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# Menu 5 - Paper 8

Menu, Journal of Food and Hospitality Research  
Volume 5, 2016, Pages 51-58

## Dynamic capabilities for hotel service innovation: a human asset perspective

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Gaetan Talens 1,2,3  
Philomene Bayet-Robert 1,2  
Bernard Ruffieux 3,4

1 The Center for Food and Hospitality Research, Institut Paul Bocuse, Ecully, France

2 Institut Paul Bocuse, Chateau du Vivier, F-69130 Ecully, France

3 University of Grenoble Alpes, UMR 1215 GAEL, F-38000 Grenoble, France

4 Industrial Engineering & Management School, Grenoble Institute of Technology, F-38000 Grenoble, France

DOI: <https://doi.org/10.26048/dy6x-ja03>

**Abstract:** Through operational observations from a research project, we explain that investing in human capital could impact on performance. In fact, in our connected society, services companies agree about importance of human capital to obtain competitive advantage from new entrants as Airbnb that don't provide human services. But on the field, performance indicators are always based on financial performance and not on human perspective. After analysis of three operational issues linked with human capital, we made a bibliographic review around concrete measures of human capital parameters. We use literature about intellectual capital. These parameters could be used in hotels to observe impact of human capital on financial performance.

**Keywords :** Hospitality, Intellectual capital, Human Capital, Performance

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### Research & Innovation Center - Institut Lyfe

Château du Vivier - Ecully - France  
Tel: +33 (0)4 72 18 02 20

#### Contact

Raphaëlle Mouillefarine  
Partnerships Development  
[Send an email](#)  
+33 (0)4 26 20 97 63

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