

Phatphorn Potiwanna. (2015). The Ways for Hotel Business Development to be a Learning Organization under the Principles of Corporate Social Responsibility. Bangkok: Graduate School, North Bangkok University. Advisor: Associate Professor Dr.Pisamai Jarujittipant.

This study aims to study the situations, problems and being the learning organization under the principle of social responsibility of 5-star hotels business, registered on the Stock Exchange of Thailand, to identify factors which are associated with the learning organization of 5-star hotel business and to study the ways for development of a 5-star hotel business to be learning organization which focus/support business operation under the principles of social responsibility. The samples used in this study were 400 executives and the officers working in 8 hotels in Bangkok areas and 40 business executives with experienced in hotel management under the principles of social responsibility. Data were collected by questionnaire and were analyzed by descriptive method and multiple regression analysis. The statistics used in data analysis were percentages, arithmetic mean, Standard Deviations, adjusted R^2 , the statistics t and the statistics F.

The findings revealed that activities related to the principles of corporate social responsibility focuses on the image. The majority of personnel had lacked of the knowledge and the understanding about the CSR. The problems have been faced were people participation and budget lacking for activities. Most activities were valuable but not sustainable. The 8 hotels were the high learning organization both in overall and each aspect, the realignment, the empowerment, the knowledge management and the technology applications. Factors statistically significant affecting to learning organization were the organization factors, the vision and strategy, the organization structure and the organization atmosphere. The organizational management factors, the organizational leadership, the system and mechanisms of work motivation and the goals and feedback on performance. The Ways for Hotel Business Development to be a Learning Organization under the Principles of Corporate Social Responsibility are integrating key points on CSR as part of a learning organization, supporting strength in development of a learning organization and to resolve important issues.

Keywords: Learning organization and Corporate social responsibility