

# ALTERNATIVE CAREER OPTIONS FOR HOTEL MANAGEMENT GRADUATES

Hotel management is one of the most interesting career options in the contemporary job market. The boom in the tourism industry has resulted in the immense growth of hotel industry in India. As hotels fall under the service industry, the motive of hotel management courses in India is to prepare the students to face the challenges of this competitive world. Usually, it happens that after pursuing hotel management course, students might want to go to other fields due to some reasons. In that case, they have plenty of options too.



## DEFINITION AND SKILLS REQUIRED

Hotel management refers to professional management techniques used in the hospitality sector. These can include hotel administration, accounts, marketing, housekeeping, front office or front of house, food and beverage management, catering and maintenance.

It involves combination of various skills like management, marketing, human resource development, and financial management; inter personal skills, dexterity, and etc.

The hotel industry being an industry which focuses strongly and heavily on customer means you must be able to demonstrate a genuine interest in providing excellent customer service. It is a social business too, so you need to be friendly, outgoing and have good networking skills.

As these qualities are required heavily in this sector, at the same time, these qualities are also very much in demand in other sectors also which open new avenues for the hotel management students to make their career in other sectors in case they don't want to pursue their career in this sector due to some reasons. The options available are as follows:-

## TEACHING: Faculty in hotel management or food craft institutes

They can choose to be a faculty in hotel management or food craft industries and share their knowledge with aspirants. They may join one of the IHMs or private colleges after approx. 1 year of experience depending upon their academic performance. Initially they may join as assistant lecturer and within 2 years of teaching experience they are eligible for lecturer post. Their salary structure is 10,000 in the starting and reaches up to Rs. 30,000 per month, however, it may vary from organization to organization.

## AVIATION: Cabin Crew in National and International Airlines

Choosing a career in international airlines can be a good option because it requires groomed Personality and communication skills which are mandatory in hotel industry. Being cabin crew requires certain kind of attitude and qualities like positive attitude, energy and friendliness which will get one a long way in this field. It will also help one to find job as flight attendant if you make sure you are well presented and groomed.

## **CRUISE: Catering Officers in Cruise lines/Ships:**

Here in this field, they can work as a catering officers and be quite successful because work is quite relevant. Merchant navy catering officers oversee the purchase, preparation and serving of food and drink to crew members and passengers. They are also responsible for accommodation services, including the provision of linen, bedding and laundry. They may be in overall charge of administration, organizing record keeping, wage payment, and the interpretation of customs and immigration records that apply while the ship is in port.



## **MARKETING: Sales Executives in Hotel / Multinational Companies**

Sales and marketing executives in hotel / multinational companies can also be a good option because this field requires good convincing skills, good communication skills and good Personality which is relevant to hotel industry requirements. As a sales executive, you will have to be consistently on the go, will have the pressure to meet the targets and should have the assertive attitude.

## **BANKING & INSURANCE:**

### **Customer Service Executives in Banking / Insurance and other Service Sectors**

Banking / insurance requires people who are lively, smart, and intelligent, have good convincing power and can act according to situation. Hotel management students have these qualities in plenty. Customer service executives should have the quality of presence of mind and product knowledge in order to solve the customer queries in a better manner so that customer returns with satisfaction and a happy face.

## **TRAVEL & TOURISM: Managers / Supervisors in Tourism Development Corporations**

Hotel management students are very much aware of the tourism industry because hotel industry comes under tourism industry and hotel management students are very much equipped to face the demands of the tourism industry. The atmosphere in travel and tourism organization attracts with excellent inter-personal skills. A tourism job demands excellent organization skills, imagination and creativity in solving problems, excellent customer service, strong communication skills, attention to detail and ability to meet deadlines and coordinate schedules under stressful conditions.



## **Entrepreneurship opportunities**

After pursuing hotel management course, one can start their own venture and can be an entrepreneur. Benefits of starting your own venture is you can take your own decision independently and make your own venture a successful one. They have the option of making a good restaurateur or can open a good restaurant.

## **EVENT MANAGEMENT: Managers/Supervisors**

Event management is also a good option for hotel management students because they can bring in their organizing skills to good use in this field and go up in the ladder. Event managers may also be involved in more than just planning and execution of the event but also brand building, marketing and communication strategy. The event manager is an expert at the creative, technical and logistical elements that help an event succeed. It is a multi-dimensional profession.



## RETAIL SECTOR:

Retail sector has a wide range open for hotel management graduates. It includes PVR, Malls, and Back Office jobs, joining as receptionist in corporate offices, Hospitals and BPO industry. It depends on what position you have in retail industry. A good smile and a way with words are probably your best weapons in the retail industry. Retail industry is mainly face to face interactions with people; you need to be able to approach people and establish a rapport with the customer immediately.

## TRAVEL AGENT:

Although the travel agency business has consolidated in recent years, people who know how to put together packages are still in demand. Worth exploring are companies that cater to five-star travelers. Demand for expensive junkets remains strong among the well-heeled traveler.



## ELIGIBILITY & DURATION OF COURSES:

Minimum eligibility required to go for a course in hotel management is 10+2. Time duration of the course may vary from six months to three years. The selection process comprises of an entrance test followed with group discussion and personal interview. So here we can conclude in this way that there is no dearth of options for hotel management students in other fields because they are equipped with all the qualities required in all other abovementioned sectors if they ever want to shift to other sectors Or can't continue in the same sector due to some reasons.

## INSTITUTES OFFERING COURSES IN HOTEL MANAGEMENT:

### Madhuban Academy of Hospitality Administration and Research (MAHAR)

Hotel Madhuban, 97 Rajpur Road  
Dehradun, Uttarakhand  
Tel: 9012190008, 9012190009  
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