

The Study of Feasibility for Comparing Qualifications of Hotel Curriculum of Dalat Tourism College, Vietnam for Admission to Hotel Business Program of Ubon Ratchathani Rajabhat University, Thailand

Ratha Chantawara^{1*}

Wittika Thangchan²

^{1*,2} Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University, Thailand

Nguyễn Thanh Tùng³

³ Dalat Tourism College, Vietnam

Abstract

The study is aimed as follows 1) to analyze the education management of the Hotel Curriculum of Dalat Tourism College, Vietnam and 2) to study the differences between the Hotel Curriculum of Dalat Tourism College, Vietnam and the Hotel Business Program of Ubon Ratchathani Rajabhat University and 3) to analyze the factors that effected the comparison qualifications of both institutions. This study used Mix method by interview and questionnaire from 18 samples who are executives, instructors and students. Data was analyzed by content analysis for qualitative data and used descriptive statistics including percentage, mean and standard deviation for quantitative data. The study found that Dalat Tourism College, Vietnam is an educational institution under the supervision of the government and is financially supported by the Ministry of Culture, Sports and Tourism. The strength of this college is the pedagogy which focuses on practice rather than theory.

There are two levels of instruction at the Department of Hotel Management, which are 1) Advanced Diploma of Hotel Management (3 years) and 2) Diploma of Front Office Operation (2 years). The qualified applicants have to graduate high school which is similar to the Hotel Business Program of Ubon Ratchathani Rajabhat University. When analyzed, the factors that effected comparison qualifications of both institutes found that there are five factors which are the most important factors including qualification, practical teaching, period of semester, vocational training and course description.

Faculty of Humanities and Social Science, Ubon Ratchathani Rajabhat University
2 Ratchathani Road, Mueang District, Ubon Ratchathani Province, 34000, Thailand
Tel. 045-352000 ext. 1510 Fax. 045-352078 E-mail: wittika.t@ubru.ac.th



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Introduction

Counting down to ASEAN Economy at the end of 2015, all 10 member countries are alert and prepared for the changes in every region. Each country hastens to develop itself in many ways such as economy, social, culture, and education. From the results of the comparison study of the education reform in ASEAN country research of Office of the Education Council (2006), it was found that every ASEAN country gave importance to education development. Especially, they focus on making education an important part to develop the economy. Many countries, both the original members and the new ones, still give importance on education roles in eliminating poverty and stepping out of the economy underdevelopment. At the same time, they expect education as a tool in upgrading their countries' competition potentials to international level.

The 5 distinctive models for the education operation of the ASEAN countries are as follows:

- (1) Education for All
- (2) Community-Based Education
- (3) e-Education/ICT
- (4) Private Education Under the State Supervision
- (5) International Education

One of the models in education operation is international education. Since the educational system of each country is different, the international education is essential for all 10 member countries to develop ASEAN to meet the international standard and go forward together.

Thailand, therefore, has prepared itself for educational improvement and development, it does not matter if it is supreme law or National Economic and Social Development Plan, to become society of learning. Moreover, all levels of education are reformed, leading to a knowledge based economy, giving people an equal opportunity, to learn to have intellect, to work and earn. Services industry makes a lot of money to the country. However, at present time, the workforce in this industry is still scarce. Therefore, many educational institutions hasten to generate graduates to meet the ASEAN standards to become a workforce of services industry which is a resource to develop the economy of all countries.

Ubon Ratchathani Rajabhat University (UBRU) has opened the course of Bachelor of Arts in Hotel Business to generate good quality graduates to work in the services industry all over Thailand. The course has been improved and developed to meet the standards of the National Qualifications Framework and ASEAN Hotel Qualifications Framework. Also, the course aims to generate graduates who have international service qualifications, as demanded by the ASEAN market, by focusing

on both theory and practices. In order to develop the course to meet ASEAN standard and to develop international education in accordance with the national education development, we are interested to study the feasibility for compared qualifications of Hotel Curriculum of Dalat Tourism College Vietnam for admission to Hotel Business Program of Ubon Ratchathani Rajabhat University as to give ASEAN students opportunities to study a bachelor degree abroad since the curriculum of Dalat Tourism College is a basic course that the government supports the students to continue their study in vocational field. However, to support them to continue their higher study and to exchange knowledge among ASEAN countries, we are interested to research the mentioned issue to develop the educational system of Thailand to get prepared for ASEAN at the end of 2015.

The study is aimed 1) to analyze the education management of Hotel Curriculum of Dalat Tourism College, Vietnam and 2) to study the differences between Hotel Curriculum of Dalat Tourism College, Vietnam and Hotel Business Program of Ubon Ratchathani Rajabhat University and 3) to analyze the factors that effected to compare qualifications of both institutions.

Methodology

Population

- (1) Executives of Dalat Tourism College
- (2) Executives of Ubon Ratchathani Rajabhat University
- (3) Instructors of Hotel Curriculum of Dalat Tourism College
- (4) Instructors of Hotel Business Program, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University
- (5) Students in Hotel Curriculum of Dalat Tourism College
- (6) Students in Hotel Business Program, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University

Important Informants

Purposive sampling was used to gain 30 important informants as follows:

- (1) An executive or representative of Dalat Tourism College
- (2) An executive or representative of Ubon Ratchathani Rajabhat University
- (3) Five instructors of Hotel Curriculum of Dalat Tourism College
- (4) Five instructors of Hotel Business Program, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University
- (5) Nine students in Hotel Curriculum of Dalat Tourism College
- (6) Nine students in Hotel Business Program, Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University

Data Collection

Primary and secondary data was collected from the resources as follows:

1. Primary data was collected by a semi-structured interview with the important informants.

2. Secondary data was collected from related document, research, articles, news, and information from the internet of the agencies of both government and private sectors.

Data Analysis

The qualitative data was analyzed by content analysis while the quantitative data was analyzed and summarized by description statistics which consisted of frequency, percentage, standard deviation and mean. The evaluation criteria are followed;

1.00 – 1.80	that mean most important
1.81 – 2.60	that mean many important
2.61 – 3.40	that mean moderate important
3.41 – 4.20	that mean less important
4.21 – 5.00	that mean least important

Results

The results of the research related to the education management of Hotel Curriculum of Dalat Tourism College, Vietnam and Hotel Business Program of Ubon Ratchathani Rajabhat University illustrated as follows:

- Dalat Tourism College, Vietnam is an educational institution under the supervision of the government and is financially supported by the Ministry of Culture, Sports and Tourism.

The qualification of Dalat Tourism College is a vocational certificate; the credits of this course are 250 credits in three years. There are four levels and in each level is difference period to study. There are two levels of instruction at the Department of Hotel Management, which are 1) Advanced Diploma of Hotel Management (3 years) and 2) Diploma of Front Office Operation (2 years).

The subjects of this course are:

- Hotel Management
- Food Preparation
- Food and Beverage Services
- Finance and Accounting
- Front Management
- Room Management
- Small to Medium Sized Hotel and Restaurant Management

- Housekeeping
- Hotel Security
- English for Tourism: Reception, Food and Beverage, Housekeeping, and

Food Preparation

The Dalat Tourism College, Vietnam used to teach full-time and focused on practical rather than theoretical (70:30) especially vocational training in enterprises to provide students with the skills and experience of the hotel literally. There are three times training during the first to third class with periods of training varies in each class. A period is equivalent to 45 minutes (15 periods/credit) in theory or 60 minutes (30 periods/credit) in practice.

The strength of the Dalat Tourism College which are;

- Focus on practical
- Collaboration with hotel and tourism enterprises in Vietnam
- The availability of infrastructure
- Quality of teaching and expert instructors
- Hotel Business Program of Ubon Ratchathani Rajabhat University

The qualification of UBRU is a Bachelor of Arts in Hotel Business or B.A. (Hotel Business), the credits of this course are not less than 139 credits in four years. The course structure followed:

A. General Education

B. Specific Education

- 1) Basic Professional
- 2) Specific Courses
- 3) Field Experience

C. Free Electives

Subjects of this course such as;

- Human Resource Management in Hotel Business
- Information System for Hotel Business
- Hotel Business Planning and Development
- Marketing Management in Hotel Business
- Hotel Enterprises Accounting
- Research Methodology for Hotel Business
- MICE Management
- Management of Food and Beverage Service
- Restaurant Management
- Catering
- Food and Beverage Cost Control
- Housekeeping management

- Front Office Management
- English for Tourism Industry, Hotel Business, Front Office, Food and Beverage Service and Housekeeping

Hotel Business Program of UBRU used to teach full-time and focused equally on theoretical and practical. There are three times training during the second to fourth class with periods of training varies in each class.

When analyzed the factors that effected to compare qualifications of both institutes found that there are five factors which are the most important factors including qualification ($\bar{x} = 4.67$, S.D. = 0.485), practical teaching ($\bar{x} = 4.61$, S.D. = 0.778), period of semester ($\bar{x} = 4.59$, S.D. = 0.712), vocational training ($\bar{x} = 4.50$, S.D. = 0.514) and course description ($\bar{x} = 4.47$, S.D. = 0.717).

In conclusion if the students of Dalat Tourism College want to study in Hotel Business Program at UBRU they need to consider five important factors, such as the qualification because the qualification in both institute are difference. Therefore, it must be considered in the course description to register for the course of Hotel Business Program at UBRU that the subjects are never learned at Dalat Tourism College.

Also considering the internship, students were already comparable to that of UBRU apprenticeship or which affect the enrollment of Hotel Business professional experiences. Consider the practical skills of the students. The students of Dalat focused on the practice rather than theory, so that students will have to consider the need to increase skills more or must focus on theory more.

The semester due to the time is difference. If students want to study at UBRU they must learn from early August to May each year. This semester is open before Dalat's semester.

Conclusion

This study is a study for the development of education in the member countries that are consistent with Office of the Education Council (2006) comparing the education reforms of all ASEAN countries, and it was found that each of them emphasized education development. Especially, they tried to make education as an important part in making more progress on the economy. Thus, it is an urgent need to reform education in ASEAN countries.

The differences about the course of Dalat Tourism College, Vietnam and Hotel Business Program of UBRU are the qualification when finished study, credits and period of semester. While the same thing of both courses is the number of internship is three times. So students of both have equality experience about hotel management.

The strength of Dalat Tourism College, Vietnam is the pedagogy which focuses on practice rather than theory. There are two levels of instruction at the Department of Hotel Management, which are 1) Advanced Diploma of Hotel Management (3 years) and 2) Diploma of Front Office Operation (2 years). The qualified applicants have to graduate high school which is similar to Hotel Business Program of UBRU.

One of the study is to analyze the possibility of further studies the factors that effected to compare qualifications of both institutes found that there are five factors which are the most important factors including qualification, practical teaching, period of semester, vocational training and course description that are consistent with Cinzia (2011) studied the inter-cultural ability development of the undergraduate students majoring in travel and tourism. It was found that tourism and travel majors in higher educational institutions should integrate the systems together and compile the inter-cultural knowledge and abilities of the learners in order to get prepared for the 21st Century and consistent with Deanne (2003) studied the relations between factors and success in designing higher education service curriculum. It was found that 1 of 3 success factors of 5 types of curriculums was the salary variant which would influence the learners after their grauation.

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