

## Is a Career in Hospitality and Tourism in Your Future?

According to the World Travel and Tourism Council, travel and tourism accounts for 8% of the world's jobs and has the highest potential for growth of any industry. International travel alone accounts for more than 840 million tourists annually. The economic, social and environmental impact of tourism is significant and vital to creating sustainable jobs and quality of life.

**Hospitality and tourism represents a broad range of career opportunities in industries that include:**

- hotels and resorts
- restaurants and commercial food service
- meeting and event planning
- tourism destinations and attractions
- leisure, recreation and sports management
- airlines, cruises and other transportation
- environmentally sustainable and cultural tourism development
- spa and wellness management



As a vast, dynamic and growing industry, hospitality and tourism provides tremendous opportunity for ambitious students who enjoy working with people. The hospitality and tourism industry operates in a highly competitive environment. It is important that those seeking careers as successful professionals develop a strong business foundation and customer service skills. Graduates of hospitality and tourism management programs are well rounded with a combination of business and life skills that are in high demand with employers.



While hospitality and tourism has traditionally been an industry that emphasized hands-on experience, the competitive nature of the business now requires a combination of experience and higher education to build a successful management career. To meet the needs of the industry, hospitality and tourism programs offered by colleges and universities have grown rapidly in the United States. Today programs are offered by a variety of vocational schools, community colleges and both public and private universities. Options range from short-term skills-oriented certificates to post-graduate degree programs.



With so many choices available, how do you choose the right school and program for you? Hospitality and tourism management programs offered in the U.S. vary. If you seek a bachelor's degree or higher, a community college or university will provide a well-rounded education with a specific industry focus designed to prepare students for management-level careers. Vocational schools generally offer a more hands-on training to prepare students for specific entry-level positions.



More Americans are enrolled in community colleges (also often called junior colleges or two-year colleges) than in any other institution of higher education in the U.S. Community college hospitality and tourism programs offer a variety of specialized certificate and associates degree options as well as university transfer programs that allow students to complete a bachelor's degree. Because community colleges generally have lower tuition costs than four-year colleges and universities, many international students choose the community college to university transfer pathway (two-year associate's degree + two years at a university to complete a bachelor's degree).

## What should you look for in choosing a hospitality and tourism management program that best suits your career goals? Some important questions to ask include:

- Does the school's curriculum meet your career objectives? Hospitality and tourism is a vast industry with many different career paths. If your career goal is to manage a large hotel or to work toward a senior management position with a well-known corporation, a bachelor's degree is generally required.
- Is the school located in a tourism destination with a strong representation of major hotels? What hotels, resorts and tourist attractions does the program draw from? Do leading industry employers recruit the school's graduates?
- What are the faculty's academic credentials and industry experience? Faculty in hospitality and tourism management programs often have advanced degrees in business, education or disciplines other than hospitality and tourism. A combination of academic achievement and management-level business experience are considered important qualifications for faculty in this industry.
- Is the program regionally accredited? Regional accreditation refers to the accrediting bodies that serve one of six geographic regions in the U.S. Each regional accrediting body is responsible for the majority of public and private higher education institutions in the area it serves. Regional accreditation is especially important if you plan to complete a bachelor's degree or higher. Some institutions also obtain specific professional accreditation.
- What support does the institution provide for international students? Does the school provide specific orientation and ongoing advisement for international students? Is there an international students' organization to support living and working together as an intercultural community?
- What opportunities does the institution provide for language study? Hospitality and tourism is a worldwide industry. An appreciation and understanding of other cultures and languages is essential to a successful career. Does the program provide opportunities to study other languages? Does the institution provide ESL (English as a Second Language) courses that enable international students to expand their language skills while studying in the United States?



The hospitality and tourism industry offers abundant opportunity for students seeking careers in a dynamic, international industry. If you possess strong communication skills and a desire to provide excellent service to others this fast-paced industry may be for you.



Having visited many Hotel Management Institutes across the country and having interacted with the Directors, Principals, Deans, Faculties and students, GHRDC team has come to realize that there are a variety of factors and issues in hotel management education sector in India which need to be

addressed and discussed. We requested the Leaders of the participating institutes to provide their insights and perspective on the following questions for a better understanding of the hotel management education sector.

## In the context of the changes happening in Hotel Management Education in current scenario, what kind of steps should be taken for the coming years by the Hotel Management Institutes in India?



### **Prof. Parvadhavardhini Gopalakrishnan**

**Principal, Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal, Karnataka:**

The changes happening in the Hospitality education scenario are comparatively slower than the industry expectations of graduate competencies. Most institutes focus on the skills level competencies that do not equip the students to handle a long term fulfilling career for the graduate which eventually leads to attrition from the industry. Subjects taught in institutes need to inspire the minds of the graduate to understand the ever changing demands of the “brand conscious” consumer.

The hospitality industry is in a consumer-led brand focused era, the educational offerings should arm the graduates to take up the challenges of fast changing consumer attitudes and behaviors. Faced with this change in consumer behavior, most successful institutes

will be those who continuously engage with the industry. Curriculums should be designed around understanding the new generation of consumers; this would determine whether hotel management institutes would be game changers or mute spectators. Regulatory bodies of the discipline should support the institutes professionally and financially. All institutes should develop a quality assurance mechanism to allow for continuous change in syllabus and content. The importance of information technology should be reinforced in all subjects of the entire curriculum. Teaching learning processes in the hotel management colleges should focus on engaging the students to learn through research.

Hospitality schools should be designed and content delivered in a physical environment as close as possible to the industry to allow for tacit professional learning. The teaching fraternity should continuously engage in research, publication, and consultancy.

### **Prof. Argha Chakravorty**

**Principal, Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab:**

Teaching methodology other than routine lecture method needs to re-invent itself to include case-studies, simulations, situation-handling, out-bound learning, research and live-projects etc. At the institutes level, we need to give more empowerment and project based assignments to the students to provide holistic learning. As the scope of hospitality education has widened to include customer-care, retail, quick service restaurants and airline-cruise, etc. the content of training needs a shift from only hotel-based learning to development of service management skill sets among students.



### **Prof. S. K. Singh**

**COO, Amrapali Institute of Hotel Management, Nainital, Uttarakhand:**

In today's world we are witnessing rapid changes happening in all the sectors. Same is true for the hospitality management sector too. Businesses in tourism and hotel, leisure, event management are also facing tough competition; it's becoming more challenging due to increasing consumer power. The threat of new entrants and major changes in the supply chain are also effecting day to day operations in this sector. Having competitive advantage has become more important than ever in the various hospitality segments. New innovation, new ways of marketing, inter-organizational collaboration and automation are the need of hour.

**Some areas where Hotel Management Institute should focus upon are:**

- The chalk and board system is still popular in most of the colleges which needs to be substituted with Interactive Boards so that the teachers may use Information Communication Technology as a tool to develop simulation of practices of the Industry.
- Practical subjects are given top priority but the Institutes should develop model labs in such a way that the students are given real life operational skills during practice sessions, for examples PDAs (Personal Digital Assistance) are being used in Restaurant practices, as it's an interface between the client and the waiter entering the data, as well as the interface between the waiter and the kitchen and cashier.

- Experiential learning is in now a days in the Industry; so the Institutes should develop live kitchens, restaurants, room division management areas, so as to acquaint students with experiential learning.
  - Virtual learning software should be available at the Institute level, so that students get a chance to practice operational details at Institutes.
  - Exchange programs should be conducted for faculty. Also Industry exposure programs should be conducted for them, as it's a must for faculty members to have exposure to the changing trends.
  - Practical based subject knowledge is gaining importance and Institutes should create such environments wherein students have quality practical exposures meeting the needs of the Industry.
  - Online journals are a must for developing a research framework at Institutes.
  - Consultancy should be another important field where faculty members should be encouraged at the Institute level.
  - Industrial experts as well as guest faculty should be made available to students for detailed operational inputs.
  - Industry still looks at institutes as a quick helping hand whereas such activities are not evident in the present setup. The Institutes should take initiatives to develop projects for industry to address their needs.
  - Students are exploring other avenues of hospitality for jobs. Accordingly, training should be provided to students.
  - Retail trade is slowly becoming a big player in the market and hospitality institutes should take this as an opportunity and develop retails trades amongst students.
  - Entrepreneurship is also an area to be focused upon and students should be trained in this field too so that they become job providers in the future.
- The aim for next generation hospitality institutes should not just be merely to survive, but to emerge as an important career provider in changing times. Therefore, regardless of which industry students ultimately choose, the approach learned during their stay at the institutes, should prove very useful to them in their future career.



### **Prof. Bharti Tyagi**

**Principle, Institute of Hotel Management Catering & Nutrition, Chandigarh, Punjab:**

Indian tourism and hospitality sector has reached new echelons today. Travelers are taking new interests in the country which has led to the upgrading of the hospitality sector. The spurt in India's tourism industry growth has had a ripple effect on its hospitality sector. Rising income levels and spending power combined with the government's open market policy have provided a major thrust. India's booming hospitality industry has transformed into a veritable basket of the choicest of rooms, food and beverage, health and business facilities, travel packages and everything that one can imagine of. However, the shortage of skilled manpower looms as a huge threat to hotel companies today. In this regard, the Hotel Management Institutes in India should strive for delivering quality education based on more practical inputs. More and more stress should be given on the research and

development activities to make the hospitality education demand based, which in turn would focus towards the benefit of all stakeholders in this industry. There is no doubt that to achieve the above objective, the supply of manpower should be according to the demand in the hospitality market place.

### **Dr. D. Anthony Ashok Kumar**

**Director & Principal, SRM Institute of Hotel Management, Chennai, Tamil Nadu:**

To impart quality hospitality education, need for quality faculty team is inevitable. In order to achieve this, the Institutes must select and recruit people who have both industrial and academic experience. As an ongoing faculty development, the institute must have tie ups with the leading hotels for faculty development programmes to understand the recent trends and developments. Also faculty exchange programme with leading universities around the world will be rewarding & an enriching experience for the faculty teams. These initiatives not only help them in understanding the best practices, but also ensure the students to have the best environment for learning and helps in acquiring the perfect blend of behavioral traits & professional competencies.





### **Prof. Kamal Kant Pant**

**Principal, Institute of Hotel Management, Catering Technology and Applied Nutrition, Gwalior, Madhya Pradesh:**

The current scenario of hospitality management education in India is led by fifty plus government and private educational institutions affiliated with the National Council for Hotel Management and Catering Technology, “the government-promoted” nodal body for hospitality education in India. These institutions offer three years B. Sc. degree in Hospitality and Hotel Administration to the graduates. Apart from these, there are state and private universities offering custom made programs for four and three year degrees of management or science streams and state institutions affiliated with state boards of technical education offering three years and less duration diplomas. Besides these, there are very few hotel schools offering programs of foreign universities with a backing of some

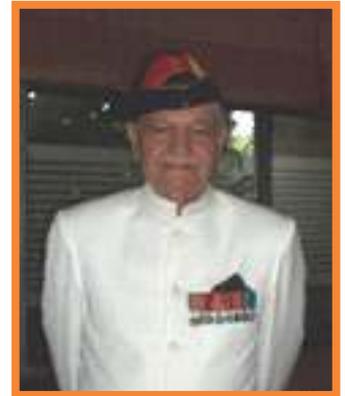
leading hotel chains. They offer four years degrees.

In this situation, there is a great deal of disparity in the abilities that the graduates possess, making it difficult for a recruiter to take sound hiring decisions. In order to create brand loyalty both locally and globally, it will be worthwhile for the government to regulate hospitality education and offer a consistent package to all the students graduating from Indian institutions.

### **Brigadier (Retd.) Dr. Mahendra Singh Dhaka**

**Director General, Institute of Hotel Management Catering Technology & Applied Nutrition, Meerut, Uttar Pradesh:**

The current scenario in hotel management education is proving counter-productive due to a theory dominated concept. Hotel Industry needs professionals who are highly capable in practical operations rather than topping their degrees in theory subjects. The following steps are suggested to achieve the desired professional competence in Hotel Management graduates –



- a. Redesigning the syllabi with eighty percent emphasis on practical operations.
- b. Hotel Management Institutes to have regular interaction with selected / nominated 5-star properties for job fairs, guest speakers, seminars / workshops on sharing the latest trends in hotel operations and faculty development programmes by inviting teachers from the Institutes to the hotels for practical knowledge trends.
- c. Instituting a two-stage pattern of internship of students by the hotels – one in the fourth semester for training in basic operations and the second in eighth semester of a four – years degree programme for specialized training in the specific area of interest of the students.
- d. Emphasis on work-based learning.
- e. Hotel Management Institutes to monitor the training of their students when the later are on industrial training in hotels so that their training is meaningful and not merely for obtaining formal certificates.
- f. Faculty should have at least five years industry experience in a 5-star hotel before they take up to teaching.
- g. Virtual class rooms and e-learning should be the rule without exceptions.
- h. Faculty exchange programmes should be conducted on regular basis among the Institutes in India as well as with hotel management institutes of foreign countries.
- i. More number of e-journals of hotel management education should be subscribed by the institutes.
- j. It should be obligatory for the institutes to train their students on the latest softwares rather than continuing with the obsolete ones.
- k. Personality Development programmes should be introduced as a compulsory subject to include learning soft skills, communication skills, image management, grooming, interview techniques and presentation skills.
- l. Compulsory training should be provided to students in moral values and professional ethics.
- m. Institutes need to sign MOU with international college / universities for international exposure to students in the final year of their graduation.
- n. Any subject of Hotel Management Operations to be taught through short research projects which should be under taken by small groups of students.



### **Prof. Amit Sachdeva**

**Principal, Desh Bhagat Institute of Hotel Management & Catering Technology, Mandi Govingarh, Punjab:**

Apart from the rigorous classroom academics, Institutes should lay emphasis on holistic development of the personalities of students. There should be an integration of additional components such as industrial training, industry interface, role playing, expert lectures, specific skills training and industry visits. With a low teacher taught ratio and interactive pedagogy, the model should be designed to give an extra competitive edge to temper the students and enhance their overall personality.

Lot of efforts are being made to change the current scenario in hotel management education by introducing new short term courses where Govt. of India (Ministry of Tourism) has taken initiatives to provide employment to the students who cannot afford to study after 8th standard. The course title itself says “HUNAR SE ROZGAR TAK” which precisely means “From skill to Employment.”

There can be more courses, which can be run by hotel management institutes after matriculation like Bartending, Entry level course for cruise line, beginner's classes in casinos etc. Each course needs to be designed for 2 years where students will be studying for one and half years and getting practical training for the rest of the time. These courses will enable the students to earn livelihood at an early age.

### **Prof. K. Kavitha**

**Principal, Sambhram College of Hotel Management, Kolar Gold Fields, Karnataka:**

Perception towards hotel management education has been changing. The programme is not merely about culinary skills, but hotel management courses should groom students for success in ever-expanding hospitality sector. Moreover, the opportunities are not limited to domestic boundaries; skilled manpower is in greater demand in the global arena also. Hotel Management Institutes should provide both knowledge and training-based education so that it would help the graduates compete in the global market. The Information technology as a main subject should be an integral part of the curriculum. The information technology influences multicultural hospitality and tourism, customer marketing, and worldwide business in hospitality. Also Information Communication Technology should be a part and parcel of Hotel Management Institutes in India.



The exchange of information is very important at every stage in the sales cycle of the Hotel /Hospitality product or service. Information must be able to flow quickly and accurately between the client, intermediaries and each of the hospitality suppliers involved in servicing the client's needs. As a result, ICT (Information Communication Technology) should become an almost universal feature of the hotel management institutes. It allows information to be managed more effectively, and transported worldwide almost instantly. As a result, it has had (and continues to have) a major effect on the methods of operation of the hotel industry. It is having the greatest impact on the marketing and distribution functions. Similarly, certain sectors such as the airlines, have been keen adopters of technology, using it to help to manage and streamline their operations and to gain strategic advantage. Others, in particular, have been less enthusiastic, but are gradually waking up to the benefits which electronic distribution can bring. However, given the way in which ICT is reshaping the basic structure of both commerce and society in general, and consumers' increased demand for information, its importance to the success of a hotel industry can only grow in the future. As a result, Hotel Management Institutes need to understand, incorporate and utilize ICT strategically in order to serve their target markets i.e. attracting the future students for the hotel management course.



### **Mr. Santanu Dasgupta**

**HOD-Hotel Management, Siliguri Institute of Technology, Darjeeling, West Bengal:**

The educational institutes should look for better quality students, as even today hotel management education is not taken by most of the students as their “First Choice” in career making. More awareness should be created about the exciting career of hospitality.

## **Prof. Sheri Kurian**

**Director, Acharya Institute of Management & Sciences, Bangalore, Karnataka:**

I had an opportunity to attend one of the seminars organized by a leading group based at Bangalore recently. In fact, that seminar was about the scope of the hospitality service industry and various career opportunities available in this sector. Most of the speakers did their job well and they were sharing their experiences as hospitality service professionals with the audience. Most of the audience was plus two students and their parents who were eager to know about the service Industry and its career prospects. But when the speakers emphasized on to the work culture and pay structure prevailing in the Industry at present, most of them got disappointed and were enquiring about the other options available for their kids to earn more salary and perks within a short period of time rather than working hard and earn money.



This is the new trend in the society and many parents who are well educated have their own perception about the society in which they live and they are more worried about the dignity of the career in a hospitality service industry in the society at present. Though there are people who accept that every job has got its own dignity, and when it comes to their son or daughter they change their approach. Further, another trend in the market today is that Hotel Management courses are considered as the last option for many of the aspirants. We cannot brush this fact under the carpet anymore. Therefore, The Industry should change their approach towards the hotel management education by associating more with institutes and helping them to develop value additions which will be over and above the prescribed curriculum so as to meet the requirements of the industry especially in the changing scenario.

Further, more and more awareness to be created in the society by organizing seminars, guest lectures, presentations in the schools about the hospitality industry and its career prospects at present, so that students will be clear about the nature of the profession and all other aspects involved in it. Another major change happening in the hospitality educational sector in India is that of foreign collaborations. There are many hotel management institutes in India that have made agreements with foreign universities and schools of similar category in order to provide international exposure to their students. Though it is costing more in terms of fees and other expenses concerned, many students use such opportunities to go abroad and do their internship and placements etc.



## **Prof. Rishi Kashyap**

**Principal, Gujrat Institute of Hotel Management, Vadodara, Gujrat:**

Hospitality education in India is going through a phase of evolution driven by the needs of a dynamic industry. While a lot still needs to be done to bring about changes that can go a long way in strengthening the human resource requirements of the industry, the many positive initiatives are making a difference.

Hospitality education in India has always been a subject of much debate, mostly the-not-so positive kind. The dynamic needs of the times has albeit brought about a change - all stakeholders today believe that for the indian hospitality industry to achieve its true potential, just market growth is not enough; the industry needs high potential human resources for achieving its targeted success.

Developing employable talent for the industry has always been a challenge, but there are a few hotel schools that have sought to put innovative practices in place to ensure the same. It has not been an easy task of course, the constraints have been many, but in seeking to do things differently they have set high benchmarks among the mushrooming colleges that have curriculum with scant requirements for the industry. The industry has also been proactive in its support to many hotel schools to ensure that the young graduates get enough industry exposure even before they leave the portals of their institution.

## **Mr. Padmakumar Nair**

**Principal, Rizvi College of Hotel Management, Mumbai, Maharashtra:**

There is overhaul required in the system of imparting education to the students. Our syllabi have not changed much in the last 25 years. The changes that we see are cosmetic. We still rely on the traditional methods of lecturing and demonstration to impart skills and knowledge. All that we teach today, the students already find on google, and more.... We need to revisit the basic purpose of imparting hospitality education. Creating functionally ready manpower is the minimum goal of a hospitality program and the gap between industry expectation and institute standards is widening fast.





### **Prof. Shubhum Gaur**

**Principal, Maharishi Markandeshwer Institute of Computer Technology & Business Management (Hotel Management), M M University, Mullana, Haryana:**

The changes seen by the Hotel Management Institutes in India requires some firm steps to be taken for the betterment of hospitality education. The interface of the industry has to be increased by way of more industrial visits and partnerships or interactions with more hotel chains in India or abroad.

**Traditionally research has not been pursued much in the area of Hotel Management Education in India. In your opinion, is research an important aspect of hotel management education and if yes, how do you think research would help in the development of hotel management education sector in India and what should the Institution do to bring about the culture of research?**

### **Prof. Parvadhavardhini Gopalakrishnan**

**Principal, Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal, Karnataka:**

Research is an imperative in all areas of hospitality education, hotel schools in India continue to practice teaching in a vocational domain which does not provide for long term career stability to the graduates. Self-learning is not promoted as faculty are not empowered or duly qualified. Research, publication and consultancy both by the students and faculty should be enforced.

As a preliminary step there should a paradigm transformation in the curriculum design. Around 40% of all assessments in the entire curriculum should be research oriented or outcomes of research at various levels of complexity from the foundational year of study to the final year.

Teaching - learning philosophies should focus mostly on research which should begin at the first year of the curriculum. Research allows for a graduate to engage his mind in thinking “out of the box” , problem solving and appreciation of the real world challenges compared to theoretical doctrines.

### **Prof. Argha Chakravorty**

**Principal, Institute of Hotel Management Catering & Nutrition, Gurdaspur, Punjab:**

It is definitely a “Yes” in my opinion. Hence, creation of industry – institute partnership through “University- Industry Research Centers” (UIRC) shall be a win – win situation for both. Incorporation of SPSS software packages for research analysis, data processing in curriculum shall facilitate research eco-system around.

### **Prof. S. K. Singh, COO**

**Amrapali Institute of Hotel Management, Nainital, Uttarakhand:**

Yes, indeed the need for research in hospitality institutes is important and will be a continuous process ; academicians are expected to continuously participate in different kinds of research activities. Academicians can set up a more focused research plan for meeting the requirements of their current, and possibly future career development.

Tourism and Hospitality faculty members have to perform well for career development and in doing so the academic research plays a pivotal role. Academic research largely involves the process of producing different tangible products such as publications (books, research papers and articles), developing new research base and conducting service for industry. Government’s intervention in academic research performance has increased in recent years. This is evident by the increasing amount of UGC and AICTE grants given to institutions, as a consequence, Institutes and academicians strive for a higher level of research productivity.

In Hospitality discipline, high degree of emphasis is on operational applications, the connection between new knowledge and practice is of paramount importance to academic researchers. The necessity for hospitality academicians is to demonstrate their research findings to help practitioners solve managerial or operational problems.

It has been witnessed that in the present academic framework, they are helpless as till date it’s hard to find a university in India providing doctorate program in Hotel Management. Still much is to be done in the area of research development and senior mentors have to play a guiding role. Today the budding teachers are pursuing research without any objective and proper guidance, thus resulting in average or poor quality of research work. The researchers should pursue research which is focused and helps in providing inputs to industry experts where they are striving for solutions.

## **Prof. Bharti Tyagi**

**Principle, Institute of Hotel Management Catering & Nutrition, Chandigarh, Punjab:**

The essence of the research would be to assess the demand and to design the curriculum accordingly, which would make the education more rewarding not only for the students but also for the entire hospitality industry as well. Unfortunately, “research-based” approach for the up-gradation of the knowledge and skills of the faculty and students is an area which has not been given much attention. The scope of research culture should permeate in hotel management institutes as well. Such involvement will not only improve the teaching-learning processes, but also enhance the quality of overall hospitality education which would help the institutes to attain the stature of a “Centre of Excellence”.

## **Brigadier (Retd.) Dr. Mahendra Singh Dhaka**

**Director General, Institute of Hotel Management Catering Technology & Applied Nutrition, Meerut, Uttar Pradesh:**

Research is important for every sector and hotel management education is no exception. With change of times, many aspects of the hospitality and hotel industry is undergoing changes. Research work in hotel management education will facilitate the adoption of such changes in the future. Therefore, there is a definite need for research work in hotel management education. The present concept of a research project study by every student in his/her final semester / year will not suffice the need for fuller and more durable research work. Students, faculty engaged in hotel management education as well as the professionals working in the hotel/hospitality sector need to undertake research work. In order to enhance the knowledge of the things in the coming years, professionals and educators have to take up the research of subjects which shall or are likely to bring substantial business in the hospitality sector. New vistas of education shall enable dynamism to develop in the hotel / hospitality industry.

Hotel Management Institutes can organize in-house research cells with suitably qualified faculty and experienced professionals to facilitate and conduct the desired research work by students as well as faculty members. Students can undertake research on topics of their own areas of interest. Students should be encouraged and motivated to upgrade themselves to the masters level of education prior to joining the hotel industry in various jobs. The final semesters of post graduation can be suitably devoted to research work. Research on larger projects should be introduced by introducing Ph.D. programmes as part of hotel management education.

## **Dr. D. Anthony Ashok Kumar**

**Director & Principal, SRM Institute of Hotel Management, Chennai, Tamil Nadu:**

Hospitality research would definitely help the institute and the industry in the long run. To start with, the institutes must encourage and motivate their faculty members to pursue doctorate in their respective fields. When an organization injects the culture of research, it can create a knowledge sharing platform which helps to develop new ideas & new knowledge to power hospitality forward. Industry – Institute collaboration is very much required to make this a reality. Through benchmarking with leading universities like Cornell Center for Hospitality Research, the best practices can be learned.

## **Prof. Amit Sachdeva**

**Principal, Desh Bhagat Institute of Hotel Management & Catering Technology, Mandi Govindgarh, Punjab:**

Yes, research is a very important aspect of hotel management education. Research on training needs is important, especially in the hospitality industry, which is known for its traditional approach in terms of Human Resource Management. The following points aim to develop an understanding of the current situation concerning hospitality graduates, skills, compliances and career development.

- There is a general acceptance that changes have to occur in the style and content of training in hospitality industry. However, these changes are often recommended by academics and not necessarily accepted by the industry. We have to recognize that higher and general skills have to be added to the curriculum as employees need to be more responsive to the changing environments. In essence, a balance needs to be found between practical & theory.
- The main concern is that the industry is not very attractive to the new generation of graduates who favour a better work/life balance than that offered by the hospitality industry. For these reasons, the industry should also focus on developing a more attractive image in terms of role, wages and career development.

### **Prof. K. Kavitha**

**Principal, Sambhram College of Hotel Management, Kolar Gold Fields, Karnataka:**

The hotel Management Institutes' are slow in adopting "Research" as an important aspect of Hotel Management Education. The reason for this is the poor connection between the industry and the academic research. Now, it is high time that the links between hotel management education and researches should be formalized. It is generally felt that transferring knowledge to hotel/ hospitality sector is one of the most challenging issues for researchers. And also the application of research demands a large amount of time and money. To overcome the above mentioned problem the academia should bring practicality of the Research work done. They should also consider more incentives for the people who would like to take up research work. The research work should have clear applicability in hotel industry.

### **Prof. Sheri Kurian**

**Director, Acharya Institute of Management & Sciences, Bangalore, Karnataka:**

Research is one important area to be included in the curriculum. What most of the universities pursue now is outdated curriculum and the research topics mentioned in their syllabi is already obsolete in nature. Therefore, neither faculty nor students pay any attention towards the research aspects in it but copy paste system is more into the project work. This has to be changed. There should be a system wherein, research topics should be decided by the college faculty each time and it should be carried out in a group and not individually. The best research projects should be published in the university journals or online as recognition to the group of students. Moreover, industry should come forward to help the students especially where financial aspects are involved and such research outcomes will have more value and acceptance in the industry for which the industry should have open minded approach like what is there in the western countries.

### **Mr. Santanu Dasgupta**

**HOD-Hotel Management, Siliguri Institute of Technology, Darjeeling, West Bengal:**

Research is required for development of any field and hotel management is no exception. More universities should promote research in this field. Better the depth in education, better is the final product.

### **Mr. Padmakumar Nair**

**Principal, Rizvi College of Hotel Management, Mumbai, Maharashtra:**

Research was always a part of the syllabus but abandoned a decade ago. It had its benefits in enabling the student to understand the nuances of the industry they are to join. Since the process of conducting and evaluating research work in institutes was shoddy and faculty were not trained adequately in handling this responsibility, the subject got short changed and finally abandoned. Research in the field of hotel management education should be carried out especially to understand the process of imparting education in this sector.

### **Prof. Shubhum Gaur**

**Principal, Maharishi Markandeshwer Institute of Computer Technology & Business Management (Hotel Management), M M University, Mullana, Haryana:**

Research is an important aspect for the enhancement of quality and better interface with the industry as it helps in knowing what the industry requires, its gaps from the education Institutes etc. Research enhances the knowledge of the students about various aspects & challenges the hospitality sector. The students should be apprised of research in their course curriculum and they should undergo compulsory research projects in consultation with a supervisor on the hotel industry in their area of interest.

## **What kind of support should the Hotel/Hospitality Industry extend to the Hotel Management Institutes for the development of this education sector?**

### **Prof. Parvadhavardhini Gopalakrishnan**

**Principal, Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal, Karnataka:**

The industry experts should be engaged in curriculum design and changes that follow inorganically. The industry should continue their support to the faculty and students who are conducting research. Although most top end hotel chains in India have a well-established training and development cells, the numbers are limited to about 60 hotels across the country. There are about 50000 graduates studying in hotel schools across India at any point of time, it is unfortunate that not all of them get the same opportunity as those located in the urban and tier one and tier two cities. The managers from the industry should contribute by volunteering to engage in classroom delivery of content. The industry managers should also partner in the research activities of the hotel schools.

### **Prof. Argha Chakravorty**

**Principal, Institute of Hotel Management Catering & Nutrition, Gurdaur, Punjab:**

Besides industrial exposure, professionals from hotels should dovetail their interaction more with hotel management institutes through guest lectures, holding seminars, workshops and other areas of expertise with the students and faculty. With an emphasis on industry centered program – institute partnership through creation of “Institute- Industry Research Centers should be focused upon”.

### **Prof. S. K. Singh**

**COO, Amrapali Institute of Hotel Management, Nainital, Uttarakhand:**

The hospitality education system in India is getting more and more competitive and is also growing at a fast pace. The new generation of graduates are ambitious and do not have the patience to go through the traditional steps of a career path. Additionally, they favour a better work/life balance, which is not always compatible with the hospitality industry. As a consequence, these new graduates tend to leave the industry for a more attractive career.

The industry needs to develop a more attractive image so as to ensure a certain level of employee recruitment and retention. It is important to define a clear portable nationally recognized educational skill set in terms of qualification for various levels of recruitment. Along with it, a strong promotional work should be done to change the image of the industry and thus attract adequate and professional employees.

In the recent past, we have witnessed many positive changes both in the industry and in the academia. The engagement of industry with the colleges has taken new heights. The Industry has been accepting students at operational trainee level with flexible schedules.

The areas where more focus is required in industry academia interface are:

- Structuring the industrial training/ internship programs in a much better way so that the trainees are not treated as free manpower but are developed as future operational team members.
- The Board of Studies and Academic councils of University and Institutions should have presence of professionals from Industry so that their valuable inputs are taken during curriculum framing and program designing. The important change that is required is to standardise the curriculum in hospitality institutions with participation from the industry
- Initiatives should be taken by both key stake holders of hospitality education i.e. industry and academia to develop a training framework for teachers where they could be sent to industry for upgrading and updating their skills. Also the professionals from Industry should be part of academic delivery process at institute level through expert interaction schedules.
- Project work and research framework should be developed in such a way that the problems and issues of the industry are addressed by academia. Research funding and consultancy should be co-opted with academia and industry.
- There should be joint symposiums, workshops and conferences where the issues pertaining HR, skill base, new practices and competency development models can be discussed and decisions be taken accordingly.

## **Prof. Bharti Tyagi,**

**Principle, Institute of Hotel Management Catering & Nutrition, Chandigarh, Punjab:**

Industry participation in curriculum planning, consultancy, project work and special lectures are essential to achieve the professional goals of the education. At the same time, the knowledge and experience of the faculty can be utilized by the industry for technical advice. This, in turn, will help the faculty to gain insight into the latest best practices in the industry. The fast-changing technologies and systems also call for “Continuing Refresher Programmes” for hospitality educators; industrial-visits for faculty will give them a sound exposure to the industrial practices which can be shared with the budding hospitality professionals. Industrial visits and industrial training are also essential for creating professionalism among the students, and will help them in to gain insights and make them more competent in securing best placements in this industry.

## **Prof. Kamal Kant Pant**

**Principal, Institute of Hotel Management, Catering Technology and Applied Nutrition, Gwalior, Madhya Pradesh:**

With the hospitality industry going through constant transformation in terms of ownership, technology, and consumer aspirations, there is no other way than to invite the industry for active participation in the education process. The institutions must ensure that hospitality industry leaders are involved in the curriculum design, objectives formulation and the design of the learning process. I am positive that if the industry leaders are given the pride of place on the boards of the hospitality schools or universities, the industry will open their doors to extend learning opportunities for the trainees in their establishments. In other words, the industry associations like the FHRAI, HAI, in their capacity of the most important stake holder in the hospitality education should collaborate with the academic institutions.

## **Brigadier (Retd.) Dr. Mahendra Singh Dhaka**

**Director General, Institute of Hotel Management Catering Technology & Applied Nutrition, Meerut, Uttar Pradesh:**

Developments needed in the hotel management education cannot be carried out by hotel management institutes without the much needed support from the hotel/hospitality industry. Towards this end, the latter needs to provide constructive support such as –

- Every chain of hotels – national or international, can adopt a hotel management institute for various aspects like providing industrial / on-the-job training to students, institute-industry interface programmes to include seminars, workshops, exhibitions and faculty-professionals exchange programmes.
- Guest speakers from the hotel industry from all the departments should be on regular guest lecture visits to the Institutes.
- Industry visits by students to five-star hotels should be a regular feature.
- For any professional, salary, perks and service conditions including duration of shifts are most important. At present the hotel/hospitality sector has to accept a huge blame for not providing a good salary package and regulated shift timing. Even the perks like accommodation and medical aids are very meager. The industry needs to take a quantum jump in all these aspects to help the hotel management students and institutes.
- Students who are not so sound financially should be sponsored by the hotels because hotel management education costs a fortune and every student may not be able to afford it.
- Hotels must stop the culture of using the students on industrial / vocational training as cheap labour. Instead, students must be given proper training and exposure in the students' chosen areas of interest.

## **Dr. D. Anthony Ashok Kumar**

**Director & Principal, SRM Institute of Hotel Management, Chennai, Tamil Nadu:**

- Forming Industry Advisory Board is a must which helps in ongoing curriculum & pedagogy development. The board members must include alumni students, industry leaders and learning & development managers of various hotels who help the students to stay abreast with the requirements, expectations and skills to face the industry with conviction.
- Hoteliers and Hospitality Educators have to join their hands together in formulating internship norms, must conduct interactive forums to address issues which will help the industry to define its expectations & the institute to nurture talents based on it. Also focusing on various HR practices and policies to embrace the students dearly, better pay packages, best environment to work and clear career path will improve the interest in students. These initiatives will help young aspirants to develop passion and love for this industry and also help to keep the reputation and goodwill in future.
- The institute and the hotel must jointly frame the internship norms for students so that they feel welcomed, have quality experience which will not only allow them to pursue their career in hotel industry but also help in positive word of mouth.
- Industry –Institute Forums have to be conducted so that industry expresses its needs and in turn, institutes can mould students in alignment with the expectations.
- The institute must organize guest lectures to the students from the industry leaders about hotel chains and their expectations, interview process, career growth etc. which allow them to understand and prepare themselves for the future.

## **Prof. Amit Sachdeva**

**Principal, Desh Bhagat Institute of Hotel Management & Catering Technology, Mandi Govingarh, Punjab:**

In the world of globalization, the hotels should have tie ups with hotel management institutes, to provide better training modules to the students. The hospitality industry as a whole lacks consistency and portability in training models and skill certifications. However, many employees provide internal training programs for entry level workers, which make it difficult to monitor the content of training and skills acquired. MBA degrees, in many cases allow employees to bypass these programs and advance without earning in-house certification. These credentials are also much more universal. Today's applicants are encouraged to practice effective job-seeking strategies in order to land in a desirable position within the hospitality industry. Applicants should proactively search for the positions by networking with co-workers and other hospitality employees, consulting employment websites and keeping an eye on specific industry trends.

## **Prof. K. Kavitha**

**Principal, Sambhram College of Hotel Management, Kolar Gold Fields, Karnataka:**

The Hotel/Hospitality is no ordinary industry. To enter the hotel/hospitality industry the employees should have the motivation, passion and energy level which should be sky high as it requires long working hours. The people are not compensated for the kind of hard work they put in.

Although chefs and general managers are paid in lakhs, a fresh hotel management graduate may have to start with a leaner package. Fresh graduates get a stipend between Rs. 7,000 to Rs. 15,000, which goes up to Rs. 26,000 after the completion of the training at a hotel, which is usually two years. In comparison, industries like BPOs pay a better take-home salary to fresh graduates. Forty percent of students who do hotel management join other service industries. Hotels are already feeling the pinch. To overcome this problem, the hotel/hospitality sector should reconsider the pay package. Since hospitality sector is a round-the-clock function; it's a 24x7, 365 days-a-year job. In fact, when the whole nation is off on August 15, the hospitality industry is buzzing. So, more perks and incentives should be a part of the pay package.

The other problem is, while hotel management institutes prepare students for a managerial role, the industry wants to hire them as waiters. People have to walk in with the right attitude to accept that. So the hotel/hospitality Industry should consider having some interlining /decent positions to absorb the fresh graduates.

Many hotel management graduates join hospitality industry thinking that it's a glamorous job. But it's not always so. Once in the industry, they could be shaking hands with Rahul Gandhi or taking pictures with Sachin Tendulkar and Katrina Kaif, but there is a lot of work pressure too.

Work pressure in the hotel/hospitality industry should be drastically cut down to attract more employees.

## **Prof. Sheri Kurian**

**Director, Acharya Institute of Management & Sciences, Bangalore, Karnataka:**

Hotel Management program is a practical oriented program. It cannot be confined to the four walls of the class rooms. Therefore, Industry has a major role to play to make the hotel management program more meaningful and useful for the end users. First of all, the industry should treat the hotel management students well when they come forward to help them in carrying out their work at the hotel. Most of the grievances of the students are about the kind of treatment they receive from the hotel employees during their internships and outdoor catering services. Such attitude of the employers towards the students are making them loose interest and develop some kind of aversion towards the profession as well. Hotel Industry should understand the ground reality like this and change the system in such a way that people should develop interest in a career with the hotels.

Further, hoteliers should help the institutes in upgrading the knowledge and skill level of the faculty members by orienting them on to the new developments and trends in the industry on regular intervals. This is very much essential to keep faculty updated with knowledge about what is happening at present in the industry. But unfortunately, many are not very keen on this. Further, industry and institutes should have a strong relationship in terms of imparting knowledge and skill to the students. They can encourage the students to do part time jobs to make them hands-on with job and also in conducting workshops and competitions about the core areas of the industry. Industry can take part in guest lectures, seminars, joint research activities and many more. However, what is required is whole hearted support from the Industry.

## **Mr. Santanu Dasgupta**

**HOD-Hotel Management, Siliguri Institute of Technology, Darjeeling, West Bengal:**

Most of the hotels offer peanuts in place of salary. The industry has to think of a minimum standard salary to hold a good employee.

## **Prof. Rishi Kashyap**

**Principal, Gujrat Institute of Hotel Management, Vadodara, Gujrat:**

Industry-academia partnership is the way forward for hospitality education in the country to ensure that the institutions produce employable talent. The success stories have proven the fact well. The hospitality faculty should undergo constant immersion in the industry to update and research on the latest trends and practices. Also, involving senior professionals from the industry in the teaching-learning process can add value to the students. The academia and industry should partner for the growth and development of the students. Both cannot work in isolation.

One of the biggest issues for hotel schools is to produce industry-ready talent. Each year students spend 24 weeks in the classroom followed by 12 weeks in the industry. This is topped up by the final 48 weeks in the business which makes them highly employable while also creating sector strength by enhancing their entrepreneurial virtues. He feels that it is also necessary to develop entrepreneurs who could generate employment for the underprivileged. A tripartite model where we have infrastructure hosts, supported by industry professionals and a high quality knowledge partner, bringing world class research, development and practice to the learner alongside industry practice is the order of the day. Industry is the fulcrum on which skill development, educational and ongoing training initiatives are balanced.

Synergistic role in knowledge management through academia and industry interface will be crucial. Joint financial and non-financial partnerships in developing the infrastructure of the institutes and then building in contracts for training the manpower for the industry needs to be designed, adding that members of the industry may be invited to be members of the research committees. The partnerships with academia should attract visibility and brand extensions to both parties. Research, funding and consultancy should be co-opted with academia and industry.

To leverage industry partnerships it is necessary for hospitality schools to recruit an excellent faculty and not industry rejects. Institutions should have people who will just do a lot of hospitality activities in sync with the industry. It is also necessary to pay more than what the industry pays. Here we have a definite advantage since our industry does not pay much (as compared to other sectors) and it's easy to get real good people by paying more than the industry. These people with their contacts will bring a lot of industry support and hence the students will gain a lot.

## **Mr. Padmakumar Nair**

**Principal, Rizvi College of Hotel Management, Mumbai, Maharashtra:**

The industry in Mumbai is very proactive in supporting the institutes through guest lectures, industry visits, workshops at the hotel and giving teachers a specialist view into areas which encounter multi-dimensional changes.

## **Prof. Shubhum Gaur**

**Principal, Maharishi Markandeshwer Institute of Computer Technology & Business Management (Hotel Management), M M University, Mullana, Haryana:**

The hotel industry should come in partnership with the hotel management institutes to help them know better what the hotels require from them and they can also train the students of institutes as per their requirement. They should make sure that they have a good policy to pay for the hotel management graduates and a better career pathway to grow.

## **What kind of changes the current curriculum need to undergo to increase the relevance of Hotel Management Education?**

### **Prof. Parvadhavardhini Gopalakrishnan**

**Principal, Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal, Karnataka:**

The focus should be to provide the graduate competences required to be a business manager in the long term. A smart and professionally trained graduate requires very little time to garner his skills that are specific to the hotel chain which mostly conform to international standard operating procedures of the respective brands. However, the graduate should be able to perform in an environment of uncertainty and change, wherein quick thinking will be an advantage.

The curriculum should be delivered in a participative manner that permits students to challenge the information provided. Innovative teaching styles should be explored and assessment should not necessarily be through a written examination. Problem solving, case studies, simulations and IT enabled teaching learning strategies should be encouraged.

Subjects dealing with IT and business communication should comprise of more than 30% of the taught domains. Most curriculums have inbuilt OJT (On the job training) in the hotels which is assessed by the industry. Quiet often, the text books don't do enough justice to operational specificities. OJT's should be mandated as part of the assessed components of curriculum.

### **Prof. Argha Chakravorty**

**Principal, Institute of Hotel Management Catering & Nutrition, Gurdaur, Punjab:**

Offering value addition programmes, inter- disciplinary subjects to students, which are beyond the realm of existing curriculum is necessary. Incorporating training programmes in personality development, leadership training, communication and etiquette training, cross cultural management, customer relationship management, current affairs, managing virtual currency (Bitcoin etc.), cloud computing and so on should be included. Restructuring the existing curriculum to an internationally accepted credit-based system is also required.

### **Prof. S. K. Singh**

**COO, Amrapali Institute of Hotel Management, Nainital, Uttarakhand:**

A good education system should be a future-oriented one, preparing student to meet the changes that await them when they go into the workplace.

How do we prepare our budding hospitality graduates to face their future? It has got to do with what we teach, how we teach, and how students learn.

The academic delivery should be such that it creates interest amongst the student, sparking off something in them so that they pursue knowledge and learning willingly. What they learn to some extent shapes the way they think. Hence, in the curriculum, a distinctive feature is that students must be offered an option to pick subjects of their interested specialization areas in later stages of program of study. Initially the students should be given varied subjects as this may take the students out of their comfort zones. The training in labs should be creative and should be initially given in different disciplines so as to develop a certain quality of mind, flexibility, and a turn of the imagination to enable the learner to see shades of grey, and not just black and white.

In current scenario, students need to understand their industry, society and themselves to work successfully and independently in complex and changing environments.

- There is a need for proper blend of higher level and generic skills and core technical skills in the curriculum. The balanced curriculum should incorporate following points:
- Emphasis on critical thinking, problem solving, strategic planning and leadership.
- It should deal with complex & changing environments of industry along with technological developments.
- It should find a right balance between practice and theory.
- Beside the traditional skills, students should be provided with some field exposure for marketing, operation management, HR, up-selling and customer handling.
- Curriculum should include innovation and risk taking abilities in core areas.
- Teaching should take a 'learning styles' approach.
- The training schedules should be two; the first schedule should provide students exposure to operational areas and second one should provide them with managerial inputs supported with field project work.
- Simulation exercises and case studies should be incorporated within the curriculum.
- Personality development should be practice oriented.
- Students should be provided with elective subjects of their specialization areas from 2nd year of study onwards, so that a quality skill base is developed in them.

### **Prof. Bharti Tyagi**

#### **Principle, Institute of Hotel Management Catering & Nutrition, Chandigarh, Punjab:**

As such, the current curriculum should be designed, based entirely on the research and development. More focus should be given on experiential learning and self learning methodologies for the students. Frequent interactions between personnel from academia and industry should be organized to re-evaluate the existing curriculum from time to time and incorporate the necessary changes. This practice will increase the relevance, make the curriculum dynamic and will go a long way to close the wide gap existing between the hospitality education and the industry at present.

### **Brigadier (Retd.) Dr. Mahendra Singh Dhaka**

#### **Director General, Institute of Hotel Management Catering Technology & Applied Nutrition, Meerut, Uttar Pradesh:**

Universities, the National Council of Hotel Management and other bodies responsible for setting of syllabi and curriculum for all courses of hotel management education need to overhaul the entire curriculum. The present curriculum is more outdated and obsolete than it is modern or dynamic. The changes needed are suggested below:-

- A regular interaction between the hotel industry and the Board of Study Convenors of all Organizations who create hotel management programmes to be taught in hotel management institutes across the country is a must. This interaction must extend even to international hotel chains within India as well as abroad. Such interactions will take care of the needs of the hotel industry so that the curriculum is tailor made to produce suitably educated and trained students.
- Latest software, programmes, cuisines, techniques which are modern in all departments of the hotel industry must be constantly updated in the curriculum. A review of the curriculum should be undertaken after every three years.
- Students must be exposed to Grooming and Personality Development programmes as a compulsory subject in the curriculum at graduate level. Such education should include the overall development of the personality and image of every student. Development of communication skills, soft skills, body language, attitude, perceptions, image management and social graces etc. must form part of this curriculum.
- Education on moral values, professional and business ethics must be included in the curriculum.
- Training of students to help them to ensure selection in the campus placement should be the responsibility of hotel management institutes. Presentations, group discussions and interview techniques, therefore, should be included in the curriculum.
- The curriculum must ensure a proper weightage to the practical classes of every department to include much more importance to be given to practical examinations.
- Seminars and workshops on core subjects should be in-built in the curriculum of each academic semester/year. Current and futuristic trends in the hospitality sector should be the topics for such seminars / workshops.
- Study of each subject should be research-based. Short and long research should form the important and inseparable parts of the curriculum.

## **Dr. D. Anthony Ashok Kumar**

**Director & Principal, SRM Institute of Hotel Management, Chennai, Tamil Nadu:**

To improve the quality of hospitality education, the core of the curriculum should be designed at par with latest trends and developments. Our curriculum needs to be benchmarked with leading institutes around the world such as Johnson & Wales University and Cornell University. Also, every institute must strive to offer innovative teaching methods such as “Graduate Managers Programme”, activity based learning (ABL), case study methodology, guest lectures by industry leaders, field trips & hotel management software to enable interactive and collaborative learning which helps in unlocking the potential of students. It must focus on developing leadership skills and flair for service at the grass root level & comprehensive course in english language & personality development.

## **Prof. Amit Sachdeva**

**Principal, Desh Bhagat Institute of Hotel Management & Catering Technology, Mandi Govindgarh, Punjab:**

Today, tourism and hospitality sector is growing rapidly. Lot of students, after completing 12th standard are interested to pursue their careers in different hospitality sectors. At present, the curriculum of hotel management institutes is almost the same for the past couple of years, except a few changes here and there.

Students should be given enough knowledge on cruise lines and airlines as they are the pioneers of hospitality sector these days. They should also be given enough knowledge on casinos and should be trained accordingly. Practical part needs to be increased more than the theory part, as hotel management education is based on more of practical knowledge. Professionals from the hospitality industry should also come forward and share their experiences and help students to implement the same.

## **Prof. K. Kavitha**

**Principal, Sambhram College of Hotel Management, Kolar Gold Fields, Karnataka:**

The Information technology should be an Integral part of the curriculum as a main subject. The information technology influences multicultural hospitality and tourism, customer marketing, and worldwide business in hospitality. ICT (Information Communication Technology) should become an almost universal feature of the hotel management institutes. The system needs to be revamped completely, as a precondition for giving people, best and accurate upgradation in curriculum, to free up resources for teaching and learning, and to encourage innovation and efficiency.

## **Prof. Sheri Kurian**

Director, Acharya Institute of Management & Sciences, Bangalore, Karnataka:

As far as the changes in the curriculum are concerned, colleges should be given freedom by the affiliated universities to modify or improve the curriculum in consultation with the industry as and when it is required. At present, no such facility exists in our country. In other words, colleges can minimize the gap between the industry requirement and the curriculum by developing the augmentation programs in association with the industry. Therefore, students will really be benefitted and such exposures will enable them to achieve new heights in their career.

## **Mr. Santanu Dasgupta**

**HOD-Hotel Management, Siliguri Institute of Technology, Darjeeling, West Bengal:**

Present curriculum is fine, but inclusion of french language as a subject is required. I don't know who omitted it and why?

### **Prof. Rishi Kashyap**

**Principal, Gujrat Institute of Hotel Management, Vadodara, Gujrat:**

A lot of changes are needed at the policy level to bring about the real difference – to replace archaic practices with progressive initiatives. “Most important change that is required is to standardize the curriculum in private institutions with participation from the industry, the critical change areas - replacing obsolete mechanisms controlling module planning, delivery, assessment and renewal by including dynamic curriculum updates, action-based learning systems, proactive and technologically enabled delivery systems, interactive platforms, cross referencing models, creative and practical assessment tools and result-oriented learning.

There is a need to liberalize hospitality education so that the industry and entrepreneurs would be attracted to invest in education. The other key factors are - launch accreditation of hospitality programmes at all levels so that the programmes will enjoy academic credibility in addition to industry acceptance; there should be multiple/plurality of autonomous accrediting agencies which have domain-based expertise and are non-governmental; programme design should offer opportunity for concentrations, specializations, etc, through electives, and optional choices with all courses and programmes enjoying credit worthiness. Also, programmes to be built around a set of modular courses. Such a programme structure will enable multi entry exit points, mobility, etc.

### **Mr. Padmakumar Nair**

**Principal, Rizvi College of Hotel Management, Mumbai, Maharashtra:**

Practical applicability of everything that is taught is paramount to the success of the programme. There are several topics and areas which are redundant today and should be overthrown. Industry should form a composite part of any curriculum planning committee of the universities.

### **Prof. Shubhum Gaur**

**Principal, Maharishi Markandeshwer Institute of Computer Technology & Business Management (Hotel Management), M M University, Mullana, Haryana:**

The Current curriculum needs some changes like increased interface with the industry. It also needs more interaction with the people working in hotels who can in turn guide the students about the prospects. The subjects related to hospitality should be made compulsory at school level also so that it helps in increasing the awareness of the programs and the industry.

## **What kind of support should the Hotel/Hospitality Industry extend to the Hotel Management Institutes for the development of this education sector?**

### **Prof. Parvadhavardhini Gopalakrishnan**

**Principal, Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal, Karnataka:**

The hospitality industry is a multi-billion dollar and growing enterprise. It is exciting, never boring and offers unlimited opportunities. The hospitality industry is diverse enough for people to work in different areas of interest and still be employed within the hospitality industry and have numerous opportunities for advancement with economic advantage.

The sector is wide based beginning with the hotels and restaurants of the organized classified and non-classified segments, tourism and its allied services, retail mixed used commercial services, aviation customer care and logistic services, full and partial serviced apartments, hospitality services for cruise liners, spa operations, customer care in financial institutions, BPO's, event management and many such burgeoning service based commercial ventures not excluding technologically driven on-line services and products.

### **Prof. Argha Chakravorty**

**Principal, Institute of Hotel Management Catering & Nutrition, Gurdaur, Punjab:**

Career options other than customer-care, retail, quick service restaurants (QSR), airline-cruise shall include managing Events, MICE tourism sector, apartment hotels, theme consultancy etc. in the niche segment.

## **Prof. S. K. Singh**

**COO, Amrapali Institute of Hotel Management, Nainital, Uttarakhand:**

The Hospitality Industry includes a wide range of services related to management of hotels and restaurants, resorts, clubs, health centers, tourism, entertainment and recreation, as well as entire service sector.

It is not just about hotel management and cooking; rather this field of education offers the enthusiasts a wide range of career choices, including, but not limited to, human resources, accounting, guest relations, housekeeping, food and beverages, banking, real estate management, event management, marketing and sales, etc. In current scenario, the field of hospitality industry is very diverse; here, one can work on various places and positions. In this field, students get enough opportunities to work and enjoy and to follow their passion with lots of energy. Today a hospitality graduate can explore career options in varied fields: from government job's to corporate, cruise to airlines, catering to event management, running a theme park to working for a band club or management jobs, one can explore as many options he/she wants.

## **Prof. Bharti Tyagi**

**Principle, Institute of Hotel Management Catering & Nutrition, Chandigarh, Punjab:**

As far as the emerging career options are concerned, there are numerous career opportunities as relationship managers, customer service executives/ associates in banking sector, retail sector, BPO units, aviation and cruise industry. As all these areas involve delivery of products and services which are similar to hotel industry in many aspects requiring comparable skill sets, there is a significant inclination amongst the students of hospitality sector to opt for these career opportunities.

## **Prof. Kamal Kant Pant**

**Principal, Institute of Hotel Management, Catering Technology and Applied Nutrition, Gwalior, Madhya Pradesh:**

The employment scenario for the hospitality graduates has changed over the years, It is quite complex at the moment in comparison with what it was a decade or so ago. With the increase of diverse hotel groups coming to India, their respective management and HR philosophies have come with them. Moreover, there is more recruitment taking place in the BPO, retail, financial services, facility management and quick service restaurant chains. In my opinion, the percentage of coveted slots of management trainees in the industry has gone down to a miniscule number over the years and even the job profile at this level has eroded. The trend to hire at the bottom level has become more prevalent. This scenario has put the entire industry in jeopardy by weaning talent away from the industry. The situation has become more precarious due to low starting salaries at the entry level in the industry. The onus is on the industry now. The hotels have to shoulder greater responsibility and prepare attractive career ladders for the entrants to the industry.

## **Brigadier (Retd.) Dr. Mahendra Singh Dhaka**

**Director General, Institute of Hotel Management Catering Technology & Applied Nutrition, Meerut, Uttar Pradesh:**

With a plethora of changes already taking place in the hotel management education, the graduates should be able to choose a career from among a huge span of careers other than the hospitality sector now available. Just to name a few—

- Retail Sector
- Defence Sector
- Self Employment and Entrepreneurs
- Food Corporation of India
- National and International Food & Beverage Companies
- Human Resource Managers
- Event Managers
- Banking Sector
- Academics
- Call Centres and BOPs.

## **Dr. D. Anthony Ashok Kumar**

**Director & Principal, SRM Institute of Hotel Management, Chennai, Tamil Nadu:**

Though the traditional career options in hotels, cruise lines and airlines are taking the larger share, the emerging career options as budding entrepreneurs, retail such as KFC & Pizza hut, hospitals, food joints, hyper malls, entertainment & theme parks, event and venue management, fitness and spa management, army catering etc. are bringing in a lot of diversity. Since most of the hospitality students have a strong customer relation skill, many are delving into customer service position at the IT companies.

## **Prof. Amit Sachdeva**

**Principal, Desh Bhagat Institute of Hotel Management & Catering Technology, Mandi Govindgarh, Punjab:**

Hotel management graduate can also opt for various industries/fields such as-

- Airlines Companies
- Retail Industry
- Theme Parks
- Casinos
- Spas
- Coffee Cyanic
- Pubs
- Bars
- Multiplexes
- BPO (Business Process Outsourcing)
- KPO (Knowledge Process Sourcing Out)

BPO & KPO can be termed as lateral employment. A lot of BPOs & KPOs hire hotel management graduates as they have excellent communication skills and are well in customer relations.

Companies feel that this way they would get better employees who would require less training and at the same time be cost effective.

## **Prof. K. Kavitha**

**Principal, Sambhram College of Hotel Management, Kolar Gold Fields, Karnataka:**

For the Hotel Management Graduates, there are jobs available on land, at sea and in the air. They could work at hotels, organizations such as Mind Tree, Maruti Suzuki, in hospitals, the retail industry, defence establishments, banks and even the insurance sector. Within the hotel industry, there are options of joining HR or sales and marketing. In fact, hospitality is an indispensable function in every sector, points. One CEO of the company remarked, "When I go for business meetings to companies like Infosys, right from transport to putting me up in their guest house to looking after my lunch and dinner is taken care of by its hospitality department."

Also, there's a demand for outsourcing managers as most corporate and hospitals outsource their support services and need a person with management skills and a good understanding of the hospitality industry to manage Food Production, F&B Service, Front Office and Housekeeping. These make for support services in a hospital/MNCs /PSUs. In fact, hospitality graduates are in great demand abroad, especially in the Middle East and the UK where Indian food is very popular.

No industry other than Hotel/Hospitality offers such refined working environment and dignity. Hospitality is not a job, it's a lifestyle.

## **Prof. Sheri Kurian**

**Director, Acharya Institute of Management & Sciences, Bangalore, Karnataka:**

As far as the career options are concerned Hotel Management graduates are very much in demand in almost all the sectors. Every Industry starts recruiting Hotel graduates today to meet their requirements with clients. For example: hospitals, shopping malls, IT industry, airlines, railways, cruise lines, clubs, FMCGs etc. However, it all depends on one's ability to communicate well, pleasant personality and general Knowledge nothing else.

### **Mr. Santanu Dasgupta**

**HOD-Hotel Management, Siliguri Institute of Technology, Darjeeling, West Bengal:**

Students should be encouraged for entrepreneurship. Students from hotel management are making successful career in retail sector.

### **Mr. Padmakumar Nair**

**Principal, Rizvi College of Hotel Management, Mumbai, Maharashtra:**

A hospitality student is empowered with soft skills and a mind set to serve. Hence shifting careers is always an option. Any industry prone to serve customers welcomes a hospitality professional.

### **Prof. Shubhum Gaur**

**Principal, Maharishi Markandeshwer Institute of Computer Technology & Business Management (Hotel Management), M M University, Mullana, Haryana:**

Apart from going in to industry if the student is really good in academics, he can go for masters and then pursue research in the field of hotel management. A Student can opt for BPO, or travel agencies and also opt for International Cruises. Now a days emerging area attracting hotel management graduates are big hospitals and big retail chains.