2022 年運動休閒與餐旅管理國際學術線上研討會

專題演講 提問 Q&A

2022 International E-Conference of Sport, Leisure and Hospitality Management Keynote Speech Q&A

演講者：David A. Cárdenas 教授

演講題目：COVID-19 的挑戰下，餐旅、運動和旅遊業的教育創新應對方案

Keynote Speaker：Dr. David A. Cárdenas

Topic：An Educational Response to the Challenges Experienced due to the COVID-19 Pandemic in the Hospitality, Sport, and Tourism Sectors

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1. I feel very familiar with you because I studied at the University of South Carolina for several years and I graduated from Clemson. Thank you for your keynote speech. I did learn a lot from you. Thanks.

   Thank you for your kind comments. Please feel free to reach out to me directly if you have any questions. I wish you the best of luck in your future endeavors.

2. Experience Economy has been a hot topic in the hospitality industry. I am wondering whether a service provider with common practice on an experience economy would be difficult to adapt during the COVID-19 pandemic or post COVID-19 era. It is because experience is intangible.

   This is a great question, and I believe there is not easy answer and much research in this area is needed. My short answer is yes, but it depends. I believe all are able to adapt and modify if they are willing to put in the effort and time.

   One must look outside the box as well as understand their customer needs and wants. I believe with training, technology and open-mindedness they can adapt, but it really depends on how much they want to change and how willing they are open to change. Thank you for your questions. If you would like to further discuss more specific examples, please feel free to reach out to me.

3. Could you advise any hints for engaging students in online teaching?

Thank you for your question. Just as with F2F classes we need to think about methods to engage and involve our students into our courses. I think one simple manner is to require students to have their camaras on during synchronous classes. Just like in F2F class, tell them you will call on them and require them to answers questions. The communication needs to be both ways and you need to set that expectation at the beginning of class. Another way to engage them is to ask them to do discussion boards, with a twist. In addition to written responses, ask for them to have video responses. That way you have both written and have verbal communications from them. Another way is to have them do virtual tours and have them do reflection of their tour. Use class content to ask them for specific about their virtual tour.

You can also have them do a virtual scavenger hunt based on the topic of the class. I have done this for my intro class, sustainable tourism and even my research methods class. I call this a game, and the students get excited and more engaged. I believe that you can take almost any F2F class assignment and modify them to online, it just takes time, effort and ingenuity. If you would like to further discuss more specific examples, please feel free to reach out to me.

4. What kinds of training should be provided to staff for learning more about adaptations of service delivery in the hospitality industry?

This is a great question; I believe there is not an easy answer and much research in this area is needed. My short answer is exposure, experience and empowerment. From a student perspective we need to make sure they are exposed to these situations, at first, by having guest speakers in the classroom talking about this to introduce this topic, next they need to have case studies that address these issues, next the students need to be place in well-structured learning experiences (practicums, internships) to see how it is done in real world time.

Once they have the training the staff must be empowered to make these adaptations based on the needs of the customer. From a non-student perspective, I think you need identify agencies/company that do a good job in this area and either invite them to speak to your staff or have them travel to their establishment to observe and learn from them. I am not sure I completely answered your question, but if you would like to further discuss more specific examples, please feel free to reach out to me. Thank you for your question.