

# CAMPUS HOTELS MANAGEMENT AND GROWTH

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## ABSTRACT

Nowadays many universities have offered the hotel and convention facilities on campus in order to taking of their own guests in the best possible way. Campus hotel may have limited guests but they must be cozy, friendly, and generous treatment of guests. This is to confirm the importance of campus community, Suan Sunandha Rajabhat University, that require to have small campus hotel and managed by university's staff and students. Most of Thai universities expect campus hotel can improve their service quality for its customers. The objectives of this research were to investigate the level of service quality and management as well as level of satisfaction from its regular customers as well as to offer the guidelines to empower campus management to improve their service quality and management level to the higher level. This survey was a mixed research method of both quantitative and qualitative research study. By using quantitative method, the researcher conducted an interview with 200 regular customers who were the main users of campus hotel services, Statistical analysis of this research was performed by utilizing SPSS program. Percentage, mean, and standard deviation were used for generating proper findings. In addition, about 10 domestic guests and 10 international guests were invited for a focus group to obtain more detailed information of how to improve the service quality. The findings of this investigation revealed there are five factors for success with modern campus hotel management: Ability to communicate in English, good personality, core knowledge of hotel management, and continuous rendered services. In addition, the majority of customers had a very high level of satisfaction on prices, location, and food & beverages. There are some important suggestions such as WIFI areas should be all over the hotel, not only in the lobby areas, free shutter service to the airport, more variety of buffet both for breakfast and dinner, and must have benefits of memberships for regular customers.

**Keywords:** Regular Customers, Campus Hotel, Service Quality, Empowerment

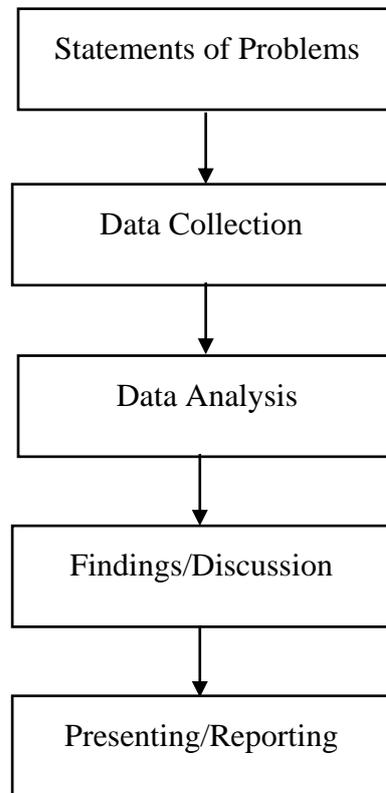
## Introduction

In the world of tourism and hotel management today, it is a very competitive environment, to delivering high quality services and make customer happy with high level of satisfaction is indeed the key for sustainable competitive edge. In general, high level of customer satisfaction often lead to customer loyalty which means the same customer will come back again and again and they will spread a positive word of mouth about the best service that they received to other who may be their family members, friends, and close associates. High customer satisfaction lead to customer loyalty and finally it will surely have a positive effect on an organization's profitability. In fact, customer satisfaction form a foundation of business success and long term sustainable. Many researchers and academic papers pointed out the same direction, in service industry such as hotel industry, airline business industry, and other, that high level of satisfaction from customers is the best determinant of business success.

Nowadays it is important for many universities to offer the hotel and convention facilities on campus in order to provide the low cost and high quality services for university's customers and taking care of their own guests in the best possible way. Campus hotel often situated in the main area of the campus and they must be cozy, friendly, and aims to provide many special facilities for university guests with generous treatments. In order to confirm the importance of campus community, it is important and necessary for Suan Sunandha Rajabhat University to provide high quality small campus hotel and managed by university's staff and

students. Most of Thai universities expect campus hotel can improve their service quality for its customers.

Fig 1. Five important process of research



### **Research Methodology**

There are five steps of this research. First is to have statement of the problems which aims to study and investigate to obtain the findings. Second is to perform data collection by designing the questionnaire to collect data. Third is to use SPSS to perform data analyze to get the results. Fourth is to use the finding for discussion and compare the results with others. Finally is to presenting the findings and reporting to other who are interested in this research topic. The aims of this research were to study and to investigate the level of service quality and management as well as level of satisfaction from its regular customers as well as to offer the guidelines to empower campus management to improve their service quality and management level to be more effective. This research survey was a mixed research method. By utilizing both quantitative and qualitative research study the findings can be obtained. With the using of quantitative method, the researcher conducted an interview with 200 regular campus customers who were the direct users of campus hotel service. For the data analyze part, statistical analysis was performed by utilizing SPSS program and Excel program. Percentage, mean, and standard deviation were used for generating proper findings and then use this information for discussion. Moreover, a total of 10 domestic guests together with 10 international guests were elicited for in-depth information and form a focus group to obtain more insight information of how to enhance the service quality.

## Findings

TABLE 1. IMPORTANCE OF FACTORS OF BETTER SERVICE QUALITY

	Mean	S.D.	Rank
Factors			
1. Food & Beverages	3.91	0.84	1
2. Meeting Rooms	3.84	0.71	2
3. Location	3.75	0.78	3
4. Fitness Facilities & Equipment	3.61	0.89	4
5. WIFI	3.54	0.85	5

From the table 1, the respondents had rated “Food & Beverages” as number one with the mean of 3.91 and standard deviation of 0.84. The respondents had rated “Meeting Room” as number two with the mean of 3.84 and standard deviation of 0.71. The respondents had rated “Location” as number three with the mean of 3.75 and standard deviation of 0.78. The respondents had rated “Fitness Facilities & Equipment” as number four with the mean of 3.61 and standard deviation of 0.89. Finally, the respondents had rated “WIFI” as number one with the mean of 3.54 and standard deviation of 0.85.

The findings of this study and investigation of the qualitative method also showed that there are five important factors for success with modern campus hotel management: Ability to communicate in English, good personality, core knowledge of hotel management, and continuous rendered services. Moreover, the majority of respondents had a very high level of satisfaction on prices, location, and food & beverages. There are some important suggestions that need to pay heed such as WIFI areas needed to be all over the hotel, not only in the lobby areas, schedule of free shutter services to international airport, have a more variety of buffet both for breakfast, lunch, and dinner, and must offer extra benefits of memberships for regular customers.

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