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Press Release

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For immediate Release

Les Roches Jin Jiang CEO Delivers Lecture at The Hong Kong Polytechnic University

Judy Hou addresses the topic of Managing and Working with Generation Y at the School of Hotel and Tourism Management

Shanghai, China–December 18, 2012–[Les Roches Jin Jiang International Hotel Management College](#) (LRJJ) CEO, Judy Hou, will lecture at the School of Hotel and Tourism Management of The Hong Kong Polytechnic University on January 2013. Her seminar, entitled *Managing and Working with Generation Y*, will help senior management and executives in the hospitality industry understand how to manage and work more effectively with the tech-savvy, network-oriented, values-first generation of professionals ages 18 to 30 years old (also referred to as Generation Y.)

LRJJ and Hilton Worldwide launched the first Generation Y Conference in Shanghai, bringing together students, faculty, industry and education leaders to share ideas and insights on Generation Y, the soon-to-be largest workforce in the industry. The conference provided participants with a unique learning platform through panel discussion, project presentations, and collaborative activities. Hou's lecture builds on the findings of this conference and provides an analytical framework for practitioners to understand and leverage the challenges and opportunities brought by the Generation Y.

"I am pleased to share the results of a recent Generation Y survey conducted by Les Roches Jin Jiang and Hilton Worldwide," said Hou. "We asked Generation Y hospitality students their views on the hospitality industry in general, and as a career path. The results have helped us better understand what drives this generation, as well as how to attract, retain, and engage Generation Y employees."

The lecture is part of The Hong Kong PolyU Winter School, a hospitality executive development program comprised of a series of lectures and seminars to bring in-depth and interactive learning to senior hospitality industry leaders on issues relevant to their field.

Hou has over 20 years of hospitality and education industry experience working for well-known international hotel brands such as Mandarin Oriental, Park Hyatt and Swiss Hotels in Human Resources, Learning & Development, as well as Food & Beverage Management. A passionate advocate of education, life-long learning and personal development Hou understands the importance of creating

synergy between the theoretical (education) and practical (operation). Prior to joining LRJJ, she was the Director of Human Capital for School of Hotel & Tourism Management at the Hong Kong Polytechnic University, where she completed the opening of Hong Kong's first teaching & research hotel, Hotel ICON. Ms. Hou holds a Master Degree in Hospitality Administration from Ecole Hôtelière de Lausanne and spent four years there as Assistant Professor/Researcher. She is currently pursuing her Doctoral in Business Administration at Walden University, part of Laureate International Universities network.

About Les Roches Jin Jiang International Hotel Management College

Les Roches Jin Jiang International Hotel Management College (LRJJ), founded in 2004, is located in Shanghai, China. LRJJ offers undergraduate and postgraduate diploma programs in international hotel management to a diverse and multicultural community of more than 450 students, representing over 25 countries. The curriculum, taught in English, offers students a strong academic and theoretical basis in hospitality business management combined with hands-on learning experience both on campus and through an internship program with placements in international destinations or in China, one of the most dynamic and fast-growing markets of the industry and a top world tourist destination.

LRJJ is a joint venture between [Les Roches International School of Hotel Management](#) in Switzerland, which is ranked among the top hospitality management schools worldwide, and Jin Jiang International Hotels, which is the largest Asian-owned hotel group and domestic hotel chain in China. In a recent survey of international hotel hiring managers, Les Roches Jin Jiang International Hotel Management College ranked number 1 among international hospitality management schools in China for an international career. (TNS Survey 2010). Les Roches Jin Jiang is accredited through Les Roches in Switzerland at the university level, by the Commission on Institutions of Higher Education (CIHE) of the New England Association of Schools and Colleges (NEASC) in the USA www.neasc.org. For more information, please visit www.lrjj.cn or call +86 21 6212 1856.

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