



Employability - Cultural Market Differences for Employers

**Are we doing our best in equipping our
graduates with the best employability
skills for the competitive global market?**

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Current State of Affairs

- Europe: Unstable market, Brexit, Migrant crisis, Unfavorable employment environment
- US: Political uncertainty, Marriott-Starwood Merger, Asian/Latino influence
- Latin America: Opportunities for growth, Language and Cultural influence, Exotic Cuba
- Asia: Propeller for growth, China and India taking the lead, Move towards localization
- Middle East: Pockets of opportunities, Change in mindset, Lesser reliance on expats, Diversification of economy
- Africa: Pockets of opportunities, Terrorism threats, Affordability



Student Expectations

- Europe: Job crunch, Hospitality and Tourism industry a means to an end; Vocational vs. Management
- US: Minimum wage job, Opportunities for development?
- Latin America: Willingness to work, Opportunity to travel, US still the focus
- Asia: One/Two Child policy, Collective decision making process, Growth opportunities, Not likely to stick around
- Middle East: Want to BE served...not TO serve, Hiring of expats into positions; Changing economy structure
- Africa: Pockets of opportunities, Need management expertise, Knowledge transfer critical



Key Takeaways

- Early Engagement from Industry will lead to higher employment rates
- “Before” - Student recruitment interviews; Industry Course Consultants; Industry acts as student recruiters
- “During” - Brand specific classes; Internships; Curriculum specific to employment
- “After” - Full-time Employment; Professional development; Continuing education (MBA etc.)