

## The Innovation Model Development of Case-based Learning Management Approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus.\*

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### Abstract

The research objectives were three: to study the innovation model of Case-based learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management. To study the learning achievement of Bachelor's degree students, Hotel Management for learning Case-based of Applied Research in Hospitality and Tourism Industry and to study the opinions of Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus for learning Case-based of Applied Research in Hospitality and Tourism Industry.

This research was conducted by using quantitative research from questionnaire collection of population totaled 117 persons. The collected data was processed Descriptive Statistics included Frequency, Percentage, Standard Deviation (S.D) and Mean. The research found the most students were female and had a GPA between 3.01-3.50. Learning achievement data of hotel management students in Case-based Learning Management found the high level ( $\bar{x}=4.06$ ). When sorting the mean from more to less found Interpersonal skills and responsibility ( $\bar{x}=4.30$ ). Second was Ethics and Moral ( $\bar{x}=4.23$ ). Numerical analysis skills, communication and information technology skills ( $\bar{x}=3.92$ ). Cognitive Skills ( $\bar{x}=3.83$ ) and Knowledge ( $\bar{x}=3.81$ ) respectively.

**Keywords:** Case-based Learning , Innovation, Model Development.

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\* This article aims to study the innovation model of Case-based learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management. To study the learning achievement of Bachelor's degree students, Hotel Management for learning Case-based of Applied Research in Hospitality and Tourism Industry and to study the opinions of Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus for learning Case-based of Applied Research in Hospitality and Tourism Industry.

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## Introduction

### Background and Signification

In present, the innovation development of learning management for students is essential to be consistent with the changes in the 21st century, and is an enhancement of learning management. It is also benefit to the learning of students. Learning Management Innovation refers to the new learning management method or development from the old learning management method. It makes learning management more effective. The learners have the learning outcome of the course objectives. There are three types of learning management innovations: all learning management innovation, learning management media innovation and measurement and evaluation innovation.

This Innovation Model Development Project of learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus. The researcher uses learning management innovation to teach students for Case-based because of Applied Research in Hospitality and Tourism Industry found problems in the student's lack of skills and experience in research, resulting in the inability to write research. Case-based learning management is a teaching method that uses actual cases or matters, as well as a collection of Case-based from numerous hotel and tourism research to achieve extensive learning. Students learn how to think, how to use the information for consideration in choosing the research topic to the aptitude and knowledge of students. It makes learning management more effective conform to the definition of learning management innovation. Students can apply knowledge form Case-based learning management approach to develop self, organizations and industries.

The researcher is an instructor for Applied Research in Hospitality and Tourism Industry realizes the importance of the Innovation Model Development of Case-based Learning Management Approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus to be a model in improving and developing of learning management in the course and to conform to the objective of learning for students and the situation of learning management.

### **Objectives of Research:**

1. To study the innovation model of Case-based learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus
2. To study the learning achievement of Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus for learning Case-based of Applied Research in Hospitality and Tourism Industry
3. To study the opinions of Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus for learning Case-based of Applied Research in Hospitality and Tourism Industry.

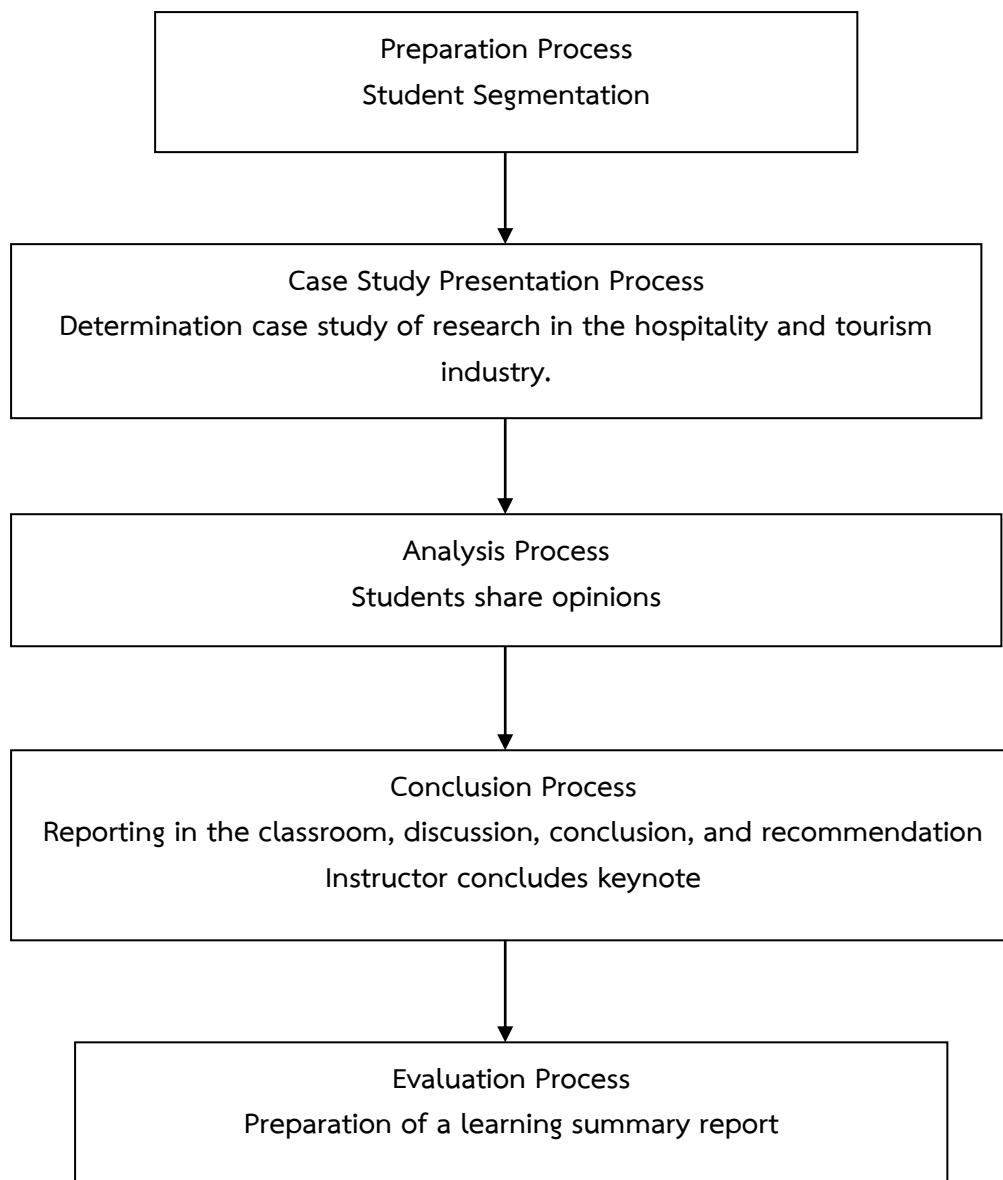
### **Literature Review**

Definitions and concepts related to learning management for using Case study

Definitions of Case study

Case study is a narrative or a story to use for education. (Herried, 1997) The first field use case study to help for learning management is business and medical field. The feature of case study will be a challenging problem for the learners to solve the problem before they act. (Sykes and Bird, 1992) Case study is used as a learning model called Problem-based Learning (PBL). Learning is a problem-based learning or learning approach that results from problem solving by using the knowledge that learners search. (Barrows and Tamblyn, 1980) Case study teaching helps the learners learn content in contexts or environments. It is easy to link abstract science concepts to what learners already know, see and used in everyday life. Therefore, case study makes the learning of learners is efficient.

Case study teaching is a process that the instructor uses to help learners achieve their learning goals by bringing interesting issues and consistent with the purpose of the content from a real situation or a hypothetical situation, to motivate learning of learners and use their thinking process skills for discussion. It creates a knowledge exchange process and can link ideas to their objectives. (Nopparat Boonpienpon, 2017)



**Image 1:** The project process

### The project process

#### 1. Preparation Process

Introduce the course including case-based explanation, objective and what students will need to consider for hotel management students registered in Applied Research in Hospitality and Tourism Industry, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus. Then, the students divide into groups in Case-based Learning Management Approach Innovation Project for 15 weeks. (the second semester, Academic year 2016 from January to May)

## 2. Case Study Presentation Process

The instructor selects a case-based of research in the hospitality and tourism industry to provide students present the opinion.

## 3. Analysis Process

Students present case study and opinion through criticism to present the opinion, discussion, conclusion and the results are applied to research within group.

## 4. Conclusion Process

Reporting in the classroom and to present the opinion, discussion, conclusion within group. It makes the students in the class discuss about the causes of problems and the way to solve problems from case-based and to be consistent with the research process principle. Then, Instructor concludes keynote.

## 5. Evaluation Process

Instructor can evaluate students from answering problems, observing, conversations, answering questions, and working on student groups. The instructor prepare learning achievement report from case-based opinions of Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus.

### **Expected Benefits**

1. For students participate in this project, Case-based Learning Management is an activity that students have the opportunity to exchange ideas with each other. It makes students listen and accept the opinions of others, systematic thinking through the concept of research, can solve problems and make decisions rationally. In addition to, it can also develop the learning of student five topics.

1.1 Ethics and Moral

1.2 Knowledge

1.3 Cognitive Skills

1.4 Interpersonal skills and responsibility

1.5 Numerical analysis skills, communication and information technology skills

2. For Instructor, the innovation model development of Case-based learning management approach is developing instructors to prepare or assign information and present case-based of Applied Research in Hospitality and Tourism Industry for students.

## Research Methodology

### Population

Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus of Applied Research in Hospitality and Tourism Industry totaled 117 persons in the second semester, Academic year 2016.

## Research Instrument

1. The innovation model of Case-based learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus

2. Questionnaire of students to study learning achievement and to study the opinions of students in Case-based learning management for Applied Research in Hospitality and Tourism Industry is rating five level through the quality checking which has IOC = 1.00

Questionnaire of students to study learning achievement and to study the opinions of students in Case-based learning management for Applied Research in Hospitality and Tourism Industry has the objective is to question opinion of learners. Questionnaire is rating scale five level according the concept of likert as follows:

1. To study theory, how to create a questionnaire from textbooks and documents as a guideline for creating a questionnaire.

2. Creating questionnaire of students to study learning achievement and to study the opinions of students in Case-based learning management for Applied Research in Hospitality and Tourism Industry. The criteria for assessing opinions on the knowledge management system are five levels: Most, More, Moderate, Low, Very low

## Data Analysis

The collected data was processed Descriptive Statistics included Frequency, Percentage, Standard Deviation (S.D) and Mean.

## Research results

From objective 1, to study the innovation model of Case-based learning management approach for Applied Research in Hospitality and Tourism Industry, Bachelor's degree students, Hotel Management, Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus. Secondary data include the study of textbooks and documents, which can be summarized the innovation model of Case-based learning management approach is

two topics: element of the innovation model of Case-based learning management approach and development process of learning management approach

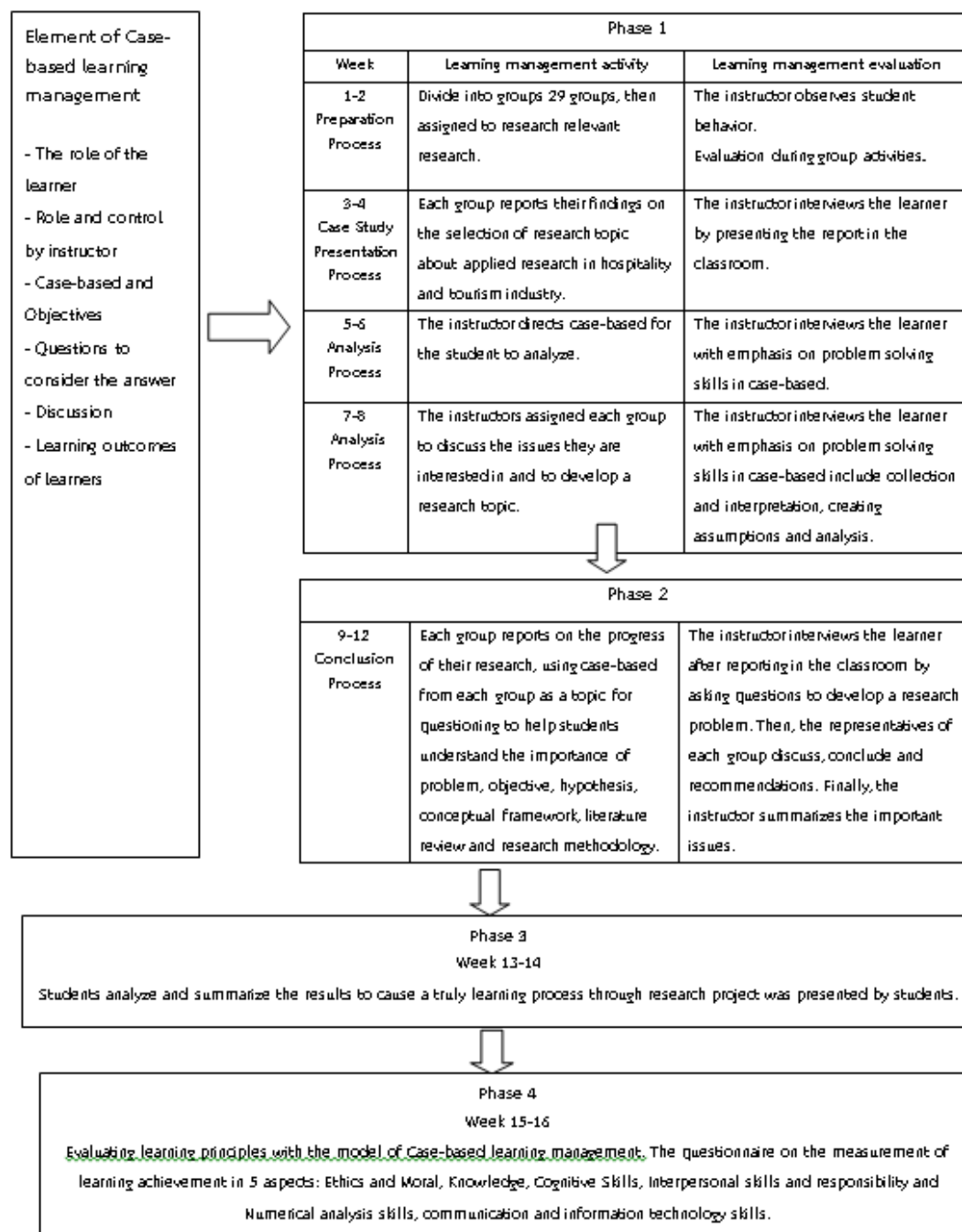
Element of the innovation model of Case-based learning management approach of students for Applied Research in Hospitality and Tourism Industry to develop learning of students include Ethics and Moral, Knowledge, Cognitive Skills, Interpersonal skills and responsibility and Numerical analysis skills, communication and information technology skills. Element of Case-based learning management approach can create the model of learning management effectively. It cause a model of learning between the instructor and the learner. Case-based or fictitious events can separate the issues of question and answer, joint consideration, presentation of opinions and discuss different perspectives for reasons that lead to a clear understanding. It makes students can think and present the opinions. The important innovation is the learner can be the answerer and the creator of the problem or question simultaneously.

Development process of Case-based learning management approach is development process of learning management approach together with the learners to be appropriate for learners in different field or course with different characteristics. Students of Applied Research in Hospitality and Tourism Industry can be summarized development process of learning management approach As follows:

1. The instructor gives learners the opportunity to think about a case-based that is relevant to the profession by talking, creating and presenting interesting issues. During the teaching, the presentation of case-based should be created between the instructor and the learner.
2. The instructor has introduced teaching techniques by explaining, creating a picture or a fictitious event so that the student can see the point of case-based by talking and exchange of ideas.
3. The instructor encourages students to discuss interesting issues by asking questions or creating common problems.
4. The instructor summarizes the important issues respectively. Then, the students answer the questions, discuss and comment. The point of the question can be divided into several aspects according to the nature of the work and the various opinions.
5. The instructor discuss various issues by talking, commenting, discussion and reasoning. These are important techniques of the process. Some questions may have more than one answer. In addition to, the important issues can be taken to modify the research of learning and creating appropriate research tools.

6. Final process, the instructor evaluates the learner through the learning process, such as answering and asking questions, presentation, commenting or exams to measure educational outcomes and to measure learning processes of learners according to the development of learning outcomes in all aspects.

**Table 2** Element of the innovation model of Case-based learning management approach





To report on Thailand Qualification Framework (TQF). The instructor collected questionnaires totaled 117, to answer objectives 2 and 3. From objective 2 to study learning achievement of Bachelor's degree students, Hotel Management Faculty of Management Science, Silpakorn University - Phetchaburi IT Campus and to learn Case-based for Applied Research in Hospitality and Tourism Industry. Research results appear in part 1 to part 2.

### Part 1 General data analysis of the learners for Applied Research in Hospitality and Tourism Industry

General data analysis of the learners for Applied Research in Hospitality and Tourism Industry found the most learners were female totaled 100 persons or 85.47% and male totaled 17 persons or 14.53% respectively. Most of them had GPA between 3.01-3.50 totaled 61 persons or 52.14%. Second was GPA between 2.51-3.00 totaled 30 persons or 25.64% and GPA not over than 2.50 totaled 14 persons or 11.97% respectively.

### Part 2 table 1 Mean and Standard Deviation (S.D) on the opinion of the learners for Applied Research in Hospitality and Tourism Industry

Opinions	Opinion level		
	$\bar{x}$	S.D.	level
1. Ethics and Moral	4.23	0.58	Highest
2. Knowledge	3.81	0.58	High
3. Cognitive Skills	3.83	0.60	High
4. Interpersonal skills and responsibility	4.30	0.53	Highest
5. Numerical analysis skills, communication and information technology skills	3.92	0.57	high
<b>Total</b>	<b>4.06</b>	<b>0.71</b>	<b>high</b>

From table 1 found the opinion of the learners for Applied Research in Hospitality and Tourism Industry was the high level ( $\bar{x}=4.06$ ). When sorting the mean from more to less found Interpersonal skills and responsibility ( $\bar{x}=4.30$ ). Second was Ethics and Moral ( $\bar{x}=4.23$ ). Numerical analysis skills, communication and information technology skills ( $\bar{x}=3.92$ ). Cognitive Skills ( $\bar{x}=3.83$ ) and Knowledge ( $\bar{x}=3.81$ ) respectively.

**Part 3 table 2 Mean and Standard Deviation (S.D) on the opinion of the learners for Applied Research in Hospitality and Tourism Industry**

Opinions	Opinion level		
	$\bar{x}$	S.D.	level
1. Learning management	4.09	0.58	High
2. Learning content	4.01	0.58	High
3. Case-based presentation	4.11	0.60	High
4. Learning Media	4.09	0.57	High
5. Benefit of Case-based learning management	4.12	0.58	high
<b>Total</b>	<b>4.09</b>	<b>0.71</b>	<b>high</b>

From table 2 found the opinion of the learners for Applied Research in Hospitality and Tourism Industry was the high level ( $\bar{x}=4.09$ ). When sorting the mean from more to less found Benefit of Case-based learning management ( $\bar{x}=4.12$ ). Second was Case-based presentation ( $\bar{x}=4.11$ ). Learning management and Learning Media ( $\bar{x}=4.09$ ) and Learning content ( $\bar{x}=4.01$ ) respectively.

### Conclusion

Presentation on results of this study, the instructor presented the results according to the objectives of the study as follows.

#### 1. General data analysis of population

General data analysis of the learners for Applied Research in Hospitality and Tourism Industry found the most learners were female totaled 100 persons or 85.47% and male totaled 17 persons or 14.53% respectively. Most of them had GPA between 3.01-3.50 totaled 61 persons or 52.14%. Second was GPA between 2.51-3.00 totaled 30 persons or 25.64% and GPA not over than 2.50 totaled 14 persons or 11.97% respectively.

#### 2. Analysis on the learning achievement of students, Hotel Management for Case-based Learning Management

Analysis on the learning achievement of students for Applied Research in Hospitality and Tourism Industry was the high level ( $\bar{x}=4.06$ ). When sorting the mean from more to less found Interpersonal skills and responsibility ( $\bar{x}=4.30$ ). Second was Ethics and Moral ( $\bar{x}=4.23$ ).

Numerical analysis skills, communication and information technology skills ( $\bar{x}=3.92$ ). Cognitive Skills ( $\bar{x}=3.83$ ) and Knowledge ( $\bar{x}=3.81$ ) respectively.

### **3. Analysis on the opinion of the students Hotel Management for Case-based Learning Management**

Analysis on the opinion of the students for Applied Research in Hospitality and Tourism Industry was the high level ( $\bar{x}=4.09$ ). When sorting the mean from more to less found Benefit of Case-based learning management ( $\bar{x}=4.12$ ). Second was Case-based presentation ( $\bar{x}=4.11$ ). Learning management and Learning Media ( $\bar{x}=4.09$ ) and Learning content ( $\bar{x}=4.01$ ) respectively.

### **Discussion**

From this research results can discuss according objectives of the study as follows:

1. Analysis on the learning achievement of students, Hotel Management for Case-based Learning Management found Knowledge on Case-based for Applied Research in Hospitality and Tourism Industry, it made learners the knowledge of the hotel management profession resulting from the integration of knowledge in various sciences. This corresponds to Niels B. Dohn (2010) studied the formality of learning science in everyday life: A conceptual literature review, learning area of social studies, religion and culture found plans for learning activities that used case study, students had more knowledge and satisfaction.

Cognitive Skills on Case-based for Applied Research in Hospitality and Tourism Industry found learners were able to use knowledge to prevent and solve problems in the case-based appropriately. This corresponds to Saisamorn Kumpunna (2001) studied development of teaching plan by case study on AIDS for students of Primary School 4 found lesson plans developing that teachers who planed and designed learning activities, according to procedure of case study, it made students the skills and knowledge about AIDS and other issues of the community.

2. Analysis on the opinion of the students, Hotel Management for Case-based Learning Management found Case-based Learning management helped students had more thinking process. This corresponds to Chuwit Chaibao (2009) studied case study teaching approach to learning achievement. Introductory sociology course about the culture of regular undergraduate students in year 1, Social Studies Program, Faculty of Education, Kamphaengphet Rajabhat University found case study learning management, students can analyze and visualize of the study clearly.

### **Recommendation**

1. The process of learning method with case study was designed for the course of Applied Research in Hospitality and Tourism Industry only. This case based learning were suited to those third year students who have enough knowledge, critical thinking process, experience in hospitality and tourism industry, and be able to integrated their knowledge into research paper. Most of the classroom will provide in the active way where all student would be able to learned, solving problem and work as a team in order to be achieve.

2. Lecturer is a key person to guide, facilitate and run the classroom by using some case and activity that motivate all student to learn with passion and enthusiasm. To create the classroom environment and student learning are necessary, such as some guideline book, an introduction classroom, and research clinic. Student would consult the lecturer in various channel; within the classroom, outside the classroom, through some social media and so on.

3. This case based learning would need some suitable activity according to the objective of the learning outcomes in order to reply all expected outcomes of the study and curriculum.

### **Future Research Recommendations**

1. There should be some in-depth study of this case based learning in term of solving problem skill, creative skills and critical thinking skill etc.

2. Classroom activity may require with a various learning method and material in the creative way such as e-learning method, mixed method of studying and some research based learning.

3. This research is a quantitative research which should do as a qualitative research by interviewing all participant.

4. This research should do Pre-test and Post-test from the study population.

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