



CSR-GHRDC Hotel Management Institutes Survey 2007

— GHRDC Team

The 2007 CSR-GHRDC Hotel Management Institutes Survey is new in both its concept and approach. It is a comprehensive, objective and transparent survey on the status and quality of hotel management education in India. For all stakeholders including hotel management institutes, prospective hotel management students and recruiters, it provides useful insights and action leads.

BACKGROUND

Globalisation has come to stay in India. It has helped us look at certain professions with more respect and dignity. The hospitality industry is one of them. Way back in 1991 when a university topper decided to join Welcomgroup's Institute for Hotel Management at Manipal, many eyebrows were raised. Today, things have changed and a graduate degree in hotel management is a well sought-after professional course. Technological developments have played a significant role too and hotel work is no longer considered a dirty job, unfit for educated people and ungainly as a career. The stigma attached has disappeared.

The hospitality industry has also expanded and is no longer limited to five-star hotels and now includes airline services, catering services, restaurants, travel agencies, luxury resorts, cruiseliners, health resorts, nightclubs and many more avenues. They all draw their employees from the pool of students graduating from hotel management institutes. This industry has seen tremendous change over the past two decades. And today it is all set to take a high growth path. Tourism, both domestic and foreign, has grown. India celebrated "Incredible India Year" in 2006 in order to boost its share of foreign tourists in India. It is a favoured destination for big companies hence business travel has increased dramatically. New avenues such as ecotourism, health tourism have developed significantly to attract more foreign visitors.

Most industry watchers predict a tremendous boost in the hospitality industry with the hosting of the 2010 Commonwealth Games. "With more than ten million foreign visitors coming to India to watch the event, profits would surely go up, and give tremendous boost to the industry", stated a forecast-paper on 'Aftermath of CWG (Commonwealth Games 2010)'. As a result, India's share of foreign tourist would go up almost 1.5% in 2010 whereas this share was just 0.52% in 2006. The high rate of growth has also ensured that the hospitality industry provide better

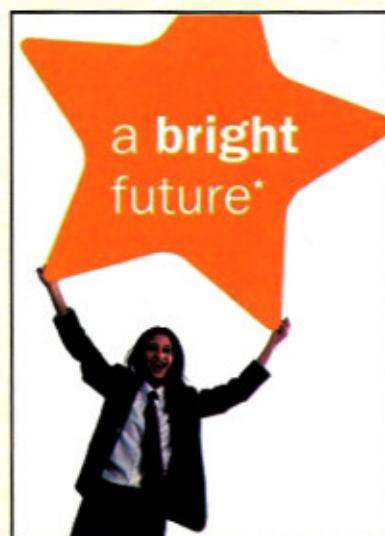
services and employ trained staff to ensure this. Gone are the days when the best staff was kept to service the foreign or business tourists. Today, even domestic tourists demand better services. Consequently, the demand for trained hospitality graduates is growing rapidly.

The hospitality industry thus is increasingly being viewed as a viable and attractive career option with good growth prospects. The industry offers a career that attracts recruiters from sectors like aviation, shipping, entertainment, catering, multiplexes, retail trading, call centres and of course hotels and restaurants. The opportunities are expanding with prospects of exciting career, assured job, reasonably acceptable pay packets, job satisfaction and above all, recognition and appreciation.

While it is true that the hospitality industry is witnessing an unprecedented boom, what remains largely unexplored is the status of the hospitality education in India. Have the Hotel Management Institutes in India adapted to the changing trends in the industry and are they equipped to meet the growing demand for trained manpower? The

hospitality sector is rapidly expanding and the demand for well-trained manpower is constantly on the rise. Moreover, the diversity of roles in hotel management is greater than in any other profession. Hotels require trained staff for all these roles. With the Indian economy poised to become a service industry powerhouse, the demand for professionals in this sector is going to spiral upwards. There is a high demand for Indian hotel managers and staff in the international hotel industry as well particularly in the Middle East. **It's estimated that around 20% hotel management graduates go to foreign countries.**

We believe this survey is very timely, as hotel management education in India, is poised on the threshold of new horizons. The hotel management institutes cater to an





industry which is on the upswing, a 'sunrise industry' where the demand for qualified professionals is on a never before high. The global growth of the tourism sector, budget airlines and back home, the impending Commonwealth Games have all contributed to the boom in the hospitality industry.

It was to cater to this emerging trend and to respond to the increasing demands from stakeholders that CSR-GHRDC took up the challenge to conduct a comprehensive, objective and transparent survey of hotel management education in India. The CSR-GHRDC survey is a path breaking effort in terms of providing not merely quantitative but also qualitative information on hotel management education in India. Thus, the survey does not merely rank the hotel management institutes but also provides detailed information on various issues of relevance to the hospitality industry in general and students, recruiters and hotel management institutes in particular. The survey also provides indicators to academicians and administrators to improve the quality of hotel management education in India. Another aspect of the study is to help Hotel Management Institutes assess their own strengths and identify areas of improvement and thus equip them with the competency to make their mark in this dynamic industry.

Government of India initiated education and training in hotel management more than four decades ago. The liberalisation of the economy witnessed the entry of private players in the field of hotel management education in India. Another distinguishing feature has been the entry of a new set of recruiters in response to the increasing demand for quality hotel management manpower in India. There is however a big question mark on the quality of education imparted in some of the HMIs. The CSR-GHRDC survey rates hotel management institutes on the



basis of critical parameters such as infrastructure, education processes, academic programmes and placement and industry interface. The survey provides information on the well-performing institutes nationally as well as regionally. It also evaluates the relative merit of some entrance tests and induction processes. The survey notices a certain degree of bias towards students from some streams (we found that students from homescience background enjoyed no special advantage at the entry level). The relatively low levels of salary in the hotel industry remains an area of concern. With the advent of recruiters from the services, BPOs, Airlines and other related sectors this scenario too is changing. It is worth mentioning that the survey sample of 36 hotel management institutes have been successful in attracting about 100 recruiters of national repute.

The Changing Perception Of Hospitality Sector—The Bollywood Way

May, 2007—Bollywood presents its latest offering *Cheeni Kum*, starring one of its biggest superstars Amitabh Bachchan, playing a temperamental chef who takes great pride in the craft, working in what he claims is the best Indian restaurant in London. Cut to 1980, there was another award winning film, *Bavarchi* by Hrishikesh Mukherjee. Here the protagonist, Rajesh Khanna, possibly the first superstar of Hindi film industry, not only cooks well but also wins hearts through his culinary as well as interpersonal and human bonding skills.

Mark the combination in Bollywood's depiction of a profession that requires a high degree of motivation, expertise and professionalism as from the samaritan cook of *Bavarchi* to the sophisticated chef in *Cheeni Kum*. This progression in Bollywood's perception of hotel management is an apt mirror of society's changing perception of the same.

The hospitality industry is all about dealing with people. Recruiters, especially the top ones viz., Taj Group of Hotels, Welcome Group of Hotels, ITC, McDonalds, Pizza Hut give preference to the candidates having the right attitude, ability to listen and learn, and readiness to work flexible hours. To grow in the industry they need to have an avid interest in travel, tourism and entertainment. The Hotel Management Institutes are realising the significance of these traits and giving due emphasis on soft skills, interpersonal relationships and positive attitude building.

