

Impact of Hospitality Education beyond Hotels

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ABSTRACT

The term 'Hospitality' means taking care of the guest, wherein the host receives the guest with goodwill. Hospitality is not limited in extent to the hotel alone, but could be anywhere. Every year approximately 1200 students become hotel management graduates in only Navi Mumbai itself. But the career opportunities presented by the hotels is not sufficient, hence we have to look for some other opportunity beyond hotels. After all, any guest or visitor to a corporate office, banking sector, cruise liners, retail houses, entrepreneur, etc requires to be attended too in a professional way and if there is a trained professional from the hospitality industry to receive them, then the guest or visitor is assured of a pleasant experience. The 'Travel & Tourism' industry shows eagerness to hire professionals from hospitality, of which hotel management is a significant branch. Students who graduate from hotel management can have a wider choice of career options beyond hotels.

In short, hospitality education is set to grow exponentially and a qualified professional in either hotel or other sectors of hospitality industry and can expect a wider choice of employment opportunities in the coming years.

This paper attempts to study how hospitality education has created a marked effect in other sectors of the hospitality industries. Also it features exclusive insights of hotel management students and steps taken by the hospitality industry to be a part of hospitality education and their development.

1. Introduction

"Hospitality is much more than just Hotels"

Hospitality management is one of the most interesting career options in the contemporary job market. The growth in the tourism industry has resulted in the immense growth of hotel industry in India. As hotels are categorized under the service industry, the main objective of hospitality management courses is to prepare the students to face the challenges, boost them, and make them understand the practicality of this competitive world. Usually, it happens that after pursuing hotel management course, students might want to switch to other sector of hospitality due to some reasons. In that case, they have plenty of options beyond hotels. The hotel industry promises a bright future for anyone who wishes to take up a career in this segment.

2. Opportunities in the Hospitality Sector

Hospitality management students have more scope in the hospitality sectors other than hotels, the reason for this could be they are taught professionalism grooming, hospitality while they are pursuing their hospitality management course along with other supporting functions like sales & marketing, facility management, tactful situation handling, learning & development which makes them perfect for the top corporate and MNC's now a days and the key ingredient is, of course, customer service. The customer service is facilitated with friendly supporting staff along with the right tinge of professionalism. So the hotel management graduates students starting their career in any five star hotels would definitely add more values, qualities and simultaneously makes their resume very strong. 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 case they don't want to continue with the hotel industry.

3. Influence of Hospitality Education Beyond Hotels

- Aviation: Student can choose a career in International or Domestic airlines because it requires groomed Personality and communication skills which are mandatory in hotel industry. Being cabin crew or flight attendant it requires certain kind of qualities, positive attitude, anticipation of guest needs and friendliness which will get one long in this field.
- Banking & Insurance: Banking and Insurance requires people who are lively, smart, and intelligent, energetic, have good convincing power and can act tackle situation. Hospitality management students have these qualities in plenty, because apart from their core subjects they have management subjects as well.
- Entrepreneurship opportunities: After pursuing hotel management course, student/s can start their own venture and can be an entrepreneur. Benefits of starting own venture is they can take their own decision independently as there will be no top management. Basically they are the one who will be the creator of their own business and a successful one.
- Retail Sector: Retail sector has a wide range for hospitality management graduates. It includes jobs in national as well as international like D-Mart, Big bazaar, IKEA, corporate offices, catering services in the mall and multinational companies. They carry out supervisory duties for the organization and ensure co-ordination between the organization and its clients and partners.

- **Enologist:** An enologist is someone who is responsible for everything to do with the science of the wine. Their main job is to analyze the wine and then the results of these analyses are then used by the winemaker to assist in making decisions on how to treat the wine, hotel management graduates can choose as their career option.
- **Travel & Tour Manager:** Travel and tourism has a tremendous range for hospitality graduates, as one should not forget tourism and hospitality are two sides of a coin. Although the travel agency business has combined in recent years. Worth exploring are companies that cater to five-star travelers.
- **Food Styling:** Food styling is an art that refers to the process of cooking and arranging food. If a hospitality management graduate has ambition to achieve culinary art professionals may choose to specialize in preparing food from various cuisines like Italian, Japanese, Korean, etc. Now a day's food styling/food photographers are gaining popularity in the hospitality industry.
- **Teaching field:** Once the hospitality management graduates acquire sufficient experience in the industry they can switch to teaching field, where they can teach the hotel management students the current trends of hospitality.
- **Hospitality services in Indian Navy:** Indian Navy safeguard the nation's maritime borders, and with other Armed Forces of the union, both in war and peace. The Indian Navy every year released an employment notification calling out aspirants to apply for various posts in hospitality only for hospitality management graduates.

4. Objectives of the study

This paper features exclusive insights of the hospitality students to understand the impact of hospitality education beyond hotels.

- To study on the various sectors of the hospitality.
- To suggest measures and improvements careers in hospitality, not just hotels.
- To study how more than 1000 students from hotel management graduates in Navi Mumbai accomplish their career in hospitality.

5. Data Collection

The research was conducted through opinion taken from the final year students of hotel management in Navi Mumbai. 25 Hotel Management students from Navi Mumbai were approached for their opinion on "Impact of Hospitality Education beyond Hotels"

PRIMARY DATA:

Group discussions
Student's survey
Questionnaire

SECONDARY DATA

Websites,
Books
Articles
Magazines

Newspapers

The data collected from survey, group discussions and interviews brought forth various findings.

Web-based questionnaires were utilized to gather the responses of hospitality students and hospitality graduates.

The survey, group discussions and questionnaire brought forth a major consideration that students were ready to go beyond hotels. The education provided for Hospitality students was efficient enough to explore sectors other than hotels.

Students Opinion

According to the data collected from the students, their idea of pursuing a career in Hotel management was limited to the irrelevant information that they could only work in hotels. The hospitality industry is as vast as the ocean itself, opportunities everywhere, just behind the wall of practical knowledge and discipline and patience. They learned a lot from this industry and the most important thing they have learned is that a person pursuing HM isn't going to face any stagnation in their progress unless they themselves decide to put a hold because everything is related to hospitality. This industry isn't just day and night jobs in hotels, but there are many more aspects like the services provided in the Army and other armed forces, Hospitality services in hospitals, restaurants, Catering to Corporate sector, Event management etc. It doesn't end here, people acquire so much knowledge that they can decide to spread it by opening their tutorials, separate workshops, and the best part, be a Professor and do the right thing.

Hotel Management Courses are curated for specific career domains and are very job-oriented. To be successful in the Hotel Management and Tourism industry, one should own a pleasing personality; have effective interpersonal skills, leadership skills, and good management skills.

The Hospitality graduates are more interested in sectors other than hotels. The most commonly preferred sector being Cruise Lines.

Other sectors like

Banking,
Hotel and Restaurant management
Cruise Ship Hotel management
Hospital Administration and Catering
Hotel and Tourism Associations
Airline Catering and Cabin Services
Forest Lodges
Culinary Arts
Revenue management
Public Relations
Human Resources
Sales
Sustainable Management
Luxury brand management

Why is it that hospitality provides so many more career paths to graduates than other, more traditional pursuits? The

answer lies in the education itself. Hospitality management education consists of disciplines that are much in demand in today's world – finance, human resources, management, business, accounting, marketing and more – equipping graduates with a valuable skill set for today's corporate world.

There is a world of opportunity for today's youth within hospitality. This holistic approach to education and the opportunity to gain a cutting-edge on their career is the reason why hospitality education is becoming a popular choice for aspiring students within India – many of whom have been disappointed with the prospects of more traditionally sought-after professions. While hotels are still, without a doubt, an incredible venture for those passionate about exceptional service and meeting people of all creeds and cultures. It is an education that turns graduates into flexible and adaptable talent, ready to make their path in some of the biggest sectors of the globe.

The Hotel Industry still has a large place to accommodate skillful job seekers. The advent of globalization has made it more than possible and the sectors other than Hotels are ready to employ more and more budding students from Hotel Management Institutes.

A graduate of postgraduate of the industry should not look at only opting for hotel or airlines afterwards. There are umpteen numbers of industries who look forward to recruiting students of this industry. This industry has moved beyond

restaurants and hotels to serving the healthcare, wellness and corporate sector, too.

6. Conclusion

Hospitality Education for future managers and executives is a challenge as number of different operational sectors are included under the rubric of hospitality industries, all unique entities sharing common hospitality and tourism elements: restaurants, hotels, travel, attractions, conventions, and leisure, banking, cruise lines, aviation etc.

We are all living in a hospitable world – and hospitality, takes one across continents, cultures, and companies, and gives opportunities to experience things that I believe no other career path e allows. The hospitality industry covers many sectors. It goes beyond hotels and restaurants. Thought these still offer excellent international careers, the career scope is much wider. "Hospitality is much more than just hotels" – a mantra we should all have accepted by this point in time.

When the opinion were taken from the hospitality students, they came back to us with their personal as well as general opinion that hospitality management is not going to face any stagnation in their progress. Also hospitality management is one of interesting career options in the job market. The education provided for Hospitality students is efficient enough to explore sectors beyond hotels.

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