Exploring Innovative Approaches To Learning Tourism and Hospitality Through Industry Experience and Engagement

Tourism and Hospitality Management

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Introduction

- The tourism and hospitality industry has experienced rapid changes in terms of mew trends
- Tourism students are expected to successfully involve and support the industry's future development
- Increasing challenges faced by tourism and hospitality educators
- It is necessary and important to explore innovative pedagogical methods involving industry experience in the tourism teaching.

Introduction

Objective 1

To synthesize innovative teaching methods involving industry experience and engagement from critical literature review

Objective 2

To further discuss and analyze teaching methods through self-reflections

Literature Review

The Case Method

- Students are given relevant business cases including organization's background, faced issues and taken planning or strategies

- Students are then required to critically analyze and evaluate the cases based on learned theoretical knowledge.

Literature Review

Practicum

- Students are allocated to work in a real tourism and hospitality organization

- Students are required to identify problems faced by the organization and come up with effective strategies.

Literature Review

Role-Playing

- Students are allocated with different roles in a given business situation.

- Students are then required to finish targeted tasks based on their played roles.

Literature Review

Guest Speaker

- Instructors invite guest speakers from the industry to deliver a speech to students.

- Students gain an opportunity to closely communicate with practitioners.

Literature Review

Activist

Students who prefer to engage in practical activities and actively communicate with instructors.

Instrumentalist

Students who make competitive learning strategies to achieve the best grade.

Literature Review

Autonomous

Students who tend to improve themselves through analyzing feedbacks

Perplexed

Students who are usually confused about how to make progress.

Findings

Teaching method	Strengthens	Limitations
The case Method	• Address the particular business problems (Okumus & Wong, 2004); • Help students to apply theories into the practice (Thomas, 1998; Okumus & Wong, 2004); • Develop students' analytical skills (Okumus & Wong, 2004); • Easily to conduct	• Can not reflect a comprehensive picture of business life (Okumus & Wong, 2004); • Not easy to find appropriate cases to cover all learned theories (Okumus & Wong, 2004); • Instructors may dominate the whole discussion and analysis (Argyris, 1980)

Findings

Teaching method	Strengthens	Limitations
Practicum	• Help students to apply knowledge in the real business organizations (Okumus & Wong, 2004); • Help students to acquire latest trends in the industry; • Provide students with a chance to identify real problems in related organizations (Okumus & Wong, 2004)	• Not easy to find an organization that is willing to fully cooperate with schools (Okumus & Wong, 2004); • Heavily rely on the location of the school (Okumus & Wong, 2004)

Findings

Teaching method	Strengthens	Limitations
Role-Playing	• Build the bridge between theory and practice (Ruhanen, 2005); • Enhance students' interpersonal and communicative skills (Okumus & Wong, 2004);	• Designed scenarios can not fully reflect the real business situations (Okumus & Wong, 2004);

Findings

Teaching method	Strengthens	Limitations
Guest Speakers	• Help students to acquire real cases from the industry (Okumus & Wong, 2004); • Successfully attract students' attentions (Okumus & Wong, 2004) • Provide students with an opportunity to communicate with practioner from the industry.	• Not easy to find a guest speaker who has time to deliver a speech (Okumus & Wong, 2004).

Findings

Self-reflection

Guest Speaker

- Feel attractive and interesting to evaluate the cases shared by guest speaker.
- To realize the gap between the theory and the practice.
- To further explore potential solutions that can solve challenges faced by practitioners from the industry.
- To transfer theoretical knowledge into the real business situations.

Findings

Self-reflection

Practical Assignment

- To conduct interviews with managers from tourism-related industry.
- To test assumptions that were developed based on literature reviews and observations.
- To acquire latest trends of health tourism in Bangkok that are not covered in literatures.
- To develop research skills in the practice.

Suggestions

- The evaluation and selection of teaching method should be based on students' learning styles and resource limitations.

- Instructors are suggested to have an understanding of students' learning styles before applying a particular teaching method.

- Instructors are suggested to design and conduct a "teaching method portfolio" to improve the effectiveness of courses. (dominant teaching method VS complementary teaching method).

- Interviews and focus groups among instructors and students will be conducted to further explore innovative teaching methods involving industry experience.

References

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