

Title : Studying the Success Factors of Sport Hotel Operation: The Case Study of Kasem Bundit University, Romklao Campus
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Abstract

The objectives of this research are 1) to study the Success Factors of Sport Hotel Operation: a case study of Kasem Bundit University, Romklao Campus through the contextual view of creative management, learning organization, and service innovation strategies. 2) to study the relationship model between causal factors and the chain performance of the sports hotel through the contextual view of creative management, learning organization, and service innovation strategies. This research is a mixed research of quantitative and qualitative methods. Quantitative methodology, the samples were 213 people who was stakeholders of the sports hotel operations. And the qualitative methods used in - depth interview, selected 8 specific key informants. This research used tools including questionnaires and semi-structured interviews. Quantitative data analysis used confirmatory factors analysis (CFA) and statistical component analysis for hypothesis testing. And the qualitative data analysis used the analytical descriptive method by using quantitative data as the primary method and use qualitative data as a secondary method to explain the phenomena and details on other relevant issues.

The results showed that 1) Creative management influenced the learning organization. 2) The learning organization affected the chain performance of the sports hotel. 3) The learning organization influenced the service innovation strategy. 4) Service innovation strategies influenced the chain performance. When considering the component weight of the observed variable, it was found that the variable of innovativeness was 0.931; and the learning organization found that the component weight of the variable in strategic management in sports management was 0.947. This is in line with the in-depth interview of the hotel management which focuses on creating a good working atmosphere, facilitates the stimulation of creativity in the workplace and focuses on the adjustment of work patterns and services by focusing on paying attention to the needs of user's experience.

Key Words: Creative Management, Learning Organization, Service Innovation Strategy, Chain Performance