Blended Learning: Energizing the Education-Industry Partnership in Tourism and Hospitality Studies

Presented by

Chammy Lau, PhD

Hong Kong Community College
College of Professional and Continuing Education
The Hong Kong Polytechnic University

24th November 2017
Current Issues

• A new normal in higher education?

• Combines both online and face-to-face (F2F) learning methods

• Blended learning could:
  ✓ Engaging students in an active learning mode
  ✓ Provide more flexibility on when/where students choose to learn
  ✓ Allow the use of current pedagogical strategies to enhance learning experiences
  ✓ Engaging students in the active construction of knowledge
Blended Learning

• Capitalizes on the resources of educational technology

• Extends teaching beyond the boundaries of the classroom

• Not limited to distance-learning; can be resident-based course at the:
  ➢ Lesson Level
  ➢ Subject Level
  ➢ Program Level
  ➢ Unit Level
Conceptualizing Blended Learning

TPACK Framework

Source: Koehler, 2008
Tourism and Hospitality Studies (THS)

- A popular subject/program in Hong Kong
  - Secondary-School curriculum
    - THS is the most popular elective subjects in new senior secondary schools curriculum
    - 180 secondary schools launch this subject
    - 15,500 students intakes annually (S4-S6)
    - 5,000 students join the HKDSE each year
  - Applied Learning
    - Food & Beverage Operations
    - Event Coordination and Planning
    - Hotel Operations
  - Project Yi-Jin / Certificates
  - Foundation Diploma
  - Associate Degree / Higher Diploma / Advance Diploma
  - Undergraduate Degree
  - Postgraduate Degree
Missing Link

• Current Industry-Education partnership includes:
  – Guest Talk (e.g., Professor a day)
  – Site inspection (e.g., hotel visit/stay, back of the house field visits)
  – Career Talk / Career Day
  – Internship
  – Mentorship program
  – Scholarship / Award
  – External Advisors / Examiners

• **However**, much of the above contacts might not be able to be fully and effectively integrated into the intended learning outcomes.
Operationalizing Blended Learning

Selecting Technologies:
• Desired Learning Outcomes (*What?*)
• Rationale (*Why?*)
• Relevant Activities (*How?*)
• Potential Uses of Technology
# My Experience

<table>
<thead>
<tr>
<th>Video Case #①</th>
<th>Video Case #②</th>
<th>Video Case #③</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry partner:</strong> General Manager of Lotus Tours Ltd</td>
<td><strong>Industry partner:</strong> Senior Sales Manager of Travelport</td>
<td><strong>Industry partner:</strong> Senior Director of TLX Travel Hong Kong</td>
</tr>
<tr>
<td><strong>Topic:</strong> Travel Dis-intermediation</td>
<td><strong>Topic:</strong> Working skills/attitudes in the travel &amp; tourism industry</td>
<td><strong>Topic:</strong> Corporate Travel Agency</td>
</tr>
<tr>
<td><strong>Intended learning outcome:</strong> <em>describe the different types of tour operations and travel agents</em></td>
<td><strong>Intended learning outcome:</strong> <em>outline the procedures &amp; right attitude when dealing with clients</em></td>
<td><strong>Intended learning outcome:</strong> <em>apply industrial practices with respect to the local environment</em></td>
</tr>
</tbody>
</table>
Video Case #1 - Interview with the GM of Lotus Tours

I have interviewed Ms. Keller Mak, the GM of Lotus Tours Ltd regarding the topic of Travel Disintermediation, please watch the video and answer the questions that I posted in the discussion forum.

This is the activity for the mass lecture on 6th Oct (Friday).
Video Case #①

Self-check questions

**Self-check questions for Video #1 - Interview with GM of Lotus Tours Ltd.**

After you watch the video 1 - Interview with the GM of Lotus Tours Ltd.
Please answer the questions and submit your answer on-line no later than next Monday (i.e., 9 Oct 2017).
Thank you for your attention.

This quiz closed on Wednesday, 11 October 2017, 11:47 PM
Grading method: Highest grade
Attempts: 59

<table>
<thead>
<tr>
<th>Attempt</th>
<th>State</th>
<th>Marks / 100.00</th>
<th>Grade / 10.00</th>
<th>Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preview</td>
<td>Finished</td>
<td>Not yet graded</td>
<td>Not yet graded</td>
<td>Review</td>
</tr>
</tbody>
</table>

Your final grade for this quiz is Not yet graded/10.00.

- **Started on**: Friday, 6 October 2017, 6:38 PM
- **State**: Finished
- **Completed on**: Friday, 6 October 2017, 6:40 PM
- **Time taken**: 1 min 50 secs
- **Grade**: Not yet graded

1. What types of business that Lotus Tours Ltd. has primarily focused on?
   *Hints: a. Inbound or outbound? b. Wholesale travel agency or retail travel agency?*

2. In the video, Keller has identified **THREE** critical factors accounting for the successful story of Lotus Tours Ltd in Hong Kong. What are they?

3. In the video, Keller has mentioned that "if you cannot beat them, join them". Who are ‘them’ that Keller refers to?
   *Hints: Airlines / Hotel / Travel agency / Tour Operator or the rapid development of information technology?*

4. What strategies that Lotus Tours has adopted in order to tackle the challenges of travel disintermediation?
Video Case #2

CCN2136 TRAVEL AGENCY OPERATIONS (Lecture Group A01A,A01B,A01C,A01D) [2017 1]

Video Case #2 - Interview with the Regional Sales Manager of Travelport

Please view the video 2 - Interview with the Regional Sales Manager of Travelport and complete the on-line exercises accordingly.
Video Case #2

Learning Activity for Video Case #2

Add question

Choose...

1. After watching this video, do you want to work in the travel and tourism industry?
   - Not selected
   - Yes
   - No
   - Maybe

2. If yes, do you want to start your 1st job upon graduation in an international big company or a small local company?
   - Not selected
   - International big company
   - Small local company
   - Either one will be good if the salary match up with my expectation

3. If yes, do you prefer to work in the front-line or back-of-the-house position?
   - Not selected
   - Front line
   - Back of the house

4. Which industry that you would like to work upon your graduation?
   - Airlines (back of the house)
   - Airlines (cabin crew)
   - Airport Operations
   - Hotel
   - Travel Agency business (inbound)
   - Travel Agency business (outbound)
   - Tour Operator (tour escort)
   - Tour Operator (tour design or planning)
   - Exhibition Industry
   - GDS company

5. Do you agree with what the speaker shared in the video? Do you think the information he talked about is useful for your future career development?
**Video Case #2**

### Questions on Video Case #2 - interview with representative from Travelport

#### Analysis

**Submitted answers: 44**

**Questions: 5**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Maybe</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) After watching this video, do you want to work in the travel and tourism industry?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Yes</td>
<td>23</td>
<td></td>
<td></td>
<td>52.09%</td>
</tr>
<tr>
<td>- No</td>
<td></td>
<td>1</td>
<td></td>
<td>2.27%</td>
</tr>
<tr>
<td>- Maybe</td>
<td>14</td>
<td></td>
<td></td>
<td>31.82%</td>
</tr>
<tr>
<td>(2) If yes, do you want to start your 1st job upon graduation in an international big company or a small local company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- International big company</td>
<td></td>
<td></td>
<td></td>
<td>14 (31.82%)</td>
</tr>
<tr>
<td>- Small local company</td>
<td></td>
<td></td>
<td></td>
<td>8 (18.18%)</td>
</tr>
<tr>
<td>- Either one will be good if the salary match up with my expectation</td>
<td></td>
<td>17</td>
<td></td>
<td>38.64%</td>
</tr>
<tr>
<td>(3) If yes, do you prefer to work in the front line or back-of-the-house position?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Front line</td>
<td></td>
<td>23</td>
<td></td>
<td>52.27%</td>
</tr>
<tr>
<td>- Back of the house</td>
<td></td>
<td>16</td>
<td></td>
<td>36.36%</td>
</tr>
<tr>
<td>(4) Which industry that you would like to work upon your graduation?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Airlines (back of the house)</td>
<td></td>
<td></td>
<td></td>
<td>20 (45.45%)</td>
</tr>
<tr>
<td>- Airlines (cabin crew)</td>
<td></td>
<td></td>
<td></td>
<td>23 (52.27%)</td>
</tr>
<tr>
<td>- Airport Operations</td>
<td></td>
<td>19</td>
<td></td>
<td>43.18%</td>
</tr>
<tr>
<td>- Hotel</td>
<td></td>
<td>14</td>
<td></td>
<td>31.82%</td>
</tr>
<tr>
<td>- Travel Agency business (inbound)</td>
<td></td>
<td>5</td>
<td></td>
<td>11.36%</td>
</tr>
<tr>
<td>- Travel Agency business (outbound)</td>
<td></td>
<td>14</td>
<td></td>
<td>31.82%</td>
</tr>
<tr>
<td>- Tour Operator (tour escort)</td>
<td></td>
<td>6</td>
<td></td>
<td>13.64%</td>
</tr>
<tr>
<td>- Tour Operator (tour design or planning)</td>
<td></td>
<td>13</td>
<td></td>
<td>29.55%</td>
</tr>
<tr>
<td>- Exhibition Industry</td>
<td></td>
<td>9</td>
<td></td>
<td>20.45%</td>
</tr>
<tr>
<td>- GIS company</td>
<td></td>
<td>3</td>
<td></td>
<td>6.62%</td>
</tr>
</tbody>
</table>
Video Case #③

CCN2136 TRAVEL AGENCY OPERATIONS (Lecture Group A01A,A01B,A01C,A01D) [2017 1]

Video Case #3 - TLX Travel Hong Kong

The video is a case study of a Corporate Travel Agency in Hong Kong. I have interviewed Ms. Maria Law, the Senior Director of the TLX Travel Hong Kong, regarding her view on corporate travel services as expected from the business travelers.
### Feedback for Video Case #3

**Anonymous entries** (Sample)

<table>
<thead>
<tr>
<th>Response number</th>
<th>b. No</th>
<th>American Express, Swire Travel</th>
<th>Planning the whole business trip, booking airline&amp;hotel&amp;car&amp;meeting place&amp;meals, helping to duel with change and emergence</th>
<th>4. Often</th>
<th>4. Seems likely</th>
<th>Yes, I think the video interview is helpful because it can help me to have a better understanding of the topic and concept that I learn from the lecture.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response number: 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes, watching videos to learn is more motivated because Face-to-Face teaching is more focus on the words on the notes and the definition but the video can help us to understand the real operation of the terms.</td>
</tr>
<tr>
<td>Response number: 2</td>
<td>b. No</td>
<td>westminster, American express ltd</td>
<td>24 hours hotline for the client, Provide the advise to the client, eg. Visa application Arrange the additional service, eg, make a reservation in the restaurant.</td>
<td>4. Often</td>
<td>4. Seems likely</td>
<td>Yes, because no time limitation I can watch it again to make sure no missing information.</td>
</tr>
</tbody>
</table>

---

**Students’ responses to Blended learning approach**
Effectiveness of Blended learning

- Better engagement in learning (e.g., spend more time)
- Better understanding (e.g., in addition to text)
- Better application of knowledge/concepts (e.g., real case/examples)
- More motivated to learn
- Reflection & Metacognition
3 Phases of my research

Phase 1: Experiential
(My own observation + Students’ feedback)

Phase 2: Educator’s perspectives
(Constraints vs Learning outcomes measurement)

Phase 3: Industry partners’ perspectives
(Levels of collaboration vs Constraints)
Research Significance

• Theoretically: this study will provide empirical evidence about THS students’ perceptions towards the blended learning approach proposed by TPACK.

• Pragmatically: the results of this study could provide a holistic understanding of or grounds for future research on blended learning in the higher education sector in Hong Kong.
List of References
~ Upon request ~

Thank you