Human Capital research for the International Hotel Industry

No: 0002


What was about the research and why is it important?
Hotels want increased productivity from employees and it is said that the higher the level of Organisational Social Capital (OSC), that is, commitment, communication, Influence and Trust, the higher the chance of increased productivity. This research measured OSC in New Zealand Hotels

When was it conducted?
2011

Where was it conducted?
New Zealand

Who was involved?
Five hundred and nine (509) hotel employees from 21 hotels too part in a survey.

What are the findings?
On a scale where 1 is poor and 5 is very good, the average scores were: Commitment = 3.5202, Communication = 3.5795, Influence = 3.5134 and Trust = 3.4656. These figures show there is plenty of room for improvement and therefore room for productivity improvement.

To read more about this research click HERE