Case study of Mayfield Hotel School
Part. 1: Topic
Part. 2: Problems
Part. 3: Oversea case

Part. 4: MAYFIELD HOTEL SCHOOL is
Part. 5: HOW TO develop Human capital

Part. 6: Conclusion
What is?
Core Competitiveness of the Hospitality Industry

Human Resources
Qualities of the Hotelier

Knowledge

Personality

Upright Character

Work experience
Lack of on-the job training
Only superficial and theoretical training
Lack of training facilities
Over 50% of professors have no field experiences
Problems

Graduates
- Low wages
- High turnover
- Difficulties in career management

Hotels
- Unskilled labor
- Inefficiency in workforce productivity
Overseas Case

Practice-oriented education
Industry Placement
Operating subsidiary hotel

MONASH University

ICMS

The Statler Hotel

THE HONG KONG POLYTECHNIC UNIVERSITY
Establishment of Lifelong Education Institute

Establishment of Mayfield Hotel School

Completion of Lab Building

689 Graduates
368 Freshmen
559 Students enrolled
Strengths of MAYFIELD HOTEL SCHOOL

Outstanding faculties – Knowledge + Experience

Paid practice

Training facilities equipped with latest style and technology

Various Scholarships
MAYFIELD HOTEL SCHOOL

Department of Hotel & Tourism Management
MAYFIELD HOTEL SCHOOL

Department of Casino Management
Department of Culinary Arts,
Department of Café- Dessert
1. Continuous supply of excellent staffs
2. Job creation (Hiring 80 Professors + Docents)
3. Achieving 100% employment rate (Graduates)

(Average college students’ employment rate in Korea = under 50%)
How to develop Human Capital more efficiently?

1. Cooperation with Hotel Schools
   • Offer more opportunity for field training

2. Improve the School System
   • Professor Qualification (Work experience required)
   • Field oriented education
Thank you