Private Sector Role in Human Capital Development

Professor Kaye Chon
Dean and Walter Kwok Foundation Professor in International Hospitality Management
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Leadership Challenges in Tourism Industry
Qualities We Are Seeking

- Communication skills
- Language skills
- Personal grooming
- Management know-how
- Professional skills
- Leadership skills
- Networking skills
- Career Experience
- Hands-on experiences
- Career commitment

Ethics and Integrity
PriceWaterhouseCoopers Survey of Students in Hospitality and Tourism

- Work-life balance is more important than anything else
- Family far more important than career
- Self-expression is important (e.g., they don’t believe in traditional uniforms.)
- Need to get connected by social media even at work
- Extremely impatient and over ambitious
- Most important quality in a good boss: caring and understanding
“Less than 20% of employees are highly engaged. It's not that work sucks; it's that management blows.”

- Gary Hamel on Management Innovation
Goal-Driven Organization

Employee Satisfaction ←→ Guest Satisfaction

Profitability ←→ Guest Retention
1 September is Students Welcoming Day in Our School
More than 2,100 students are enrolled in the School guided by our international body of 65 academics from 20 countries and regions. The majority of our faculty members possess hospitality or tourism industry managerial experience – an important quality in an educational programme that provides practical and specialised business education.
## Hong Kong PolyU SHTM Research Output

<table>
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<tr>
<th>Journal</th>
<th>Our Rank</th>
<th>PolyU Rank</th>
<th>Total Pubs</th>
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15 Leading Journals, 2010-2015; 495 papers or 8.2% of world total
Private Sector’s Role in Human Capital Development:
Industry and Institutional Partnership

- Student admission interviews
- Mentorship program
- Work-Integrated-Education (e.g. Internship)
- Professor-For-A-Day Program
“Professor For a Day”
Superstar, Hong Kong Tourism Ambassador Jackie Chan’s “Heart to Heart Talk with PolyU Students”
Need for Policy Changes: Case of Hong Kong

• **New Immigration Policy** – allows foreign students to stay in Hong Kong with employment upon graduation

• **Support of tourism education** – development of “world class universities” with policy support
School of Hotel & Tourism Management and Hotel ICON (Opened 2011)

- 262 rooms and suites
- 3 restaurants plus 1
- Swimming pool
- “Angsana Spa” by Banyan Tree
- Ballroom
- Tomorrow’s guestrooms
- Faculty and staff offices
- Classrooms
- Laboratories
- Resources centre (Library)
- “Samsung Digital Lab for Hospitality Technology”
The Official Opening of Hotel ICON

PolyU further advances hospitality education with upgraded facilities and launch of Hotel ICON

The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) has strengthened its efforts in nurturing hospitality graduates to address the growing demands of the hospitality and tourism industry in Hong Kong and the region. The SHTM has moved into its new premises in Taim Sha Tsui East at the end of last year and revamped more than 30 subjects within its undergraduate curriculum to tie in with the official opening of its teaching and research hotel – Hotel ICON this September.

SHTM builds on its global reputation
PolyU’s School of Hotel and Tourism Management is a world-leading provider of hospitality and tourism education. It was ranked No. 2 internationally among hotel and tourism schools based on research and scholarship, according to a study published in the Journal of Hospitality and Tourism Research in November 2013.

WITH 60 academic staff drawing from 18 countries, the School was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organization (UNWTO) as one of its Global Education and Training Centres.

Professor Choy believes that Hong Kong is ideally positioned to benefit from this industry growth. The unique new education approach offered by the SHTM will offer a balance of practical, conceptual and analytical skills that will benefit from the integration of cultural elements in services management.

Professor Kaye Choy
Dean and Chair
Professor of SHTM

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Work–Integrated Education Program
Hotel ICON – Internship program unlike any other
Hotel ICON: “We understand that the real heart and soul of a hotel is its people. We aim to create a new generation of passionate, well-informed, pioneering hoteliers. We offer a unique opportunity for our students to learn their skills in an open-minded, supportive and caring environment. We aim to shine together.”
Human capital is the most important asset
Thank you and stay connected!

Look for “Kaye Chon” in: