

ABSTRACT

THE DEVELOPMENT OF SELF-STUDY MATERIALS IN TRAINING
PROGRAM FOR INTERNSHIP STUDENTS, WHO WORK AS A SERVER,
FOR BETTER QUALITY OF SERVICE IN MAIN DINING ROOM AT
CANYON RANCH RESORT TUCSON, ARIZONA USA

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The purpose of this study was to assess and examine hotel guests' perception from experienced of service quality in main diningroom in relation to server training program. This study investigated how to improve service quality through the perception of hotel guests who stay at the hotel and determined what a trainer has to train dinngroom staff to improve service quality in the diningroom. The four major objectives of this study were:

- To develop the study materials which currently use for training a new server.
- To improve servers' abilities in order to provide the better quality of service to the Ranch guests.
- To understand the relationship of service quality and training in hotel industry through the literature review.

- To provide data that would be useful to management in designing and developing training program in the hotel through assessment of service quality of the hotel

In literature review studied and investigated about training, study materials, service quality and customer satisfaction. The researchers used the questionnaires to interview 10 respondents who work as a server, internship students, to find the problems that occurred in the training program. The questionnaires were separated into two parts which included server self study opinion on menu learning and general information. In order to evaluate guest satisfaction, the researcher got the results in qualitative data from hotel guest survey.

The study aids, which the researcher was created and developed, can improve training program, shortened the periods of study time and also had advantages to trainees. When the training course had improved, the service quality also improved which brought more satisfies to guests.

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Key words: customer satisfaction, service quality, self study, study materials, flashcard, multimedia, e-learning, handbook and training