



# International Hospitality Management Schools: 2013 China Industry Ranking Survey

Project Summary  
July 2013

## Background and Survey Details

Taylor Nelson Sofres (TNS), the world's largest provider of custom research and analysis, has completed a broad industry survey amongst a large sample of senior managers from top international hospitality companies around the world. This survey was conducted in May and June, 2013. The survey included a regional ranking for international hospitality management schools providing university-level programs in China. Laureate Hospitality Education, a division of Laureate Education Inc., commissioned TNS, an independent market research agency, to conduct the survey.

The primary purpose of this survey was to establish the relative ranking of the various hospitality management schools in China from which managers of international hospitality companies are likely to recruit staff and to determine the top international hospitality management school in this country.

An online survey was delivered to an extensive worldwide employer database. The potential respondent database was comprised of more than 50,000 hospitality managers working in more than 80 countries. The potential respondents received an email from TNS inviting them to participate in this survey, which was then accessed by a link to a questionnaire, hosted on a secure site by TNS. To maintain objectivity, the name of Laureate/LHE was not revealed to respondents.

After the respondents replied to the questions concerning the international ranking, they were asked if they hired graduates from China. Respondents continued to answer the survey if they answered affirmatively to this question. A total of 145 questionnaires from 29 companies were completed. More than half of respondents (55%) had recruited graduates from at least two and up to five different hospitality management schools for their organisations. Over two thirds (70%) of respondents were human resources managers or hotel general managers with primary responsibility for hiring decisions. The respondents came from a broad range of hotel companies.

## Key Findings

The respondents were initially asked the following question: *'Thinking about the hiring of graduates for an international career in the hospitality industry, from the following list of international hospitality management schools in China, could you rank those you consider to be your top 3 in China.'*

A list of 6 hospitality management schools located in China was presented to respondents. The list was generated from a large search of schools providing international education focused on hospitality management. Provision of instruction in English was a requirement for inclusion in the list of hospitality management schools in China. In addition to this list, respondents were invited to add any other schools in their ranking which might not have appeared in the pre-selected list. The list of schools was presented in a different random order for each respondent to ensure that there was no influence on their selection as a result of their position on the list.

The following table presents the survey ranking results. The survey is statistically reliable at the 95% confidence level.

### Top 3 International Hospitality Management Schools in China for an international Career

Based on frequency of school selection by hospitality industry hiring managers hiring graduates from China

Sample Size =145 respondents

Institution	% of Respondents that Ranked School in Top 3
Les Roches Jin Jiang International Hotel Management College, Shanghai	79%
Beijing Hospitality Institute	57%
Blue Mountains International Hotel Management School, Suzhou	48%

## Conclusion

The key conclusion to be highlighted from this analysis is:

- Industry Managers rank Les Roches Jin Jiang International Hotel Management College, Shanghai the number 1 hospitality management school in China for an international career.

## Profile of the sample

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The profile of the respondents in terms of their position in the various hospitality organizations was:

- 52% work in Human Resources team or division
- 18% work as General Manager of a hotel
- 9% work in Food & Beverage, Sales & Marketing, Rooms Division or Finance & Accounting
- 21% have other titles not covered by those featured above

The geographical distribution of the respondents was as follows:

- 8% from Europe
- 70% from Asia / Pacific
- 8% from the Americas
- 9% from Africa / Middle East
- 4% from Australasia

The sample from the research included respondents from the following hospitality organizations.

Aman Resorts	Banyan Tree Hotels & Resorts
Crowne Plaza	Dusit Thani
Fairmont Hotels & Resorts	Four Points by Sheraton
Four Seasons	Hilton
Holiday Inn	Howard Johnson
Hyatt	Ibis
InterContinental	Kempinski
Le Meridien	Mandarin Oriental
Marriott	Radisson Blu
Ritz Carlton	Rotana
Shangri-La Hotels & Resorts	Sheraton Hotels & Resorts
Sofitel Luxury Hotels	Starwood Hotels & Resorts
Thistle	W Hotels
Westin	

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