



Course Specification

Course Title : Research Methodology and
Statistics for Hospitality Industry
Course Code : 3573905

Semester 2 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management
(International Programme)
School of Tourism and Hospitality Management
Suan Dusit University

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Course Specification

Name of institution Suan Dusit University
Campus / faculty / department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3573905 Research Methodology and Statistics for Hospitality Industry

2. Number of credits

3(3-0-6) (Lecture-Lab-Self-Study)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject Major Elective Courses

4. Responsible faculty members

4.1 Course coordinator : Dr.Rungnapa Lertpatcharapong

4.2 Instructors : Dr.Rungnapa Lertpatcharapong **Section** : A1

5. Semester / year of study

Semester 2 academic year 2020 / Academic Year 3

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

November 16, 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

Students will gain knowledge and understand the concept, roles, foundations of research, research problem, topic, setting research objective and reviewing literature, designing research method, collecting data, analyzing data, concluding and discussing data, giving suggestion, writing and presenting research findings.

1.2 Skills (Abilities and skills acquired from learning)

1. Students can understand the concept, roles, foundations of research and the process of hospitality research

2. Students can analyze and able to apply research methodology and statistics for Hospitality Industry to improve their self-development continuously, such as working as teamwork, communication, decision making and creativity development.

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

Students understand and present them demonstrate research method to apply on the various situations in hospitality industry.

2. Objectives of Course Development/Modification

After successful completion of this course, students will be able to

1. To introduce the student to concepts, roles, and foundations of research in the hospitality industry that influence business in the hospitality industry.
2. Understand the process of hospitality research.
3. Use the research finding to make a decision related to hospitality management.

Section 3: Course Description and Implementation

1. Course Description

Concepts, roles, and foundations of research in hospitality industry. Understand and practice the process of hospitality research, composing of identifying research problem and topic, setting research objective and reviewing literature, designing research method, collecting data under the research ethic, analyzing data with the application of research statistic, concluding and discussing data, giving suggestion of research, writing and presenting research findings

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 Hour	None	None	90 hour

3. Number of hours that the lecturer provides individual counseling and guidance

The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed at the first section.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
- (4) To be disciplined and follow the organisational and social rules and regulations.

1.2 Teaching methods

Apply basic theories principles, components, roles and significant functions of leadership during class discussion. Given individual and group assignments for honest, responsibility for assigned tasks. As well as, punctuality in delivery and attendance.

1.3 Evaluation methods

Observation and deliberation are complying during class discussion. Punctuality in delivery and attendance.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organisational behavioral and interpersonal skills, international marketing, tourist behaviour and related skills systematically and globally.
- (2) To be able to integrate knowledge of hospitality with other related fields.

○ (3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

(1) Teaching by lecture and use of teaching materials such as textbooks, PowerPoint, etc.

(2) Discussion of key issues related to the subject matter.

(3) Assigning to students, both individual and group work.

2.3 Evaluation methods

(1) Analyze of individual performance / assigned tasks.

(2) Mid-term and Final exam test

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

● (1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

(2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

○ (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

(1) Case study analysis

(2) Delegate tasks related to the use of acquired knowledge to solve problems of Business law.

3.3 Evaluation methods

(1) Analysis of case study and assignments

(2) Final examination by focusing on the exam with the analysis and application of the knowledge and the content of the lessons learned.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

● (1) To be able to work with others and solve the problems both as a good leader and a good team member.

○ (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

Assigned to work together as a group. The emphasis is on the knowledge learned in the subject and the application of knowledge. As well as, the discussion and presentation of group work are applied.

4.3 Evaluation methods

Assess the behavior in the classroom. Group activities in discussions and presentations are applied.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

○ (1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

● (4) To be able to analyses and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

(1) Assign students to self-study from E-Learning websites and giving class activities by using the knowledge gained from the study in the subject matter.

(2) Required students to perform their work by using the appropriate format and technology.

5.3 Evaluation methods

Evaluate the assignment and presentation in the class are required.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	Course introduction and Overview -Course syllabus overview -Course objective and evaluation - Introduction to Research Methodology and Statistics Learning Outcome - Students can understand	3	Teaching & Learning Activities 1. Introduction Purpose of Teaching and Evaluation 2. Describe and discuss students' issues related to the subject. 3. Open Clip Video which related to the content and start lecture such as	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	<p>the objectives of the course.</p> <p>- Students are able to understand the concepts, roles and foundations of research in the hospitality industry.</p>		<p>“Introduction to Research Methodology”</p> <p>4. Assign students to create a Mind Map</p> <p>Instructional Media</p> <p>1. PowerPoint Presentation from the textbook and Course outline</p> <p>2. Clip Video</p> <p>3. Q&A</p> <p>4. Summary</p> <p>5. Exercise</p>	
2	<p>Perception of research</p> <p>Learning Outcome</p> <p>Students are able to understand the perception of research</p>	3	<p>Teaching & Learning Activities</p> <p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>3. Instructor asks the question to start the topic discussion.</p> <p>Instructional Media</p> <p>1. Lecture with Powerpoint and handout</p> <p>2. Class participation by the student</p> <p>3. Case study</p> <p>4. Q&A</p> <p>5. Summary</p> <p>6. Exercise</p>	Dr.Rungnapa Lertpatcharapong
3	<p>Assortment of Problem</p> <p>Learning Outcome</p> <p>Students are able to</p>	3	<p>Teaching & Learning Activities</p> <p>1. Describe and discuss</p>	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	identify a research problem		<p>students' issues related to the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>3. Open Clip Video which related to the content and start lecture such as “Identifying a research problem”</p> <p>4. Instructor asks the question to start the topic discussion.</p> <p>Instructional Media</p> <p>1. Lecture with Powerpoint and handout</p> <p>2. Class participation by the student</p> <p>3. Clip Video</p> <p>4. Q&A</p> <p>5. Summary</p> <p>6. Exercise</p>	
4	<p>Appraise of Related Literature</p> <p>Learning Outcome</p> <p>Students are able to understand the principles and procedures for the review of literature</p>	3	<p>Teaching & Learning Activities</p> <p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>3. Instructor asks the question to start the topic discussion.</p> <p>4. Brainstorming Method</p> <p>Instructional Media</p>	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			1. Lecture with Powerpoint and handout 2. Class participation by the students 3. Case study 4. Q&A 5. Summary 6. Exercise	
5	Foundation of Hypotheses Learning Outcome Students are able to understand the foundation of hypotheses.	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give an example that relates to the topic. 3. Open Clip Video which related to the content and start lecture such as "Foundations of Hypothesis Testing" 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. Case study 4. Clip Video 5. Q&A 6. Summary 7. Exercise	Dr.Rungnapa Lertpatcharapong
6	Research Planning and Sampling Learning Outcome	3	Teaching & Learning Activities 1. Describe and discuss	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	Students are able to explain the characteristics of good research design		students' issues related to the subject. 2. Instructor gives an example that relates to the topic. 3. Allow them to share their ideas 4. Classroom discussions Instructional Media 1. The example of essential clauses for providing products and services to guests and franchise contract 2. Class discussion 3. Q&A 4. Summary 6. Exercise	
7	Survey Method Learning Outcome Students understand and classify the methods of research	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Assign students to practice analysis from case studies. 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. A sample of research method	Dr. Runghapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			3. Class participation by the student 4. Q&A 5. Summary 6. Exercise	
8	Historical Method Learning Outcome Students are able to understand the methodology of historical research	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice the situation that relates to the topic. 3. Assign students to practice analysis from case studies. 4. Instructor asks the question to start the topic discussion. 5. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. The situation that relates to the topic. 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
9	Philosophical Method Learning Outcome Students can indicate the steps of the philosophical method	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject.	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			2. Assign students to do the exercise that relates to the topic. 3. Instructor asks the question to start the topic discussion. 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. The exercise that relates to the topic. 4. Q&A 5. Summary 6. Exercise	
10	Experimental Method Learning Outcome Students are able to understand fully the steps of the experimental method	3	Teaching & Learning Activities 1. Lecture with Powerpoint 2. Class participation by the student 3. Open Clip Video which related to the content and starts lecture such as “Experimental Method” 4. Assign students’ group to Brainstorm from case study Instructional Media 1. Powerpoint 2. Clip Video 3. Case study 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
11	Case Study Method Learning Outcome Students are able to understand the steps of the case study	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Pair and divide students group for 3-5 students per group 3. Instructor asks the question to start the topic discussion. Instructional Media 1. Powerpoint 2. Class participation by the student 3. Exercise	Dr.Rungnapa Lertpatcharapong
12	Design of Experiments Learning Outcome Students are able to understand the basic principles of experimental designs	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relates to the topic. 3. Assign students' group to Brainstorm from case study 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. The situations 4. Q&A 5. Summary	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			6. Exercise	
13	Tools of Research Learning Outcome Students understand the tools of research	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relates to the topic. 3. Open Clip Video which related to the content and starts lecture such as “Effective Data Collection: Techniques and Tools” Instructional Media 1. Lecture with Powerpoint and handout 2. The situations 3. Clip Video 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
14	Collection of Data Learning Outcome Students can analyse the need for data collection.	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relates to the topic. 3. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			student 3. The situations 4. Q&A 5. Summary 6. Exercise	
15	Analysis of data, research report and Course summary Learning Outcome Students are able to understand analysis of data, a research report	3	Teaching & Learning Activities 1. Assign students to practice analysis from case studies. 2. Class participation by the student Instructional Media 1. case study 2. Q&A 3. Assign students to create a Mind Map 4. Exercise	Dr.Rungnapa Lertpatcharapong
16	Final Examination	3	Final Examination	Dr.Rungnapa Lertpatcharapong

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2,1.3,3.1,3.3,4.1,5.3	Observe behavior, Participation	1-15	20%
2	1.2,1.3,2.2,2.3,3.1,4.1,4.2,5.4	Presentation, Pair work, Group work, Knowledge, skill, integration, informational search skill and implementation	1-15	40%
3	1.2,1.3,4.1,5.1	English Discovery	1-15	10%
4	1.4,2.2,3,1,5.4	Final Examination	16	30%

Evaluation

Evaluate the learning outcome using the university benchmark score (70%) : Final examination (30%)

Section 6 Teaching Materials and Resources**1. Texts and main documents**

Singh, Y. K. (2006). *Fundamental of research methodology and statistics*. New Age International (P) Ltd. India.

Jackson, S. L. (2009). *Research Methods and Statistics: A Critical Thinking Approach*. (3rd ed). Wadsworth, Cengage Learning: USA.

2. Documents and important information

1	Lovely professional university. (2012). <i>Methodology of Research and Statistical Techniques</i> . LAXMI PUBLICATIONS (P) LTD: India.
2	Kim, M., Vogt, C. A., & Knutson, B. J. (2012). Relationships Among Customer Satisfaction, Delight, and Loyalty in the Hospitality Industry. <i>Journal of Hospitality & Tourism Research</i> , 39(2), 170-197.
3	Chu, S.-C., Deng, T. & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: a literature review and research agenda. <i>International Journal of Contemporary Hospitality Management</i> , 32(11), 3419-3438.

3. Documents and recommended information

1	Nykiel, R. A. (2009). <i>Handbook of Marketing Research Methodologies for Hospitality and Tourism</i> . Routledge: USA.
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Section 7 Evaluation and Improvement of Course Management**1. Strategies for effective course evaluation by students**

- Assess the effectiveness of teaching and learning.
- Conversations between instructors and students.
- Self-assessment and critical reflection
- Students evaluate the instructors' teaching individually through the university online system.

2. Evaluation strategies in teaching methods

The data will be collected from the evaluation of the teaching of student learning achievement and the review of learning outcomes

3. Improvement of teaching methods

Based on student achievement. As well as, Conversation with students and performance evaluation of teaching and learning.

4. Evaluation of students' learning outcome

- Verification of ratings from Randomly inspect student's work.
- There is a review by a panel of qualified reviewers who are not regular lecturers.

5. Review and improvement for better outcome

- Update the course every year by the recommendation and results of standard verification in accordance with Article 4.

- Invite lecturers or instructors in charge to give students a perspective on the applied knowledge

- Bring the results to design learning course (TQF. 3) for the next academic year