members, changing only a few letters from the previous version. It is the alphabet still used today. When a pilot communicates with air traffic control, static and other interferences often lead to confusion with English language letters. ICAO developed the international radiotelephony spelling alphabet to ease communication via telephone or radio and avoid misunderstandings when parts of a message containing letters and numbers are spelled out. This universal spelling alphabet refers to the ICAO Phonetic Alphabet, the NATO Phonetic Alphabet, or Military Alphabet, a set of words used to clarify messages, no matter the spoken language. Members of the military, police, airline pilots, and others working in the aviation and travel industry commonly use it. ICAO phonetic alphabet has assigned the 26 code words to the 26 letters of the English alphabet in alphabetical order (Dib, 2021).

ALFA (AL-FAH)	NOVEMBER (NO-VEM-BER)
BRAVO (BRAH-VOH)	OSCAR (OSS-CAH)
CHARLIE (CHAR-LEE)	PAPA (PAH-PAH)
DELTA (DELL-TAH)	QUEBEC (KEH-BECK)
ECHO (ECK-OH)	ROMEO (ROW-ME-OH)
FOXTROT (FOKS-TROT)	SIERRA (SEE-AIR-RAH)
GOFT (GOLF)	TANGO (TANG-GO)
HOTEL (HOH-TEL)	UNIFORM (OO-NEE-FORM)
INDIA (IN-DEE-AH)	VICTOR (VIK-TAH)
JULLIET (JEW-LEE-ETT)	WHISKEY (WISS-KEY)
KILO (KEY-LOH)	X-RAY (ECKS-RAY)
LIMA (LEE-MAH)	YANKEE (YANG-KEY)
MIKE (MIKE)	ZULU (ZOO-LOO)

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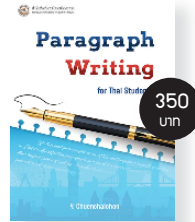


## Contemporary Management and Digital Disruption

Author : Assoc. Prof. Dr. Attakrai Punpukdee

In an era characterized by rapid technological advancement, the key to success lies in the integration of contemporary management practices and digital innovation. This textbook examines innovative strategies that effectively synthesize these elements and provides guidance to assist students in achieving optimal efficiency and adaptability. It explores the most recent theoretical frameworks and empirical insights that will enable organizations to effectively navigate the challenges of digital disruption, ensuring long-term viability and adaptability in a dynamic business environment. This text aims to cultivate the capacity for effective leadership in fostering adaptability and anticipation in the digital age.

# Recommended Books



## Paragraph Writing for Thai Students

Author : Assis. Prof. Dr. Yutthasak Chuenchaichon

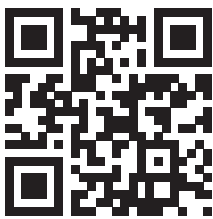
Writing good paragraphs is one of the most important aspects of writing in English. An effective paragraph can lead to a perfect essay and/or other higher levels of writing. An understanding of the basic parts of a paragraph, prewriting activities, including understanding the assignment, brainstorming and making a paragraph outline, and characteristics of good paragraphs can improve students' writing skills. In addition, practicing writing various types of paragraphs, such as descriptive paragraphs, narrative paragraphs, and reason and result paragraphs is crucial since it helps learners recognize the differences of each paragraph type and use their writing methods appropriately. As a result, their paragraph writing skills develop which contributes to their higher-level writing abilities.



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This book brings together key concepts and practices in land, water, pipeline, and air transportation within logistics and supply chain systems. It is designed to help students of tourism, hospitality, and event management—as well as general readers—gain a comprehensive understanding of how transportation can be effectively managed in the tourism sector.



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