



International Students' Expectation of the Hospitality Program: Case Study Rangsit University 2024

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Abstract

Rangsit University plans to welcome international students between 2023 and 2024. The presence of international students in a program has a significant impact. At the moment, there are a higher number of students from Myanmar, approximately four to five times higher. The views of international students who have chosen to study at Rangsit University are sought in this study. The purpose of the research is to study the level of expectations of ten international students from ten different nationalities, namely Bhutan, Cambodia, China, Japan, Myanmar, Nepal, Nigeria, the Philippines, Sweden, and Thailand. The interviewees are the students who have been studying in the Hospitality Program at the College of Hospitality for the past one to two years. The findings showed that they expect to work in the hospitality industry, especially in Thailand, after graduation, or to run their own hospitality business in their respective countries.

Keywords: academic collaboration, reputation, student expectation, university image

1. Introduction

This research on the expectations of international students in the Hospitality Program for international students at Rangsit University is not to show that we are number one in this program but simply to be the first choice in the Hospitality Program. Students' expectations of the First to second-year university are under research questioning. How instructors share academic subjects with students and build positive relationships between instructors and students. Moreover, teaching is done likewise everywhere in every institution, but the spirit of young people is compounded by issues around the differences between student and staff expectations of the university experience (Borghini, Mainardes, & Silva, 2016). A person who has spent years in any institution has certain remarks about them. What are the remarks so-called spirits we are finding behind the boundary of Rangsit University? The question of how we elicit the word, dialogue, and attribute is addressed in this discussion. To provide a high level of quality, lower costs will retain satisfied customers, ultimately generating higher profit margins for an organization. The studied group is simply the international students from nine countries who are under the supervision of their supervisors. This makes it possible to communicate with students about their expectations and values for their program of study. The perceived quality of education has to be closely aligned with student expectations and values about their program of study (Telford & Masson, 2005). Nevertheless, the questionnaires will cover the "aim of study" under the theory section.

2. Objectives

To study the expectation factors of international students in the Hospitality Program at Rangsit University.



3. Materials and Methods

Literature Review

The main reason for doing this research is based on an objective. The first objective is to study the factors that influence the expectations of international students in the Hospitality Program at Rangsit University. The second objective is to improve our academic and non-academic performance for the betterment of student learning. Thus, what are students' expectations? Student expectation is a measure of how happy students are with their education, including their coursework, lecturers, and the overall learning environment. Student expectations can be based on a number of factors, including but not limited to the quality of instruction, access to resources, peer and faculty interaction, and program value. According to Elliot and Shin (2004), "student expectation is affected by a number of elements and can be implemented in a variety of ways." The concept of student expectation is based on cognitive, affective, and behavioral dimensions, all of which interact and affect student satisfaction. The authors suggest that there are a number of factors that influence student expectations. The first is a supportive and encouraging learning environment that encourages students to be engaged and happy. The second factor is the students' academic performance. Students who are happy will do well in their studies. The third is the amount and quality of social support they receive from their peers, lecturers, and staff. The fourth is the communication, feedback, and guidance they receive from their lecturers. (Carey, Cambiano, and De Vore, 2002; Elliott and Healy, 2001; Elliott and Shin, 2002; Mukhtar et al., 2015; Navarro, Iglesias, and Torres, 2005).

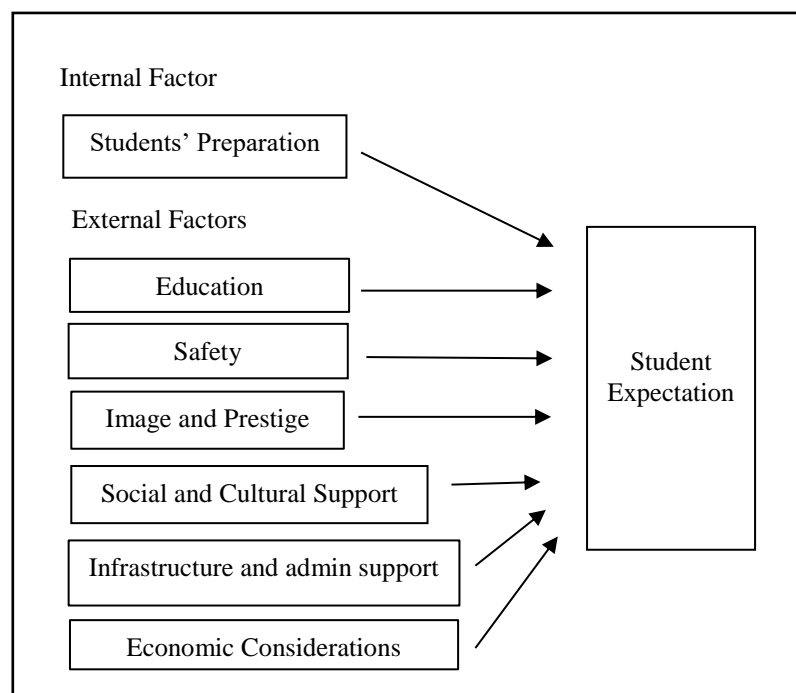


Figure 1: Conceptual model of factors affecting student expectations

The consumer expectation theory (Figure 1) also states that students are happier with a university if their expectations are fulfilled. In other words, when students' expectations are fulfilled, they're happier with the university experience. The consumer expansion theory was proposed by Churchill and Suprenant in 1982. The theory states that students' happiness is related to their expectations of their overall university and personal lives. Factors such as safety, quality of education, social and cultural support, reputation, and economic opportunities are all important factors for students' happiness (Kayat, 2020).



This piece of qualitative research is based on in-depth interviews conducted with ten international students from ten nationalities in the Hospitality Program at the College of Hospitality. The interviewers include the program director and several other instructors.

Methodologies

The time of 45 minutes for each interviewee is recorded with notes. The time and place of the interview are indicated in the text. The interviewers are researchers, and the interviewees are students from the following countries: Bhutan, Cambodia, China, Japan, Myanmar, Nepal, Nigeria, the Philippines, Sweden, and Thailand. The name of the person interviewed will remain confidential.

The interview questions have to be to students' expectations of the Hospitality Program at Rangsit University in order to carry out an extensive interview. In the context of questions relating to designing for coupling with interview questions, these questions can be used.

The purpose of the questions is to define the meaning of relevance comments. The interviewees may be asked to give their views and insights about our Hospitality Industry Program. In order to discover their satisfaction, the most interesting comment is the interview with direct answers from the interviewers. Observations during the academic year 2022 - 2023 also form part of the outcome of the interview.

The Research Interview Questions:

1. Why did you decide to study Hospitality in Thailand? How do you make a decision? (what factors do you consider?)
2. State your expectations for studying Hospitality in Thailand, especially at Rangsit University.
3. Have you made any plans after your graduation? If any, please explain.

Interviews Data:

This qualitative research explains how Rangsit University provides and seeks factors to increase the number of new students in the near future based on observations from current students. In the academic years 2025 and 2026, the discussion and analysis will tentatively find new applications for Hospitality studies.

Interview data: the in-depth interviews with interviewees are as follows:

1. Why did you decide to study Hospitality in Thailand? How do you make decisions? What factors do you consider?

Bhutanese: Thailand is one of the few countries that allowed international students to study in Thailand after the COVID-19 pandemic. Thailand is renowned for its Hospitality and tourism. Rangsit University in Bhutan is one of the country's most favored universities. The university has an interesting curriculum, as well as excellent mock-up and laboratory facilities.

Burmese: There is no culture shock. The culture is similar. Most Myanmar students studied Hospitality in Thailand. Thailand is a hub for tourism, so we have good chances to get jobs in Thailand. Also, multicultural culture and cultural diversity are topics for Myanmar students, and so Thailand is a place to meet new friends from different countries and learn different cultures and languages. In addition, the website page is also easy to use, with interesting advertisement clip videos.

Cambodian: Rangsit University is affordable in terms of cost of living and tuition fees in comparison to Western countries. Internship opportunities, etc. are what I have experienced at this point. Additionally, connecting with current and former students may offer insights into the hands-on experiences they gained during their studies and internships to help new students.

Chinese: One of China's top tourist destinations is Thailand. Thai food and fruit are very popular in China. Our countries are not far from each other, in particular with regard to travel.

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Filipino: Thailand is heavily influenced by tourism, so it would be an advantage for me because Thailand has a multicultural environment, which allows me to develop my intercultural communication skills, which are essential in the Hospitality sector.

Japanese: Every year since I was a child, I have travelled to Thailand, and I know the country well. Ever since I was in high school, I have wanted to study abroad. I have a lot of friends in Thailand, so I decided to stay here because it is safe and secure.

Nepalese: Thailand's reputation for Hospitality and tourism is well known, so I think studying in Thailand would be an advantage to my studies. Furthermore, Rangsit University has an interesting curriculum, as well as excellent mock-up and laboratory facilities.

Nigerian: During my search for a school to study Hospitality and tourism programs in Asia, I came across the below information: Thailand is one of the famous countries on the Asian continent that has the most attractive tourism sites. Then, I considered Thailand a perfect place to study and acquired knowledge of Hospitality management. So, I made my decision to study at Rangsit University.

Swedish: I am interested in an internship in the Hospitality Program, especially in practical experiences. And if possible, I would like to do an internship abroad for experience. The expectation is more on laboratory classes and more practical study than theory subjects.

Thai: When I compared with other universities, Rangsit University has a good reputation for education and future job opportunities.

2. State your expectations for studying Hospitality in Thailand, especially at Rangsit University.

Bhutanese: I'm hoping to set up my own business. I've learned a lot in terms of Hospitality management from Rangsit University.

Burmese: Many Myanmar students found the internship program at Rangsit University very impressive, and they expect to get the best experiences from the program. In the future, there will be a job opportunity. And before we came to Rangsit University, we searched for information on the internet, and we saw a lot of laboratories that were concerned with the Hospitality industry.

Cambodian: I'm expecting a curriculum that emphasizes practical, hands on experience and precise delivery of information. I'm also hoping that Rangsit University is providing students with information about existing partnerships in the fields of industry and internships.

Chinese: I'm hoping that I'll be able to do my internship at a reputable hotel in Thailand.

Filipino: One of my expectations is that the lecture will be more hands-on than theory-based.

Japanese: I would like to learn more about Thailand's tourist sports and Hospitality.

Nepalese: I'm hoping to do my internship in my country and apply the things that I learned at Rangsit University.

Nigerian: I'm hoping to get an international job where I'll be able to offer what I've learned at Rangsit University.



Swedish: I'm not expecting much, but I want to be well prepared for the internship.

Thai: I'm hoping to graduate with excellent results and to study and learn Hospitality management. I'm also hoping to get a job abroad, where I'll be able to offer what I've learned at Rangsit University. Moreover, Rangsit University has modern airlines, bars, restaurants, coaches, and kitchen laboratories. In terms of friends, I think that I can know other students that come from other countries and learn about cultural diversity as well as foreign languages.

3. Have you made any plans after graduation? If any, please explain.

Bhutanese: I plan to work in my home country and pursue a career in the field of Hospitality. I'd love to work in Thailand, if it's possible.

Burmese: If there are opportunities, I'd love to work in the hospitality industry in Thailand. Otherwise, I would go back to Myanmar and promote cultural tourism in order to boost the economy.

Cambodian: I'd like to stay in Thailand after my graduation, pursuing a career in the hospitality sector for experience.

Chinese: After graduation, I will go back to my country to work in a hotel for one or two years. Then I will go abroad to study for my Master's Degree in Hospitality Management.

Filipino: I'm going to work in the Hospitality industry in Thailand for a year or two after graduation. I'm exploring what specific part of the industry I'd like to work in. After this, I intend to go abroad and work in a 5-star hotel or chain hotel.

Japanese: After graduation, I would like to work for a company in Thailand or Japan and start my own business or work as a freelancer. Of course, I'd like to be a tour guide, but I haven't made up my mind yet. After working for about two or three years, I think I would get married and start a family. But eventually, I want to run my own company.

Nepalese: I will go back to my country and set up my own business. And maybe I will study for my Master's Degree abroad.

Nigerian: I'm planning to apply for a Master's Degree in Hospitality and Tourism Management while working part time if permission is granted.

Swedish: After graduation, I want to find a job in Thailand. Part of the decision is about the weather in Thailand being warmer, and I also want to gain knowledge about the culture's learning experience.

Thai: After graduation, I would like to work for any airline and work as a cabin-crew. The second goal is to continue my studies at the master level.

4. Results and Discussion

Result

The first interview question asked, "Why do you decide to study Hospitality in Thailand?" The answer to this question is that Thailand has a similar culture as students' countries. Thailand is well-known in the Hospitality and tourism industries. It has a low cost of living and a low tuition fee. Also, there is an opportunity to work in Thailand.

In the second interview question, the interviewer asked, "State your expectations for studying Hospitality in Thailand, especially at Rangsit University." The answer to this question is that Rangsit

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University is one of the well-known private universities in Thailand, attracting students from all over the country as well as from abroad. The university offers a wide range of academic opportunities for students, including educational trips and professional guest speakers. Seminars and workshops are also available for students to develop their skills. Academic collaborations and international connections are also offered, allowing students to participate in academic exchanges, internships, and job openings.

In the last interview, the interviewer asked, "Have you made any plans after graduation? If yes, please explain." The majority of students want to work in the Hospitality industry after graduation; for instance, flight attendants, hotel attendants, restaurant attendants, and MICE staff, as well as their own Hospitality businesses in their respective countries. Some of them want to study for Master's Degrees abroad to enhance their management skills and international communication skills and look for job opportunities, whereas some foreign students want to stay and work in Thailand.

Discussion

The successful outcome of research objectives is as follows:

1. The factors of expectation of international students in the Hospitality Program at Rangsit University are followed by a conceptual model of factors affecting student satisfaction (Churchill & Suprenant, 1982), which are comprised of internal and external factors.

Table 1: International students' expectations of the Hospitality Program at Rangsit University

Students Expectation		
Internal Factor	Student preparation	<ul style="list-style-type: none"> - Students do research about the Hospitality curriculum and the university through various mediums. - Students received information related to the university from education agents and reputable people.
External Factors	Education	<ul style="list-style-type: none"> - The curriculum emphasizes academic subjects (teaching theory in the classroom) and laboratory practice. - Visiting outside work, including the evaluation of teaching and non-academic results, and organizing activities for students to participate in knowing how to live together with others in society. - Learn different cultures and languages. - Have cooperation with famous establishments, including personnel in the Hospitality field who can pass on direct experience to students.
	Safety	<ul style="list-style-type: none"> - Advisors take good care of students academically, especially the mental state of international students. - The university takes into account the safety of life and property, with the help of the Student Affairs Department and RSU Police.
	Image and prestige	<ul style="list-style-type: none"> - Rangsit University is a famous private university. - The university has partnerships with leading institutions related to Hospitality at the national and international level. - Encourage students to see the curriculum as a learning standard, including internships and job opportunities.
	Social and cultural support	<ul style="list-style-type: none"> - The course has students from many countries. This allows students and lecturers to learn to live together



		and be ready to learn the different languages and cultures of others.
	Infrastructure and admin support	- The university is well equipped with modern laboratories related to training skills in service work, which is in line with the international labor market.
	Economic consideration	- The cost of living is not very high compared to European countries. Make students decide to study in Thailand.

2. Interview data will improve our academic and non-academic performance for students learning Hospitality Program at Rangsit University. As far as teaching is concerned, students will have access to a state-of-the-art laboratory using cutting-edge teaching technology that enables students to acquire information through the online system on their own initiative. Field trips to world-renowned tourist attractions are also part of the program. Non-academic activities include programs that students can take part in to build social relationships with others, such as learning a foreign language and culture with foreign classmates and lecturers.

5. Conclusion

The authors agree that the reputation of the university and academic cooperation are very important factors in the decision of students to study at the university. Students from 10 different countries contribute to the expectations of international students in the Hospitality program at the university. The expectation of students has a positive impact on their skills to improve and their job prospects. Such knowledge will help universities improve aspects of public relations and marketing in the program, which can increase the number of students in the future. We provide students with both academic and non-academic activities, such as Halloween night, Carnival Festival, Christmas Festival, and Loy Kratong Festival, to spread Thai culture to international students. Further research will be conducted on the perceptions of high school students on social media (Yusof et al., 2020).

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