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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16 March 2012

Funded Project - Background

- Funding received for a learning and teaching development project
- Project Team:

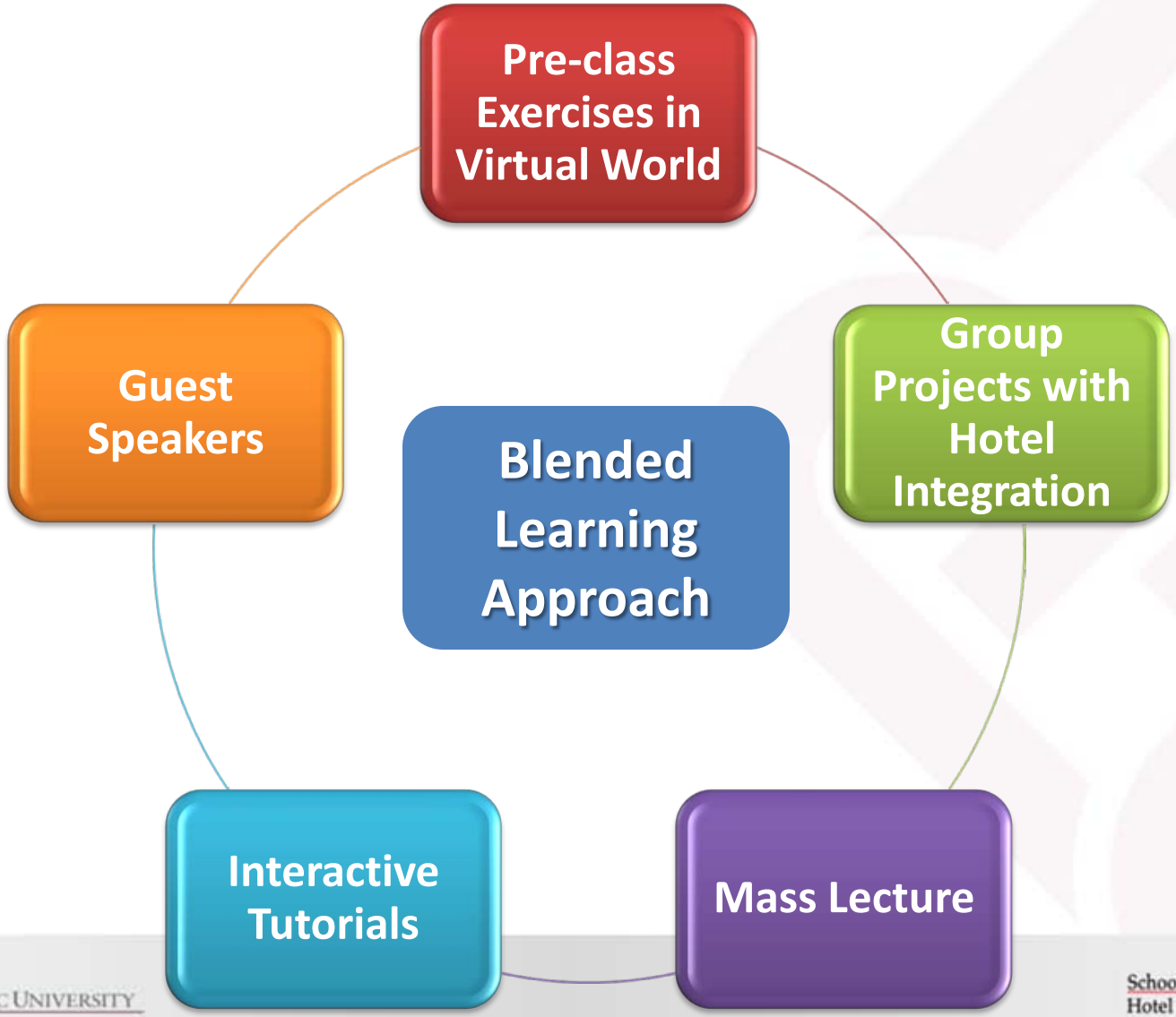
  Loretta Pang, Dr. Simon Wong, Nicole Wong
- Using the subject "Human Resources Management in the Tourism and Hotel Industry" as a pilot study

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”?

Components on Blended Learning



Mass Lecture

Mass Lecture

HRM
Theories, concepts

Story Telling

Case Study

Experience Sharing

Games

Guest Speakers

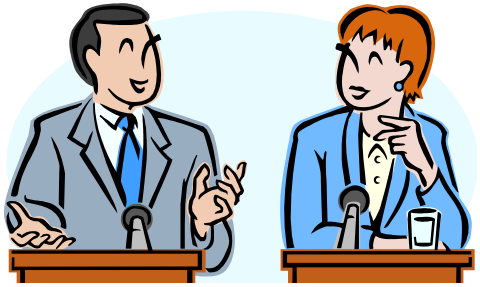
Professor For A Day

Professor For A Day

Interactive Tutorials

Interactive Tutorials

Debate



Role-play

Games

Discussion

Pre-class Exercises in Virtual World

(Second Life Platform)

Pre-class Exercises in Virtual World

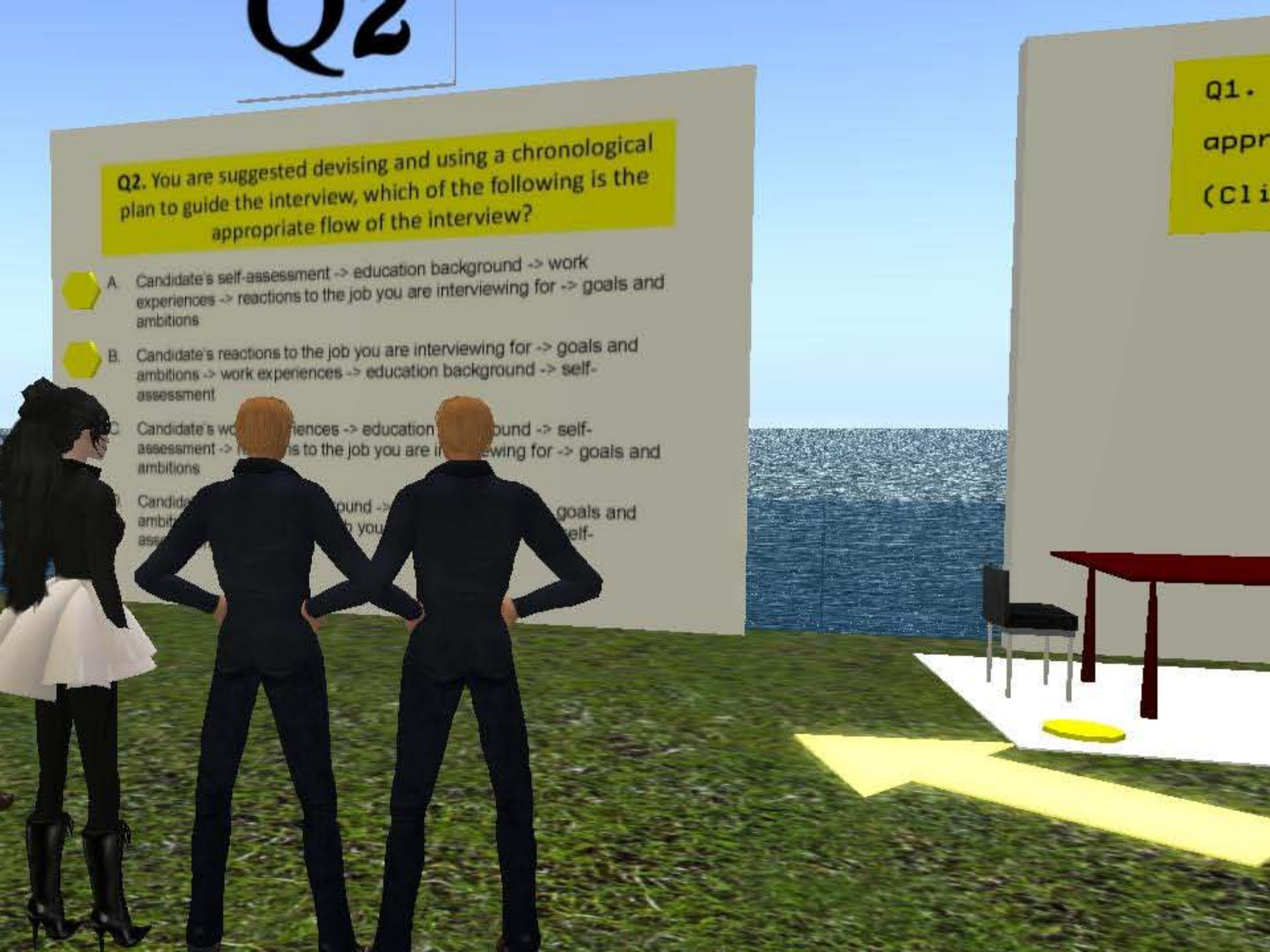
- Various scenarios & case studies are created
- Students register Second Life to solve problem on-line
- Provide a risk-free environment for practice
- Encourage discussions in mass lecture on pre-class exercises

HTM 4115 Pre-class Exercise

Virtual Campus

CoreSL - Gigi Au Yeung 2010.02.01

Q1
Q1. Which of the following is the most appropriate Interview Room Set-up? (Click on the correct setup)
A
C
B
D
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
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
Q1.
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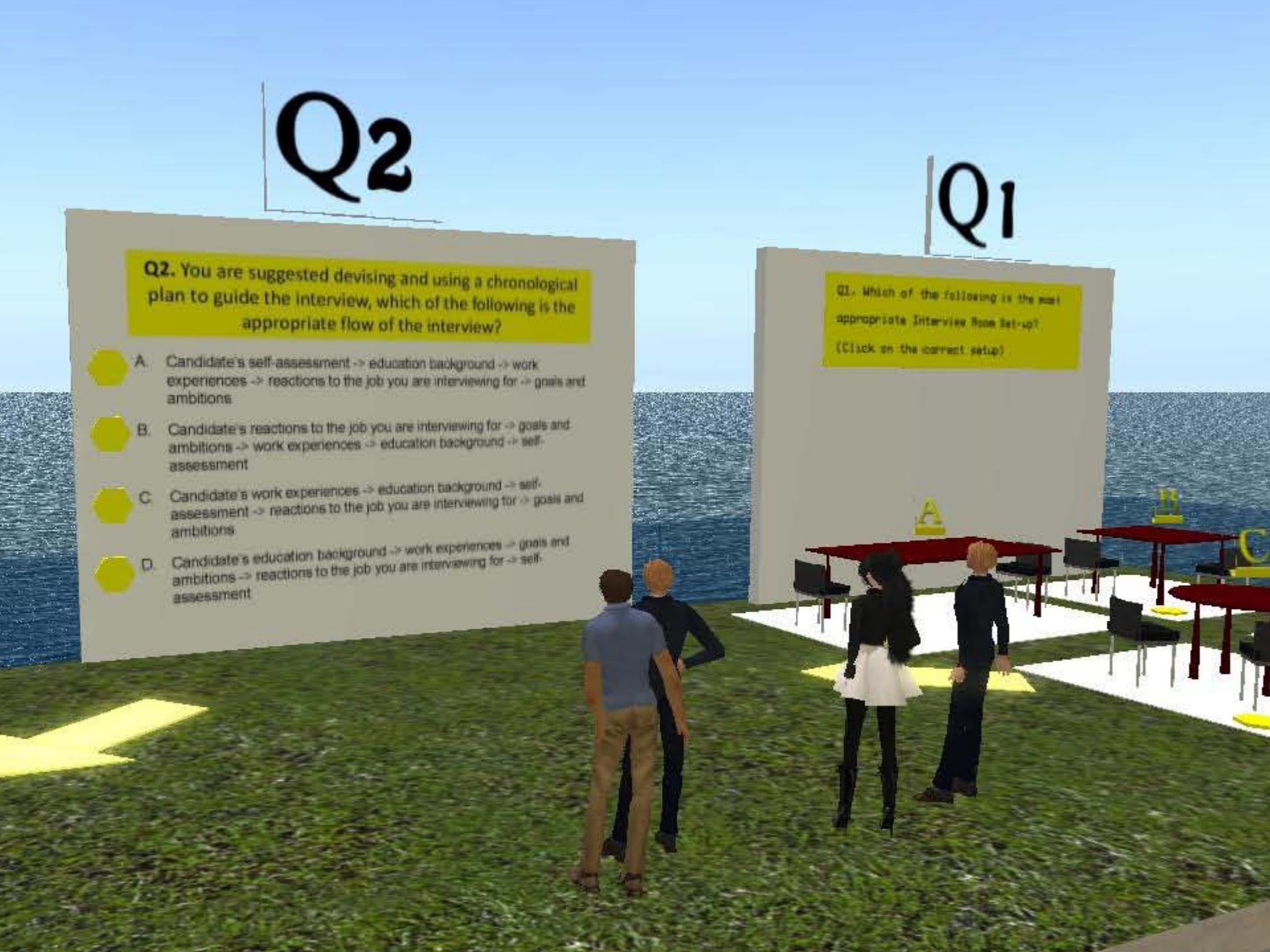
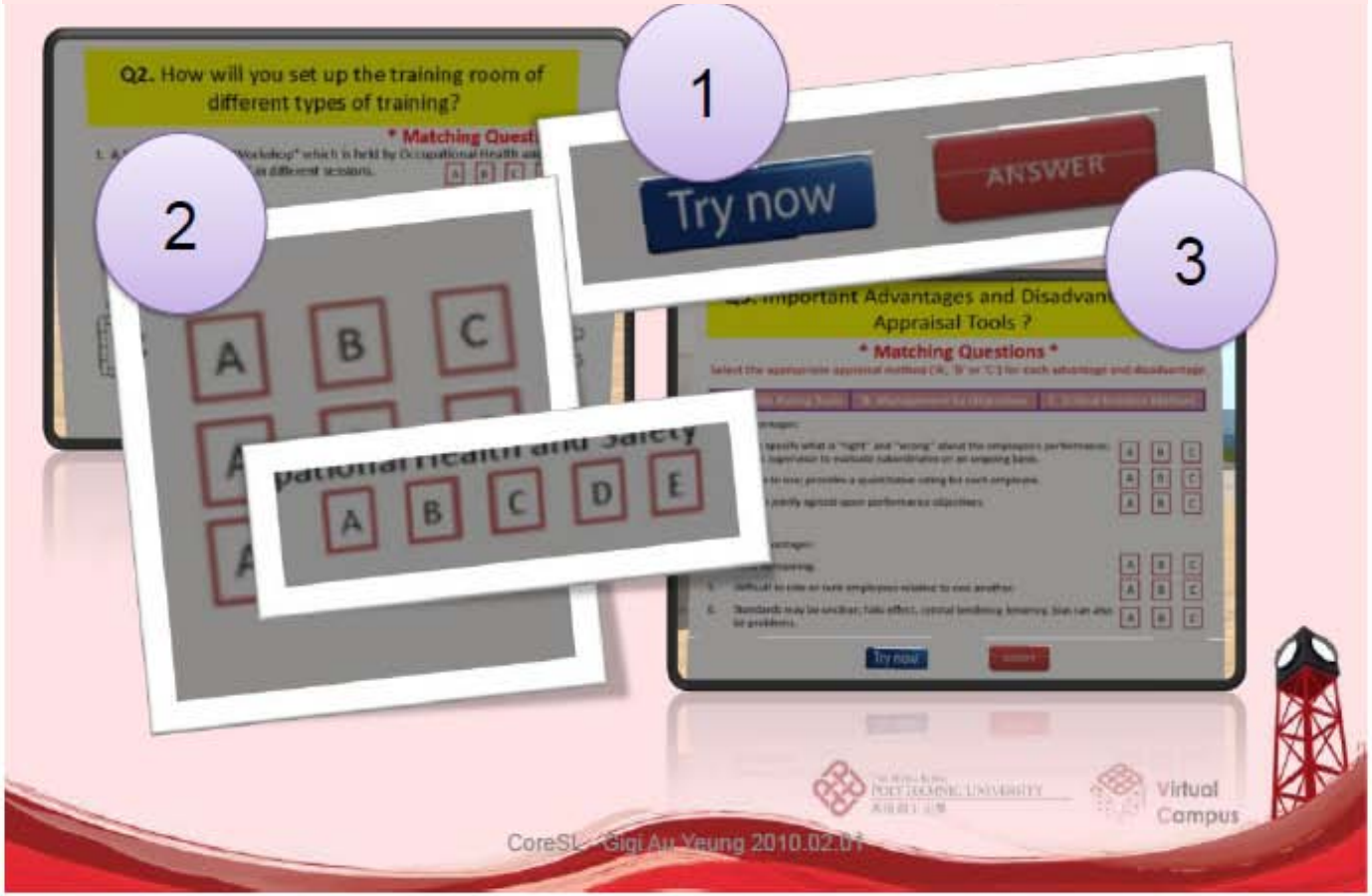

Q2
Q2. You are suggested devising and using a chronological plan to guide the interview, which of the following is the appropriate flow of the interview?
A. Candidate's self-assessment -> education background -> work experiences -> reactions to the job you are interviewing for -> goals and ambitions
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
D. Candidate's education background -> work experiences -> goals and ambitions -> reactions to the job you are interviewing for -> self-assessment
Q1
Q1. Which of the following is the most appropriate Interview Room Set-up?
(Click on the correct setup)
A
C

Pre-class Exercise: Multiple Choice I

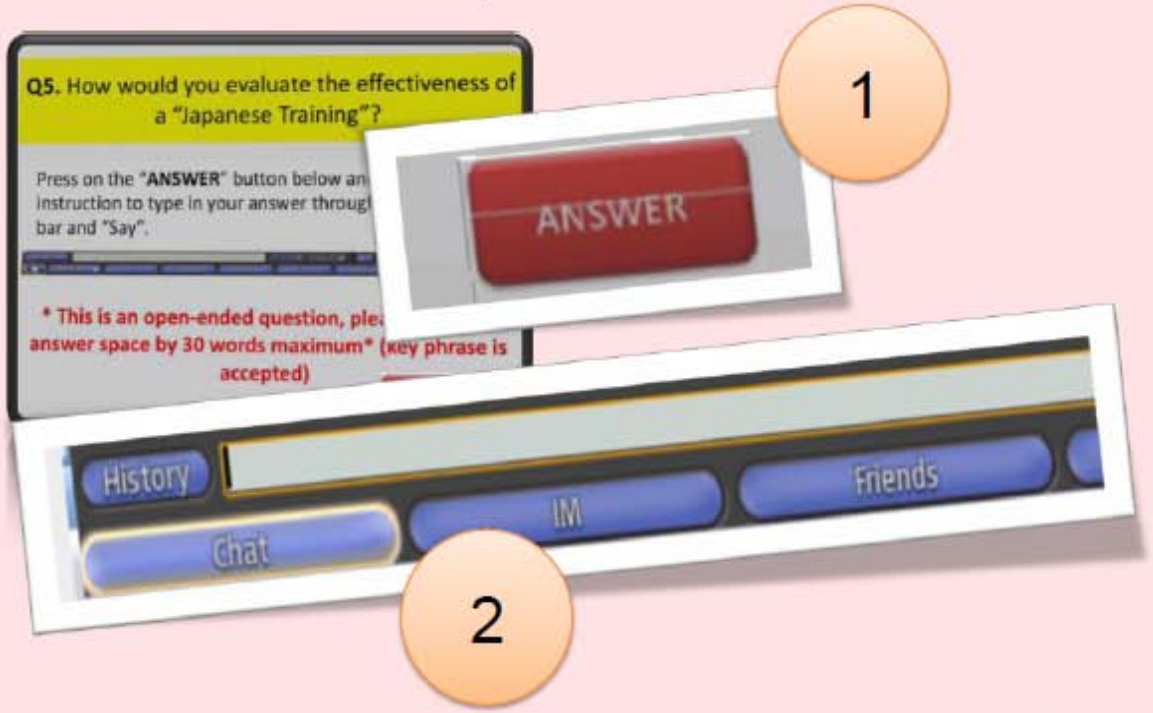
Pre-class Exercise: Multiple Choice II

Pre-class Exercise: Matching



Pre-class Exercise: Sequencing

Pre-class Exercise: Open-ended Question



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

School of Hotel & Tourism Management 酒店及旅遊業管理學院

The Hong Kong Polytechnic University 香港理工大學

Subject:	Human Resources Management in the Tourism and Hotel Industry
Subject Code:	HTM4115
Programme:	Bachelor of Science (Honour) in Hotel/Tourism Management
Instructor:	Miss Nicole WONG
Telephone:	3400-3853
Room:	HJ823
Email:	hmcmwong@polyu.edu.hk
Consultation:	Every Wednesdays 16:30 to 17:30 or by appointment

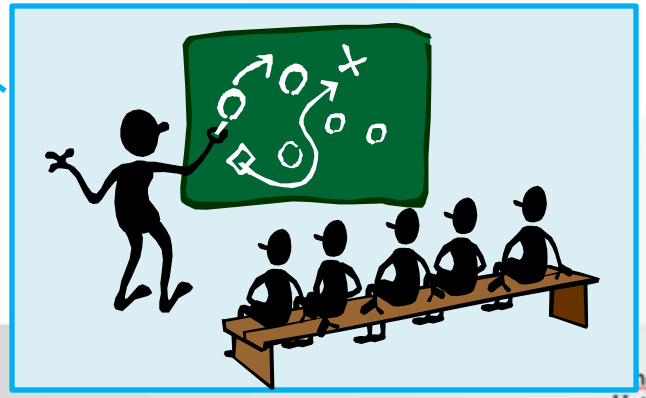
GROUP PROJECT GUIDELINES

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 fulfil 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 practise vital 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 your findings, and suggest how they can be implied to the hotel and tourism industry.



TASKS

Human Resources Consultant

- ✓ Prepare Pre-opening Plans
  - ✓ Recruitment & Selection
  - ✓ Training & Orientation
  - ✓ Compensation & Benefit
  - ✓ Policy & Procedures

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

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

Factor Name	Factor mean	Eigen Value	Cumulative Variance (%)	Cronbach's Alpha
Interactive Tutorial	4.01	11.77	15.65	0.92
Second Life Application	2.57	4.22	25.74	0.88
Group Project - Guidance	3.48	2.91	33.46	0.83
Guest Lecture	3.39	2.37	40.90	0.82
Group Project - Integration	3.47	1.59	47.46	0.82
Pre-class Exercise	2.80	1.40	53.56	0.87
Mass Lecture	3.63	1.25	50.12	0.73

Multiple Regression

Overall Student Satisfaction as Dependent Variable

R = 0.686, R square = 0.471, F = 86.896

Independent Variable	Standardized Beta	T value	Significance
Interactive Tutorial	0.27	5.48	0.000 *
Group Project - Integration	0.28	5.88	0.000 *
Mass lecture	0.34	6.87	0.000 *

Students' Feedbacks

on Blended Learning

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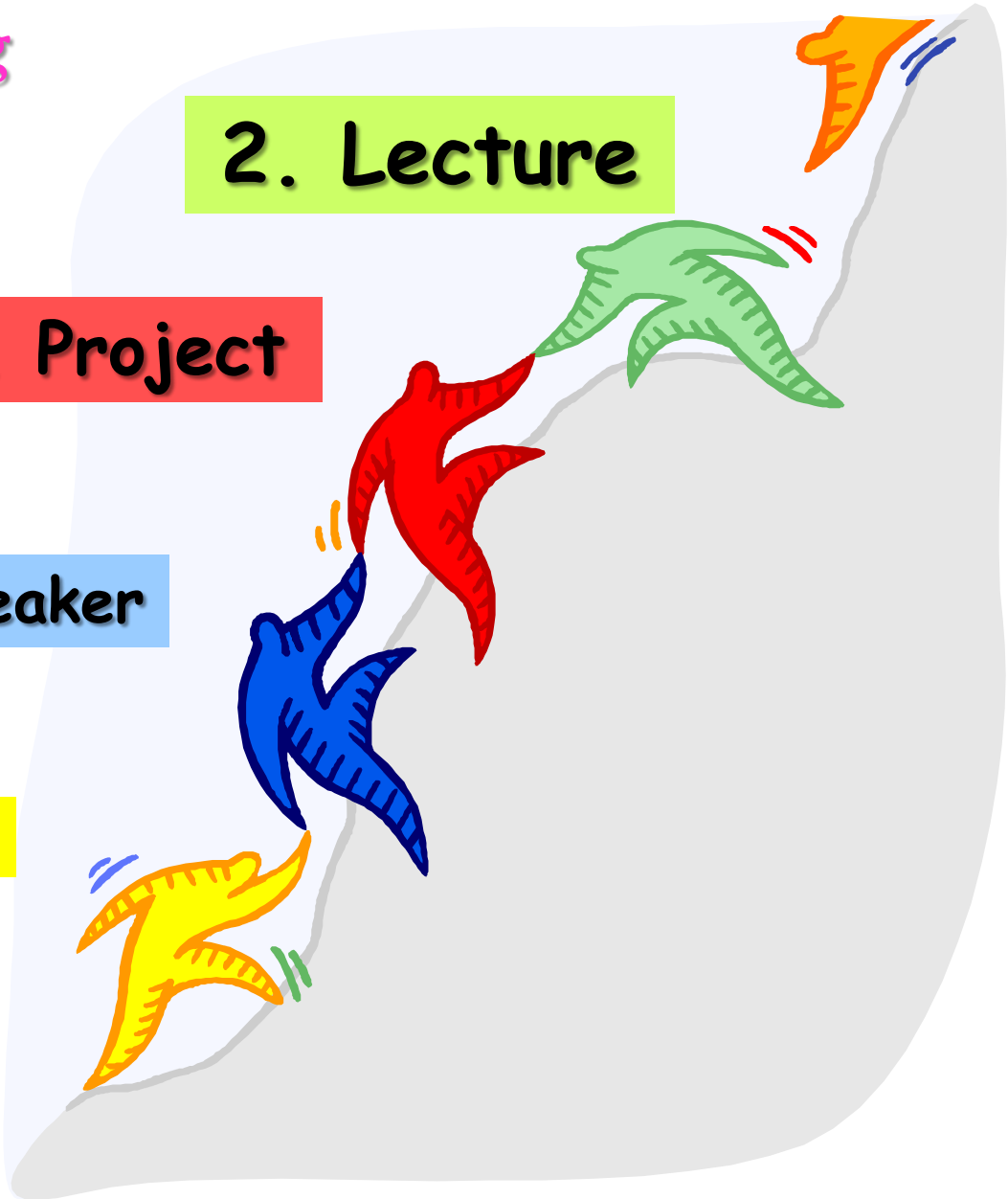
QUALITATIVE Interviews

(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."

Students' Feedbacks
on Blended Learning

Second Life Exercise

User-friendly

"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."

"It was **very difficult to navigate the avatar**, we encountered many accidents like 'flying' into the sea and it took us many efforts to find the way out, **very time consuming**."

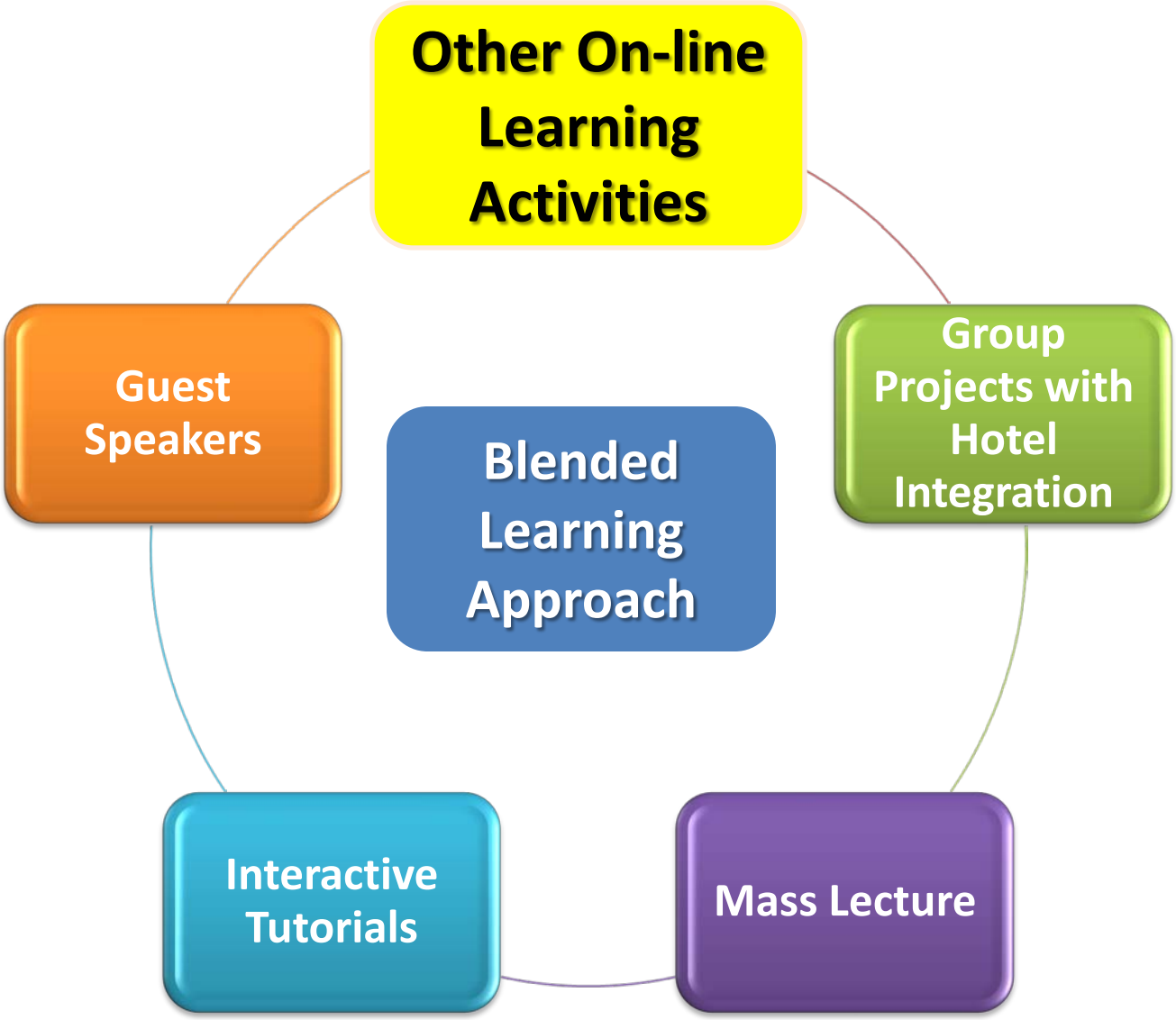
"The interface was **not smooth**, the loading speed was **slow**."

"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

Teaching Method	Suggestions
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

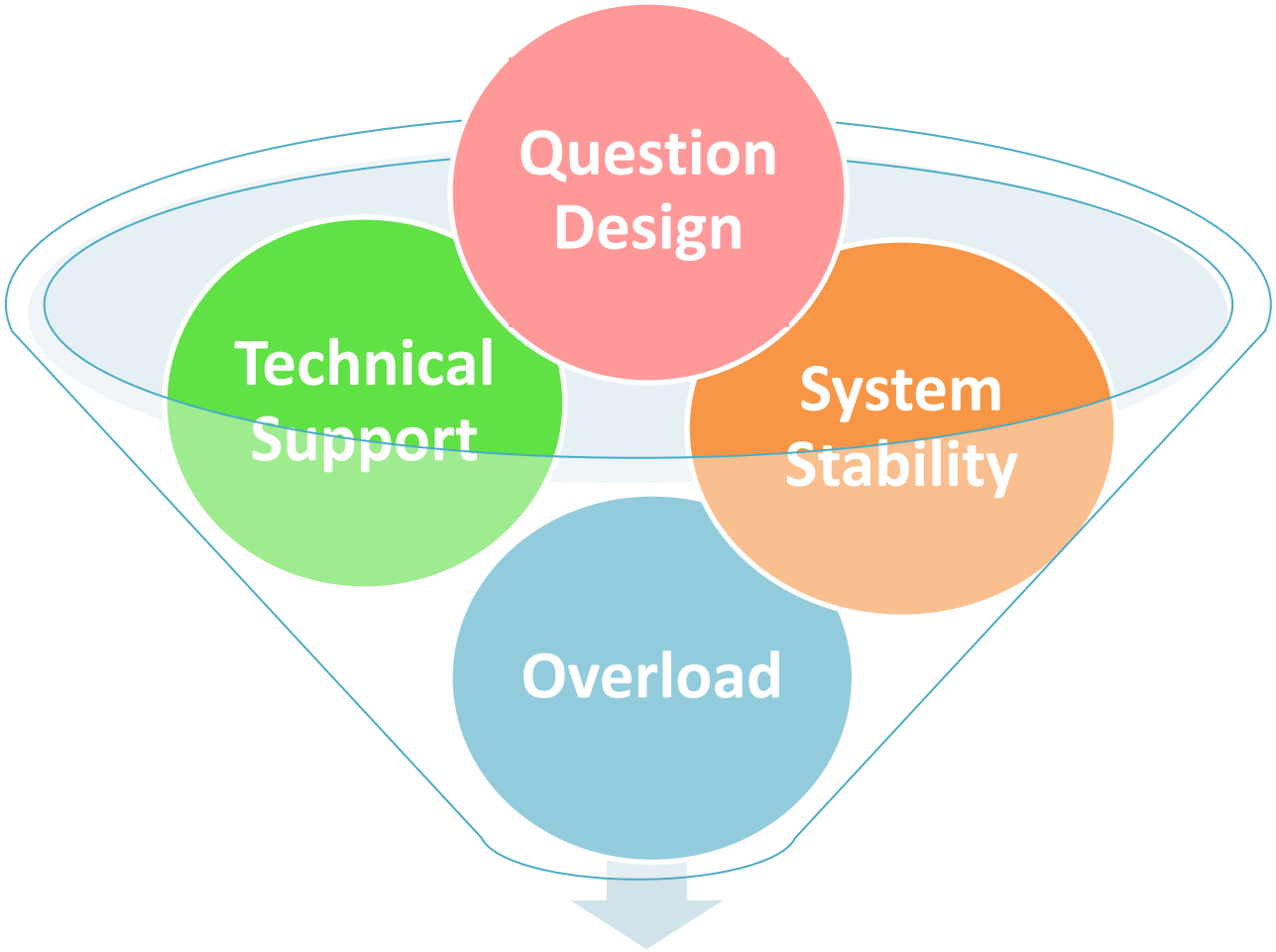
Recommendations

~ 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



KEY Considerations

of Using Blended Learning Approach

Hotel Integration Project

Q & A Session