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Bachelor's Degree

Master's Degree



**TQF.3**

**IHH3309**

**Survey and Research for Hotel Business**

Credits: 3(2-2-5)

Program: Hotel Management

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College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Semester: 2 Academic Year: 2024

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## **Section 1 General Information**

### **1. Code and Course Title:**

Course Code: IHH3309

Course Title (English): Survey and Research for hotel business

(Thai): -

### **2. Credits: 3(2-2-5)**

### **3. Curriculum and Course Category:**

3.1 Curriculum: Tourism, Hotel, and Event Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

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#### **4. Lecturer Responsible for Course and Instructional**

##### **Course Lecturer (s):**

4.1 Lecturer Responsible for Course: Prof.Asst.Dr.Narin Yuenthon

4.2 Instructional Course Lecturer (s): Prof.Asst.Dr.Narin Yuenthon

#### **5. Contact/Get in Touch**

Room Number: 3642 Tel.: 0931599536

E-mail: narin.yu@ssru.ac.th

#### **6. Semester/ Year of Study**

6.1 Semester: 2 Year of Study: 2024

6.2 Number of the students enrolled: 2

#### **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, Bangkok Campus

Teaching Schedule: Thursday / Time 08.00-12.00 /Room No. 3642

#### **10. Last Date for Preparing and Revising this Course:**

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## Section 2 Aims and Objectives

### 1. Course Aims

At the end of this course, the student will be able to perform in the following areas of performance:

1.1 To provide students with a foundational understanding of research principles, types of research, and the significance of conducting research in the hotel business, enabling them to develop well-structured research problems, objectives, and questions.

1.2 To equip students with the skills to design and implement research methodologies, including literature reviews, sampling techniques, data collection, and analysis, while applying appropriate statistical methods to interpret research findings.

1.3 To ensure students understand ethical considerations in research and the criteria for ensuring research quality, empowering them to conduct responsible, reliable, and valid research in the hotel business sector

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

To provide students with knowledge and understanding of the fundamentals and key components in tourism planning, both domestically and internationally. Students will be able to create tour itineraries, learn coordination techniques with various related establishments, and practice pricing and planning for tours. Additionally, they will learn how to prevent and resolve issues in tourism planning and management.

#### 2.1 Classroom management consisting of:

- 1) Management theory and principles;
- 2) Educational leadership and teamwork;
- 3) Systematic thinking;
- 4) Learning of organizational culture;
- 5) Organizational human relations and communication;
- 6) Preparation and development academic programs and

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- 7) activities for educational institution and communities;
  - 8) Information system for management.

## **2.2 Educational Quality Assurance consisting of:**

- 1) Principles and procedures for educational quality assurance;
- 2) Elements of educational quality assurance;
- 3) Educational standards;
- 4) Internal and external assurance;
- 5) Roles of administrators on the educational assurance.

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## Section 3 Characteristics and Operation

### 1. Course Outline

*(English)*

Definitions and significances of research, type of research, literature review, research problem, objectives and questions, theoretical and research conceptual framework, population and sampling, sampling techniques, types of data, data collection, introduction of statistics, data analysis, ethical consideration, and criteria in ensuring the quality of the research

*(Thai)*

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

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

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

3 hours / week

Self consulting at the lecturer's office: Room Number: 306

Building: College of Hospitality Industry Management

(Bangkok Campus/SSRU)

3.1 Consulting via office telephone/mobile phone: 093-159-9536

3.2 Consulting via E-Mail: [narin.yu@ssru.ac.th](mailto:narin.yu@ssru.ac.th)

3.3 Consulting via Social Media (Facebook/Twitter/Line):-

3.4 Consulting via Computer Network (Internet/Web board): -

3.5 Lecturer's website: [https://elchm.ssru.ac.th/supaksiri\\_pr/](https://elchm.ssru.ac.th/supaksiri_pr/)

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## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals 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.
- (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.
- (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 Assessment Strategies**

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

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## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Have up-to-date knowledge in research both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.

### **2.2 Teaching Strategies**

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

### **2.3 Assessment Strategies**

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

## **3 Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (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.

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### **3.2 Teaching Strategies**

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

### **3.3 Assessment Strategies**

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

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.

### **4.2 Teaching Strategies**

- (1) Individual/Group assignments
- (2) Use cooperative learning strategies

### **4.3 Assessment Strategies**

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

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## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology 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.

### **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.
- (5) Use oral presentation for practicing communication skill.

### **5.3 Assessment 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.
- (4) Midterm and final examinations

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Learning Week	Topic/ Outline	Periods	Learning Activities and Media	Lecturer (s)
1	<b>Unit 1: Introduction to Research in the Hotel Business</b> <ul style="list-style-type: none"> <li><b>Content:</b> Definitions and significance of research in the hotel industry. Understanding the role of research in decision-making and business strategies.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
2	<b>Unit 2: Types of Research</b> <ul style="list-style-type: none"> <li><b>Content:</b> Descriptive, exploratory, explanatory, and applied research. Qualitative vs. quantitative research.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
3	<b>Unit 3: Literature Review Process</b> <ul style="list-style-type: none"> <li><b>Content:</b> Importance of literature reviews. How to conduct a literature review and synthesize research findings.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
4	<b>Unit 4: Identifying Research Problems, Objectives, and Questions</b> <ul style="list-style-type: none"> <li><b>Content:</b> Defining research problems and formulating research objectives and questions.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
5	<b>Unit 5: Theoretical and Conceptual Frameworks</b> <ul style="list-style-type: none"> <li><b>Content:</b> Theories and models that guide research in the hotel industry. Developing a conceptual framework.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning</li> <li>Use case studies.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon

6	<b>Unit 6: Population and Sampling</b> <ul style="list-style-type: none"> <li><b>Content:</b> Defining populations, sample sizes, and sampling methods (probability and non-probability sampling).</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning</li> <li>Use case studies.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
7	<b>Unit 7: Sampling Techniques</b> <ul style="list-style-type: none"> <li><b>Content:</b> Types of sampling techniques (simple random, stratified, cluster sampling).</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning</li> <li>Use case studies.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
8	<b>Mid-Term Test</b>			
9	<b>Week 8: Types of Data in Hotel Business Research</b> <ul style="list-style-type: none"> <li><b>Content:</b> Primary vs. secondary data, qualitative vs. quantitative data. The role of data in decision-making</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning</li> <li>Use case studies.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
10	<b>Unit 9: Data Collection Methods</b> <ul style="list-style-type: none"> <li><b>Content:</b> Surveys, interviews, observations, and focus groups in hotel research. How to select the appropriate data collection method.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> <li>Use problem-based learning</li> <li>Use case studies.</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
11	<b>Unit 10: Introduction to Statistics</b> <ul style="list-style-type: none"> <li><b>Content:</b> Basic statistical concepts such as mean, median, mode, standard deviation, and correlation.</li> </ul>	4	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Use cooperative learning strategies</li> </ul>	Prof.Asst.Dr. Narin Yuenthon

			<ul style="list-style-type: none"> <li>• Use problem-based learning</li> <li>• Use case studies.</li> </ul>	
12	<b>Unit 11: Data Analysis Techniques</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Introduction to quantitative data analysis (descriptive and inferential statistics). Introduction to qualitative data analysis methods.</li> </ul>		<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Use cooperative learning strategies</li> <li>• Use problem-based learning Use case studies</li> <li>• Work Practice</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
13	<b>Unit 12: Ethical Considerations in Research</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Ethical issues in research, including informed consent, confidentiality, and avoiding plagiarism.</li> </ul>		<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Use cooperative learning strategies</li> <li>• Use problem-based learning Use case studies</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
14	<b>Unit 13: Ensuring Research Quality</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Validity, reliability, and generalizability in research. Techniques to ensure high-quality data collection and analysis.</li> </ul>		<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Use cooperative learning strategies</li> <li>• Use problem-based learning Use case studies</li> <li>• Work Practice</li> </ul>	Prof.Asst.Dr. Narin Yuenthon
15	<b>Unit 14: Research Report Writing and Presentation</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Writing a research report: structure, components, and style. Presenting research findings effectively.</li> </ul>		<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Use cooperative learning strategies</li> <li>• Use problem-based learning Use case studies</li> <li>• Work Practice</li> </ul>	Prof.Asst.Dr. Narin Yuenthon



## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<p><b>Ethics and Morals</b></p> <p>1.1 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.</p> <p>1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold.</p>	<p>1.1 Class attendance, class participation, and behavior in class</p> <p>1.2 On-time submission of report and assignments and their quality</p> <p>1.3 Students' contribution on group assignments</p>	Throughout the semester	10%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
2	<p><b>Knowledge</b></p> <p>2.1 To provide students with a foundational understanding of research principles, types of research, and the significance of conducting research in the hotel business, enabling them to develop well-structured research problems, objectives, and questions.</p> <p>1.2 To equip students with the skills to design and implement research methodologies, including literature reviews, sampling techniques, data collection, and analysis, while applying appropriate statistical methods to interpret research findings.</p> <p>1.3 To ensure students understand ethical considerations in research and the criteria for ensuring research quality, empowering them to conduct</p>	<p>2.1 Quizzes</p> <p>2.2 Midterm and final examination</p> <p>2.3 Assignments</p> <p>2.4 Work Practice</p>	Throughout the semester	<p>40% for assignments</p> <p>20% for midterm examination</p> <p>30% for final examination</p>

responsible, reliable, and valid research in the hotel business sector			
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	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<p><b>Cognitive Skills</b></p> <p>3.1 Be able to apply theories and concepts in survey and research skill in case studies and real situations.</p> <p>3.2 Be able to solve problems of service business issues.</p> <p>3.3 Be able to solve problems that may occur during cooperative education.</p>	<p>3.1 Quizzes</p> <p>3.2 Midterm and final examination</p> <p>3.3 Assignments</p>	Throughout the semester	(Referred to number 2)

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
4	<p><b>Interpersonal Skills and Responsibilities</b></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>4.2 Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>4.1 Students' contribution and behavior in group assignments</p> <p>4.2 Class presentation</p>	Throughout the semester	(Referred to number 2)
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></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</p>	<p>5.1 Assignments</p> <p>5.2 Project report and presentation</p> <p>5.3 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</p>	Throughout the semester	(Referred to number 2)

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
	5.3 Be able to use technology to communicate and present effectively. 5.4 Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.	5.4 Midterm and final examinations		

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

- 1.1 Weeraya Pattaarchanai. 1996. **Principle of Basic Research**. Bangkok: Dhurakij Bandit University.
- 1.2 Amnuay Lertchayantee. 1984. **Principle of Basic Research**. Bangkok: Chatrakasem Teacher College.
- 1.3 Suwan Suwannawecho. 1975. **Principles of Social Science Research** . Bangkok: Thaiwattanaphanit.

### **2. Important Documents for Extra Study**

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

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## **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

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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**

College of Hospitality Industry Management 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.

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**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
IHH3309 Survey and Research for Hotel Business	○	●	○	○	○	○	●	●	○	○	○	●	○	○	○	●