



Industry Collaboration in Higher Education: A case study of two Australian Hospitality schools

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Background

- Laureate collaborative project
- TEQSA standards
- Discourse promoting a disconnect, possibly a ‘one sided’ relationship
- Lack of literature & benchmarking

Objectives of the inquiry

- Identify the stakeholder benefits of a strong institutional / industry relationship
- Define the components of best practice from vocational to masters
- Develop a case study examining merits and failings of institutional / industry collaboration, specifically how merits or best practice has been achieved

Research questions

Key question:

- *What is best practice for successful collaboration between a hotel school and industry providers?*

Sub questions:

- What are the Australian Government requirements concerning how institutions engage with industry?
- How does previous literature address industry collaboration?
- What is the paradigm providers have of industry and industry of providers?
- What are the merits and failings of current collaboration with industry?

Methodology

- Exploratory stage of ongoing research inquiry
- Engaging Laureate institutions
- Literature review
- Data for case study collected from students, industry partners and institution's industry offices
- Semi structured interviews and focus groups

Literature review

- Employers want graduates who bring higher-level knowledge and skills to increase productivity and growth in the workplace. Moreover, employability skills seem to be the most important criteria when considering employing a graduate (*Rawlinson & Dewhurst, 2013*).
- Prior discourse promulgated from both industry and institutions has promoted an ongoing separation existing between curriculum content and practice (*Brimble, M., Cameron, C., Fruedenberg, B., Fraser, C., MacDonald, K., 2012*)
- Busby (2005) clearly identifies there are three primary stakeholders in tourism & hospitality education '*the student, the institution and the employer*'.
- Tribe (2005) argues industry, professional associations, governments and interest groups all form part of the 'curriculum space' – the important steps of curriculum construction.

Exploratory case study

- William Blue and BMIHMS
- Relationship industry and higher education
 - Primarily research based and knowledge transfer
- Identified gap – industry partnerships

Graduate Expectations

vs.

Industry Expectations

Graduates:

- Unrealistic job expectations
- Career development opportunities
- Dissatisfaction with hotel culture

Graduate Expectations

vs

Industry Expectations

Industry:

- Suitable knowledge
- Practical skills
- Professional skills

Further requirements:

- External involvement in course development

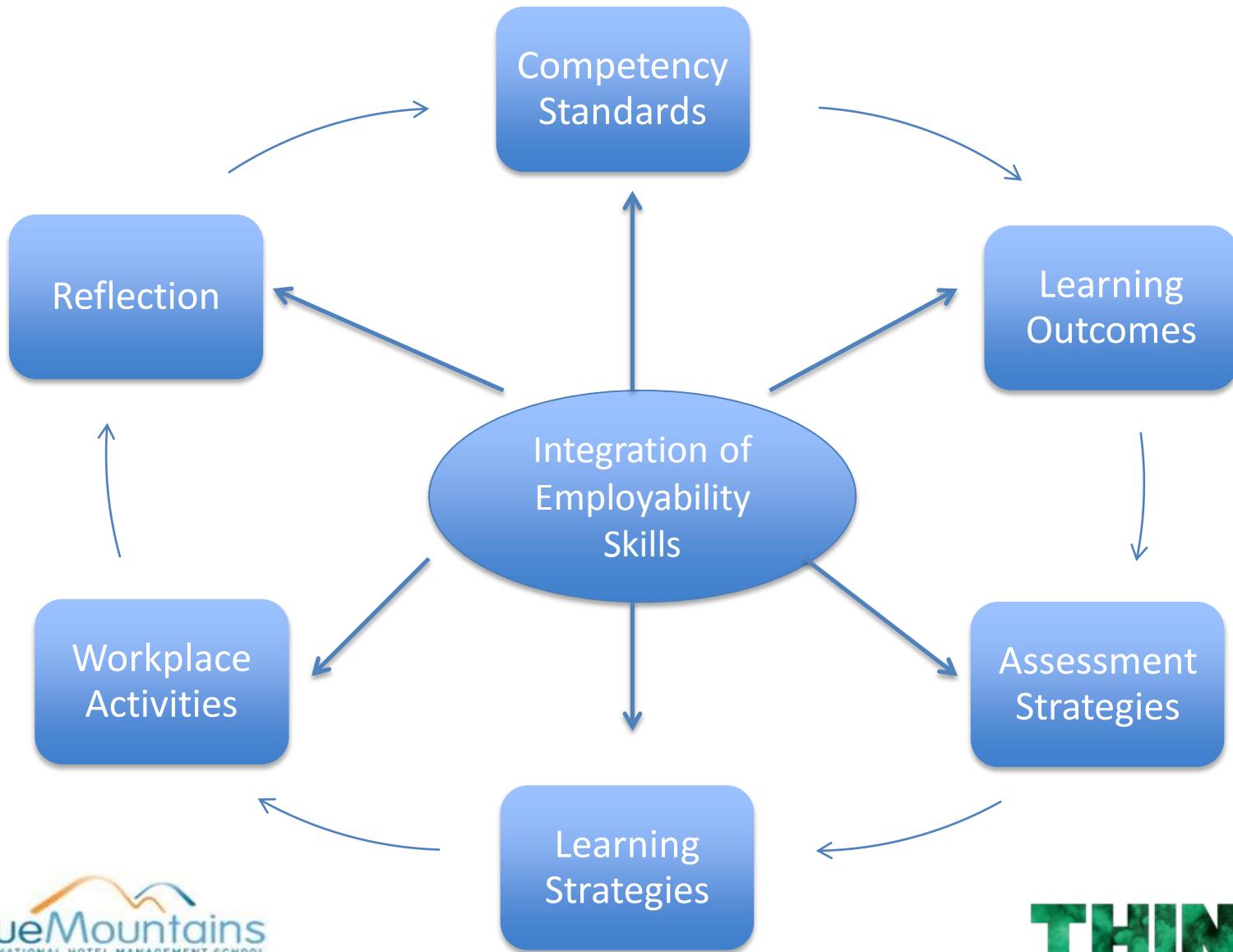
Requirements

- Employability Skills to increase productivity and growth in the workplace
- Creation authentic learning environments
- Work-integrated learning programs
- Three primary stakeholders –
 - The student
 - The institution
 - The employer

Employability skills

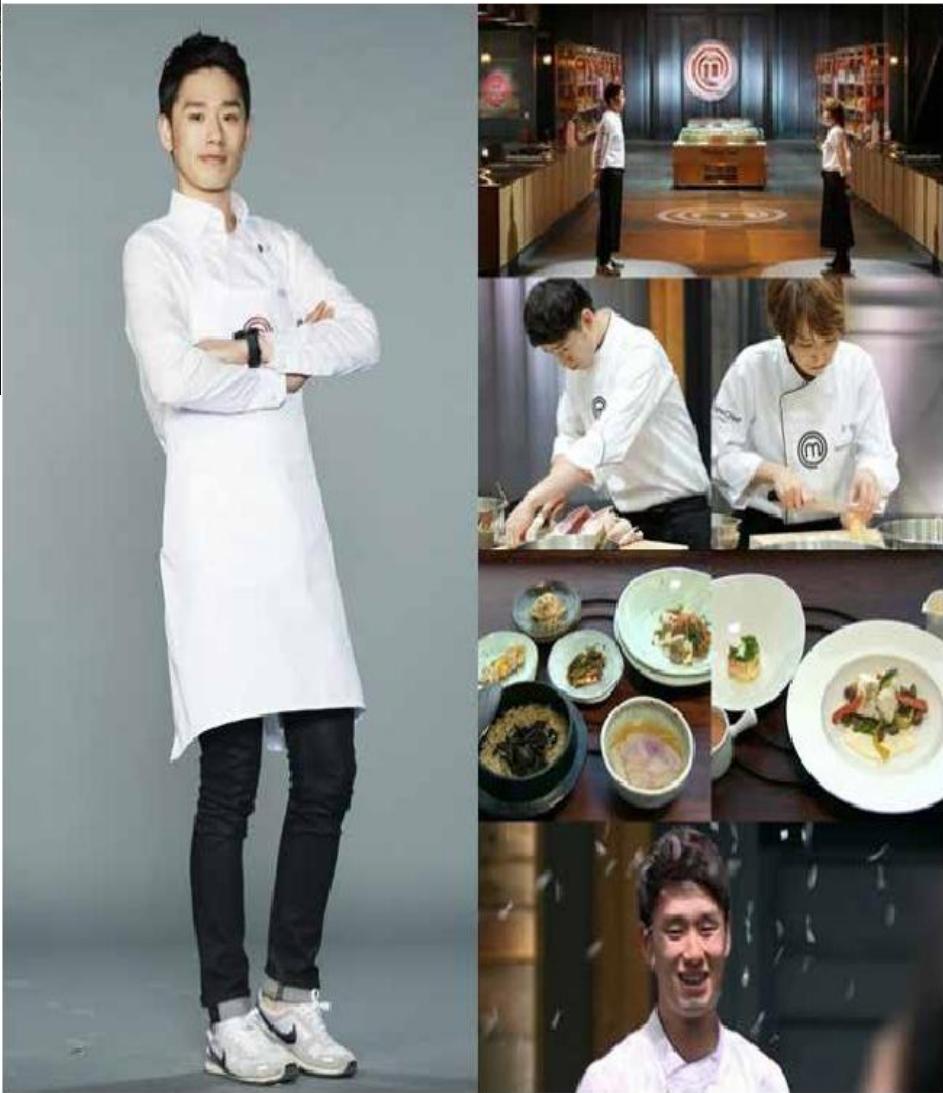
- Communication
- Teamwork
- Problem solving
- Initiative and enterprise
- Planning and organising
- Self-management
- Learning
- Technology

Employability skills



William Blue collaboration

- 6 months industry placement
- Events management – student corporate social responsibility
- Special events/projects
 - Starlight Children's Foundation
 - Vivid
 - Taste of Sydney
- Disney
- Fairs & Expos/student interviews on campus
- Competitions



BMIHMS collaboration

- Leadership Series
- Toga Far East strategic initiatives for undergraduate and postgraduate
- GPP Program: guest lecturers
- Industry Advisory Boards
- The Boardroom Experience
- BMIHMS Consultancy Division



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The Blue Mountains International Hotel Management School (BMIHMS) - YouTube

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Number 1 Hotel Management School in Australia and Asia

The Blue Mountains International Hotel Management School (BMIHMS)

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Meet our Students

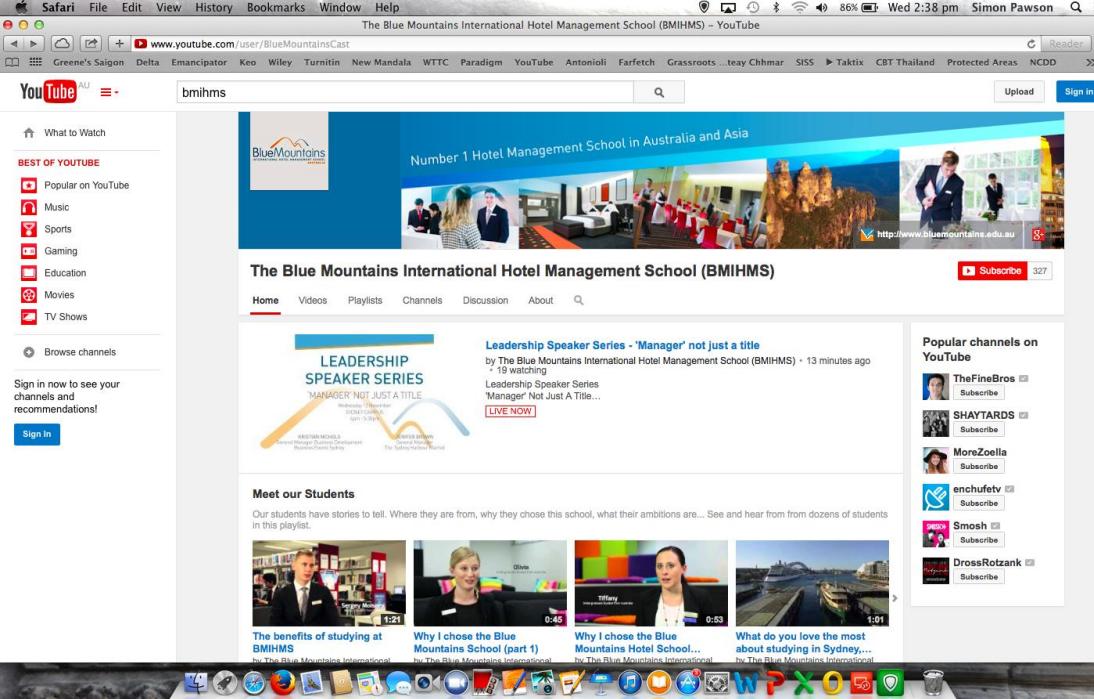
Our students have stories to tell. Where they are from, why they chose this school, what their ambitions are... See and hear from dozens of students in this playlist.

The benefits of studying at BMIHMS by The Blue Mountains International 1:21

Why I chose the Blue Mountains School (part 1) by The Blue Mountains International 0:45

Why I chose the Blue Mountains Hotel School... by The Blue Mountains International 0:53

What do you love the most about studying in Sydney... by The Blue Mountains International 1:01



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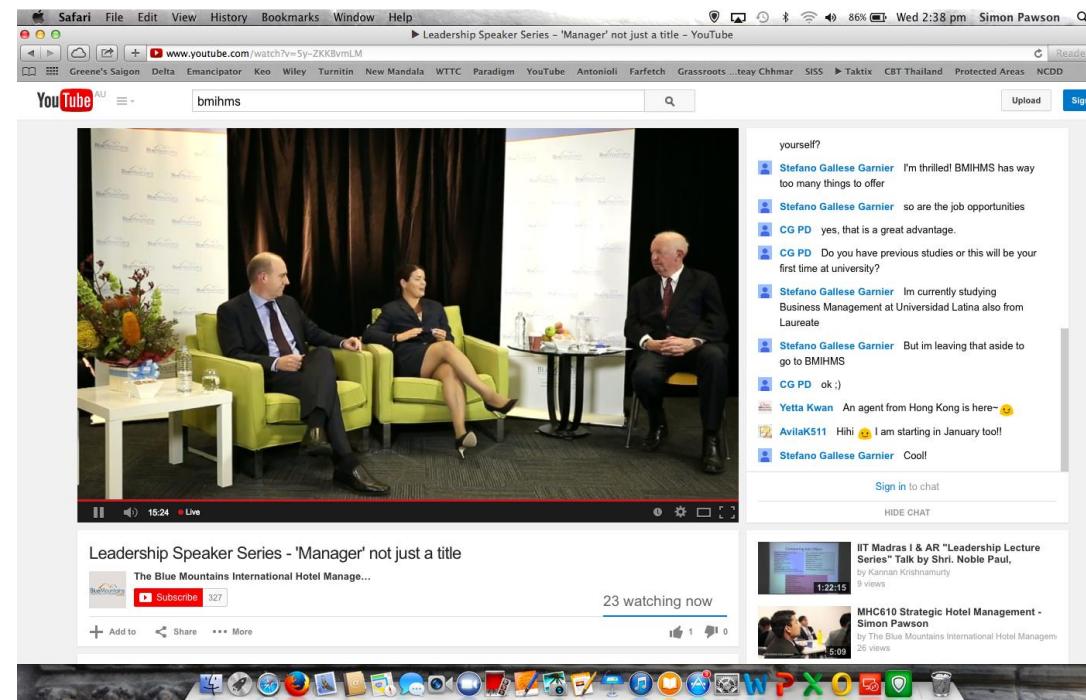
- Stefano Gallese Garner** I'm thrilled BMIHMS has way too many things to offer
- Stefano Gallese Garner** so are the job opportunities
- CG PD** yes, that is a great advantage.
- CG PD** Do you have previous studies or this will be your first time at university?
- Stefano Gallese Garner** Im currently studying Business Management at Universidad Latina also from Laureate
- Stefano Gallese Garner** But im leaving that aside to go to BMIHMS
- CG PD** ok :)
- Yetta Kwan** An agent from Hong Kong is here! 😊
- AvilaK511** Hiih 😊 I am starting in January too!!
- Stefano Gallese Garner** Cool!

Sign in to chat

HIDE CHAT

IIT Madras I & AR "Leadership Lecture Series" Talk by Shri. Noble Paul, by Kannan Krishnamurthy 1:22:15 9 views

MHC610 Strategic Hotel Management - Simon Pawson by The Blue Mountains International Hotel Manag... 5:09 26 views





Where to from here?

- Formal data collection from William Blue and BMIHMS, specifically academics, industry offices and industry partners
- Identify industry stakeholder's perception of relationships with institutions
- Initially attempt to document what may be considered as 'best practice institutional / industry collaboration

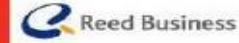
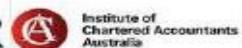
Thank you



GRACE



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