Enhancing connectivity between education & career development in tourism

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Presentation structure

– Industry growth & the human capital challenge
– The worlds of education & business
– Teaching, research & engagement
– Advancing a shared agenda
Tourism employment characteristics

- The 21st century experience economy
- Labour intensive
- International
- More scientific foundations
Careers in tourism

– The definition challenge
– Identifying career progression
– What is graduate entry level?
– Hotels clearer than tourism & events
Asia tourism growth
The human capital challenge

Asia Countries Size and Structure – Number of Hotel Rooms
As of April 2013, in thousands, based upon STR Global database

- New Zealand: 39
- Philippines: 40
- Vietnam: 45
- Singapore: 53
- Taiwan: 53
- South Korea: 55
- Malaysia: 111
- Indonesia: 128
- Thailand: 162
- India: 189
- Australia: 237
- Japan: 421
- China: 1,524

China leader with 1.5+ million rooms, followed by Japan, Australia, & India
Growth of supply

Asia Markets – Pipeline by Phases
As of April 2013, in thousands

- Countries shown with existing number of rooms in thousands,
- Number of rooms under construction indicated on graph, in thousands

- Under Construction
- Final Planning
- Planning

Osaka (38)
Seoul (26)
Phuket (25)
Hong Kong (63)
Tokyo (87)
Kuala Lampur (31)
Beijing (190)
Mumbai (20)
Bali (38)
Jakarta (32)
Manila (22)
Shanghai (192)
Hong Kong tourism profile

- Annual visitation of 100 million by 2023
- 280,000 jobs
- > 10% of total employment
- 18,000 vacancies (23% of Hong Kong total!)
  - But 30% annual labor turnover!
China & Hong Kong SAR observations

– Tourism as a “lead sector” (pillar industry)
– Tourism education & scholarship
– Senior Chinese managers value academic upgrade
Challenges for Industry

– Exponential growth
– The new consumer
– Competition from the social economy (eg AirBnB, Uber)
– Attracting & retaining suitable staff
Challenges for educators

- Balancing theory & practice
- Maintaining business relevance
- Falling birthrates -> stagnating entrant demand
- Educating the future educators
Tourism education in China

– 544 Universities/Colleges providing tourism bachelor programmes (42,000 graduates).
– 1,300 tourism masters graduates (4,300 in schools)
– 200 tourism PhD graduates (800 in schools)

– Source: CNTA – China Education website
PolyU hotel & tourism graduates

– About 90% employed on graduation
– Job satisfaction: 64% satisfied & 2.8% dissatisfied
– 40% said working internationally is highly desirable (53% helpful but non-essential)
Addressing the Asian human capital challenge

– Graduate programmes
– Executive education
– Internships & attachments
Engagement activities

- Accommodating industry inputs
- Professor for a Day
- Hosting events
- Consulting & advisory services
Recent & forthcoming graduate programmes

- Doctor of Hotel & Tourism Management (D.HTM) bilingual
- MSc in Global Hospitality Business (US/Europe/Hong Kong)
- MSc in International Wine Management
Outstanding China MSc Graduates

• 2006年毕业生 许澎
  浙江省旅游局副局长
  2006 Graduate XU Peng
  Deputy Director of Zhejiang Tourism Bureau

• 2011年毕业生 张梅生
  珠海市文体旅游局党组书记处书记
  2011 Graduate ZHANG Meisheng
  Secretary of Zhuhai Culture Sports & Tourism Bureau
Graduates (ctd)

• 2011 Graduate Chen Yu
  • Vice President of Wuzhen Tourism Co., Ltd.

• 2011 Graduate SHI Yangqing
  • Co-Founder & COO of Pod Inns hotel chain
Graduates (ctd)

• 2011年毕业生 朱小刚
洲际酒店集团大中华资深发展总监
2011 Graduate ZHU Xiaogang
Development Director (Greater China) of InterContinental Hotels Group

• 2011年毕业生 陈彬
深圳华侨城房地产会所酒店公司总经理
2011 Graduate Chen Bin
General Manager of Shenzhen OCT Clubhouse
Graduates (ctd)

• 2002年毕业生 董峰
  英国君廷酒店及度假村集团中国区营运副总
  兼 山财富君廷大酒店总经理
  2002 Graduate DONG Feng
  Vice President of Barony Hotel Worldwide Limited
  & General Manager of Grand Barony Zhoushan

• 2004年毕业生 许慕韩
  中国港中旅集团副总经理
  2004 Graduate XU Muhan
  Vice President of CNTS (HK) Group Corporation & Executive
  Director of China Travel International Investment (HK) Ltd
Graduates (ctd)

• 2013年毕业生 颜曼萍
  深圳马哥孛罗好日子酒店副总经理、业主代表
  2013 Graduate YAN Manping
  Deputy General Manager of Marco Polo Shenzhen

• 2014年毕业生 沈峰
  世茂地产集团副总裁
  2014 Graduate Shen Feng
  Vice President of Shimao Property Group
Executive Education
Executive Education Programmes
2013-2014

– Fujian Provincial Tourism Bureau
– China Travel Service (HK) Ltd.
– Jinling Hotels & Resorts
– Jiangmen Tourism Bureau
– Guangdong Tourism Administration
– Xiamen Jingmin Central Hotel
– Dusit Thani College
Executive Development Programme in Hospitality

2014 Hong Kong PolyU Winter School®

10-22 February 2014
<table>
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<tr>
<th>Dates</th>
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<tr>
<td>10-11 Feb</td>
<td>Service Quality Leadership in Hotel Industry</td>
<td>Kaye Chon</td>
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<td>Mark Conklin</td>
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<td>12-13 Feb</td>
<td>Branding and Distribution Strategies</td>
<td>Cathy Hsu</td>
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<td>14-15 Feb</td>
<td>Innovation in Food and Beverage: How to remain competitive</td>
<td>Murray Mackenzie</td>
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<td>Thomas A. Maier</td>
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<td>17-18 Feb</td>
<td>Social Media in Hospitality</td>
<td>Markus Schuckert</td>
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<td>Jens Thraenhart</td>
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<td>19-20 Feb</td>
<td>Frontier in Revenue Management</td>
<td>Basak Denizci Guillet</td>
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<td>Chris Snyder</td>
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<td>21-22 Feb</td>
<td>Luxury Management in Hospitality</td>
<td>Denis Morisset</td>
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Recent consultancy projects

- Guangdong Tourism Administration
- Ocean liner hotel economic impact assessment (Singapore)
- China Tourism Academy
- Hong Kong Tourism Board
- Saudi Arabia
- Chengdu
What is to be done?

– Dialogue in global, regional & national forums
– Industry involvement at programme level
– Tourism career awareness
– Fostering human capital & knowledge sharing
Thank you!

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