

WORLDWIDE HOSPITALITY AWARDS 2019

THE HRM LEARNING COMMUNITY

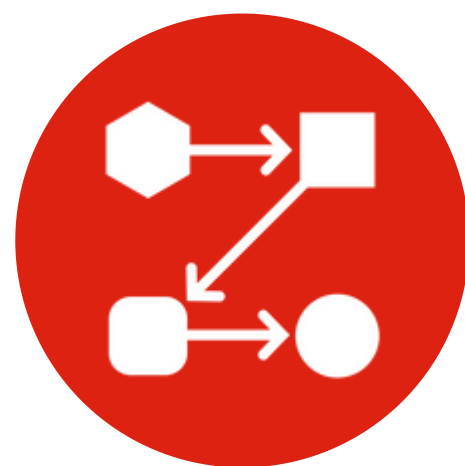
NOT JUST ANOTHER NETWORKING COMMUNITY





THE REASON

Hotelschool The Hague has an evolving nature that aims to meet the needs of the students and the industry



Transition towards a design oriented and research informed curriculum initiated to meet those needs

Human Resources Management is identified as one of the most challenging subjects in hospitality



Long-existing disconnection between stakeholders on the HR side of hospitality

Hotelschool The Hague sees the gap and takes the leap by launching a Learning Community



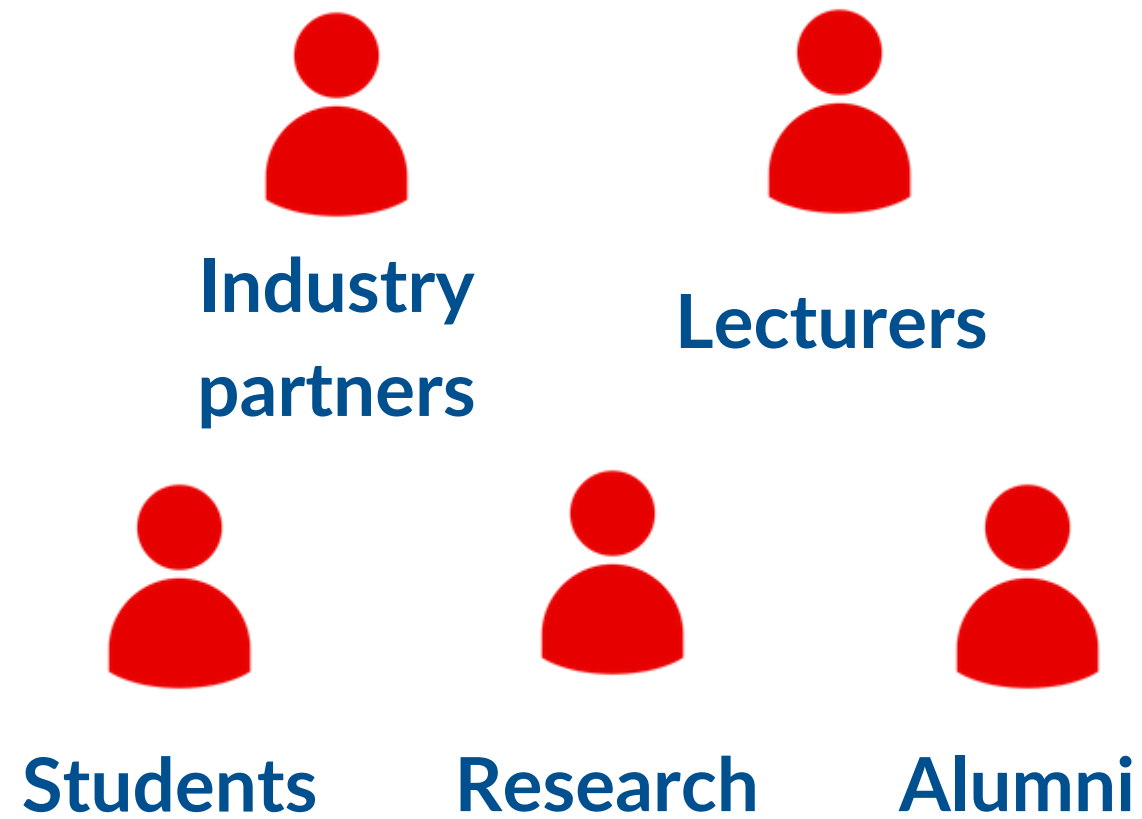
But not just another networking Learning Community



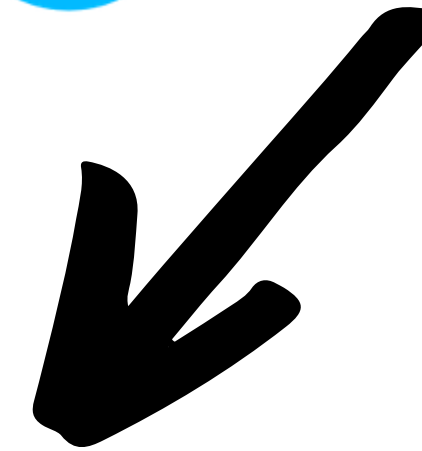
THE CONCEPT

Shared understanding of HRM

The stakeholders



Quarterly meeting



Innovative ideas and up to date content



Shared thoughts and ideas



THE INITIAL RESULTS

For students

Successful tool that facilitates personal development, playing a significant role in developing a clear understanding, interest and passion for HRM.

It's in Hotelschool The Hague's DNA to find innovative ways to offer the best learning experiences to its students



"The HRM Learning Community and its events **give insight into the world of HR and the current trends** in companies and the workforce. I know that these events have inspired many students to do an internship in HR and even **start a career in this field**. I hope these events will continue long after I graduate, as they are the connection between HR theory and real-life HR world, and most of all they are fun!"

- Ms Anna van Buuren
Student at Hotelschool The Hague



"Most importantly, it made me more confident in my own passion for HR and **had a great impact in leading me to following a master's in human resource studies**. Having a strong base in hospitality management from Hotelschool The Hague, I hope to be able to put my HRM knowledge to use within the hospitality industry following my studies."

- Ms Katarina Kahu
Student at Hotelschool The Hague



THE INITIAL RESULTS

For the alumni & hospitality industry

Direct channel to provide students with a clear understanding on what to expect concerning HR.

"As an HR professional for a hotel group, I think the HRM Learning Community offers great opportunities to exchange viewpoints between HR professionals but also to **transmit the needs of the industry** to the other guests such as students and lecturers. We provide them with direct insights of trends, thus we are sure **students are taught the up to date content.**"

- Ms Emma Groenendijk
HR Coordinator
Vincent Hotel Group



"I believe the HRM Learning Community is very valuable, especially when it comes down to promoting HR among students. The drinks and lunches really give them the opportunity to ask any question they have regarding the topic and I believe it gives them a **fair view of what HR entails** (both positive and negative)."

- Ms Robin van Aken
HR Coordinator
Hilton The Hague

"I have always been interested in human resources, but found it challenging to find available stakeholders to talk to and share ideas as well as knowledge outside my current organisation. The HRM Learning Community is a very supportive environment and played a **crucial role in finding the right direction**. As a recruiter for the school, the Learning Community **keeps me up to date concerning current trends** from the different perspective, that I can transmit to prospect students afterwards."

- Ms Daniela Almgard
Hotelschool The Hague alumna
Recruiter at Hotelschool The Hague





THE INITIAL RESULTS

For the faculty, lecturers & research

It represents a direct access to the industry needs, this way, the faculty remains continuously up to date, and can offer the students up to date content.

*"The HRM Learning Community started as a one lecturer initiative. Simply **discussing industry relevant HRM trends and research directly with industry, faculty and students.** The amazing part is that this remains the driver for everyone's participation; inspiration, sharing and caring. A cocktail of ingredients that drives everyone involved to contribute to each quarterly theme. The output of these sessions is different every time, but **never fails to inspire and stay up to date!**"*

- Mr Rolf van der Veer
Head of Faculty Organisational Behavior and Leadership
Hotelschool The Hague



*"It is a meeting opportunity due to its informal characteristics, for students, faculty, industry to meet, exchange ideas and to **get informed about what is going on in industry,** in HR teaching and research and about what students as young professionals are interested in. And on top of that, there are always great key note guests from industry and academia to provoke **a healthy and lively debate on specific hot topics.** Students as well present their findings from research projects and in this way inspire co-students, faculty and industry. The HR learning community is **a form of the future of learning experience**".*

- Mr Huub Ruel
Professor of Global Talent Management Innovations
Hotelschool The Hague





ANNIVERSARY

1929 - 2019

**HOTELSCHOOL
THE HAGUE**

Hospitality Business School