BLENDED LEARNING

Merging Hotel Integration and Virtual World to Improve Student Learning – Experience Sharing of Teaching a Human Resources Management Subject

Presented by
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Funded Project - Background

Funding received for a learning and teaching development project

Project Team:

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Using the subject “Human Resources Management in the Tourism and Hotel Industry” as a pilot study
Funded Project - Objectives

- Use of blended learning to enrich students’ learning experiences
- Helping students’ understanding of the course matter, stimulate their interest to participate in different in-class activities and realize their studies by using virtual environment & school-hotel integration
What is “Blended Learning”?

Blended Learning
- Workshops
- e-Learning
- Role-Plays
- What if
- Activities
Components on Blended Learning

- Pre-class Exercises in Virtual World
- Group Projects with Hotel Integration
- Blended Learning Approach
- Interactive Tutorials
- Mass Lecture
- Guest Speakers
Mass Lecture
Mass Lecture

HRM Theories, concepts

Story Telling

Case Study

Experience Sharing

Games
Guest Speakers
Professor For A Day
Beijing Clubhouse
Located in the heart of the prestigious Wangfujing area, the architectural style of the Clubhouse is a mixture of East and West with the best of Western comfort housed within a structure that exudes traditional Chinese grandeur. The 90 luxurious guest rooms and diverse facilities are designed to offer Members an exceptional experience.
Interactive Tutorials
Interactive Tutorials

- Debate
- Role-play
- Games
- Discussion
Pre-class Exercises in Virtual World

(Second Life Platform)
Pre-class Exercises in Virtual World

• Various scenarios & case studies are created
• Students register Second Life to solve problem on-line
• Provide a risk-free environment for practice
• Encourage discussions in mass lecture on pre-class exercises
HTM 4115 Pre-class Exercise
Pre-class Activity 1

Employee Testing, Selection, and Interview
(Q1 – Q5)

Start Date: Week 2 – 27 January 2011 (Thursday, by 12:30 p.m.)
Due Date: Week 3 – 9 February 2011 (Wednesday, by 12:30 p.m.)
Q2. You are suggested devising and using a chronological plan to guide the interview, which of the following is the appropriate flow of the interview?

A. Candidate’s self-assessment -> education background -> work experiences -> reactions to the job you are interviewing for -> goals and ambitions

B. Candidate’s reactions to the job you are interviewing for -> goals and ambitions -> work experiences -> education background -> self-assessment

C. Candidate’s work experiences -> education background -> self-assessment -> reactions to the job you are interviewing for -> goals and ambitions
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B. Candidate’s reactions to the job you are interviewing for -> goals and ambitions -> work experiences -> education background -> self-assessment

C. Candidate’s work experiences -> education background -> self-assessment -> reactions to the job you are interviewing for -> goals and ambitions

D. Candidate’s education background -> work experiences -> goals and ambitions -> reactions to the job you are interviewing for -> self-assessment
Pre-class Exercise: Multiple Choice I
Pre-class Exercise: Multiple Choice II
Pre-class Exercise: Matching

Q2. How will you set up the training room of different types of training?

*Matching Questions*
1. Evaluate different aspects of training methods.
2. Match the following terms with their definitions.
3. Discuss the advantages and disadvantages of various training tools.

Try now

Important Advantages and Disadvantages
Appraisal Tools?

- *Matching Questions*
  - Select the appropriate appraisal method (A, B, or C) for each advantage and disadvantage.

Try now

Answer
Pre-class Exercise: Sequencing

Q1. A successful training is a planned training that follows a four-step process. Put the following steps into a CORRECT order.

A. Prepare instructional objectives
B. Prepare lesson plan
C. Identify general learning outcomes
D. Identify subject matter

Try now

CoreStaff: Kagi Au Yeung 2010.02.01

School of Hotel & Tourism Management

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學
Pre-class Exercise: Open-ended Question

Q5. How would you evaluate the effectiveness of a “Japanese Training”? 

Press on the “ANSWER” button below and follow the on-screen instruction to type in your answer through the chat bar and “Say”. 

* This is an open-ended question, please type in your answer space by 30 words maximum* (key phrase is accepted).
Group Projects

with Hotel Integration
Group Project with Hotel Integration

- Scenario: Pre-Opening Stage of Hotel ICON
- Secondary and Primary Data Collection
- Real World Application
- Problem Based Learning
Group Project ~ Guidelines

GROUP PROJECT GUIDELINES
This project is designed to examine your critical and analytical skills in applying human resources management knowledge, concepts, and theories which you have gained from this course in order to assist in helping the development of certain human resources issues which should fulfill in the pre-opening stage of a new hotel.

This project will be developed by groups of students to fulfill the tasks based on the scenario given. Each group is required to submit a written report with references and appropriate appendices. The use of figures, tables, and diagrams are strongly encouraged to display research information in the most appropriate way. In addition, project presentation is designed for each group to present their work towards the end of the course, it offers students an opportunity to practice oral presentation skills and it is important to all students to understand the ideas of various human resources issues prepared by other groups.

OBJECTIVES:
1. To be familiar with the literature on different concepts of strategic human resources;
2. To understand how human resource concepts or theories can be empirically applied in the area of hotel and tourism industry;
3. To explore existing findings, and suggest how they can be applied to the hotel and tourism industry.
Primary Data Collection

• Consultation Meetings with Hotel ICON HR Personnel

Semester 1 ~ week 6 (07 October 2010)

3 sessions - Recruitment & Selection
- Training & Orientation
- Compensation & Benefit

Semester 2 ~ week 3 (07 February 2011)

3 meetings - Policy & Procedures
Primary Data Collection
Outstanding Project Award
~ Presentation Ceremony

HTM 4115
Human Resources Management in
the Tourism and Hotel Industry

Outstanding Hotel Integration
Project Award Presentation
Students’ Feedbacks on Blended Learning by QUANTITATIVE Survey
Blended Learning Indicators

• Conduct in 2 semester with a total of 297 respondents

• Among 47 statements, only 9 show significant differences between 2 semesters. Conclude that both semesters’ students possessed similar opinions on Blended Learning methods
## Factor Analysis

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<tr>
<th>Factor Name</th>
<th>Factor mean</th>
<th>Eigen Value</th>
<th>Cumulative Variance (%)</th>
<th>Cronbach’s Alpha</th>
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<td>Interactive Tutorial</td>
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<td>11.77</td>
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<td>Second Life Application</td>
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<td>Group Project - Guidance</td>
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<td>Guest Lecture</td>
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<td>53.56</td>
<td>0.87</td>
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<td>Mass Lecture</td>
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<td>1.25</td>
<td>50.12</td>
<td>0.73</td>
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## Multiple Regression

Overall Student Satisfaction as Dependent Variable

\[ R = 0.686, \; R \text{ square} = 0.471, \; F = 86.896 \]

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Standardized Beta</th>
<th>T value</th>
<th>Significance</th>
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<td>Group Project - Integration</td>
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<tr>
<td>Mass lecture</td>
<td>0.34</td>
<td>6.87</td>
<td>0.000 *</td>
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Students’ Feedbacks on Blended Learning by QUALITATIVE Interviews
(SEM 1: 2 focus groups, 10 students; SEM 2: 3 focus groups, 15 students)
Students’ Feedbacks on Blended Learning

1. Tutorial
2. Lecture
3. Project
4. Guest Speaker
5. Second Life Exercise
Students’ Feedbacks on Blended Learning

Tutorial

✓ Interactive

“I enjoyed the games very much, combined with the **debriefing** session, it helped to relate the theories meaningfully. I always looked forward to next week for another **interesting** game.”

“I loved the games, very interesting, almost everyone had a chance to **play and learn**. It was very different from other subjects. It made a ‘boring’ subject interesting.”

“I still remember some of the games we played, it is the way how I can remember and **retrieve the theories** I have learned, also **helpful** in relating to future work scenario.”
“It was not user-friendly as we thought we could install at home easily but it slowed down the computer a lot as it had a high demand on computer capability.”

“The interface was not smooth, the loading speed was slow.”

“The registration process for login was very troublesome. The login name was very difficult to remember.”
Conclusion & Recommendations
Conclusion

Components on Blended Learning
# Suggestions by Teachers on each Blended Learning Method

<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>Suggestions</th>
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| Mass Lecture                 | Insightful Stories, Real life Examples  
                                | Explain Teachers’ expectation right at the beginning of semester                                                                               |
| Interactive Tutorial          | Involve each student in every single experiential in-class activities  
                                | Explain how the games related to the theories                                                                                                 |
| Group Project                | Design creative and problem-based learning opportunities with hotel school  
                                | Include a progress management mechanism                                                                                                         |
| Guest Lecture                | Invite Alumni as Guest Speakers  
                                | Sharing real life issues and challenges                                                                                                          |
| Preclass Exercise and Second Life Application | Explore user-friendly platform  
                                | Take into account on student learning styles  
                                | Allocate sufficient budget and resources for technical support                                                                                 |
Recommendations

~ Blended Learning Teaching

1. Use a Combination of Teaching Methods
2. Commitment on Blended Learning
3. Cooperate with blended learning specialist to improve course design
4. Consider students’ interest and provide “convenience” in on-line learning
Recommendations

~ Blended Learning Teaching

5. Ensure “user-friendliness” of learning platform

6. Prepare students for a mindset change

7. Implement web component to freshmen
KEY Considerations
of Using Blended Learning Approach

Second Life Platform
KEY Considerations
of Using Blended Learning Approach

Hotel Integration Project
Q & A Session