

# Hospitality Education an Emerging Faculty

Dr. Neeta Mahesh Patil

Principal, Sahyog College of Management Studies, Thane (India)

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## ABSTRACT

*Does Hospitality provides so many 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. This often gives graduates a rich platform of career opportunities to choose from, straight after graduation, with many often choosing to pursue their own business venture or entrepreneurial start-up. Hospitality education aims to shape graduates that are passionate, proficient, and ready to tackle tomorrow's challenges head-on.*

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## 1. Introduction

Historically, hospitality has been part of every culture and religion and served to guide how we welcome strangers. It is like a golden rule for all civilizations.

For example in the Bible where God tests the goodness of believers by sending angels disguised as beggars asking for Hospitality. God rewards and saves those who answer the needs of strangers.

The ancient Greeks regarded Hospitality as a sacred duty; a tribute to Zeus. They were obligated to welcome anyone knocking on their door and provide them the best necessities they could.

## 2. Hospitality and Businesses

Gone are the days when customers were happy just receiving "please" and "thank you" or getting service with a smile. Although those go into the recipe for proper etiquette, it's just not enough. Satisfied customers are looking for a memorable experience and dynamic service where it counts.

Wikipedia defines Customer care service as the "provision of service to customers before, during and after a purchase". By extension Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. "The customer is always right" is a famous business adage.

The underlying truth behind this statement is recognising that customers are the life blood for any business. Understanding the importance of good customer service is, therefore, essential for a healthy business in creating new customers, keeping loyal customers, and developing referrals for future customers.

The importance may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees who can adjust themselves to the personality of the guest.

In other ways, it is known that the customer is the most important person in a business premise, he is always right and that is the reason why the business's existence is.

Excellent customer service is vitally important in all businesses. It's the first point of contact between, for example, the client and business representative or staff. It is the first opportunity an establishment gets to amaze and create a lasting impression. For the customer to return, a need to deliver what was promised is paramount, and perfect if you can exceed expectation where possible.

Every business needs to keep customers and clients happy, but in the hospitality industry it's so vitally important to keep guests engaged in order for the business to grow and prosper. Good customer service is one of the keys to success in any business, but is particularly important in the hotel industry, where guests are looking to staff to help them make their stay as relaxing and comfortable as possible.

The issue is strongly related to how service quality is managed and which holds a significant importance to customers' satisfaction and their perceived performance of hotels. In order for them to grow and survive, they must find new ways of handling their clients.

Great service make customers feel that you care about developing a long-term relationship that means more than just making a sale. Focusing on delivering customer service benefits hotel business more than a mere advertising. Improving "first contact" resolution is one of the primary drivers of customer satisfaction. Good listening skills and questioning techniques can shorten the interaction time with customers.

For hoteliers, learning how to constantly innovate to meet high expectations and provide good service is one thing they must not forget. The customer should be the centre of the universe and services should be designed around them.

Celebrating positive initiatives taken by any staff in this regard, communicating and sharing information on a consistent basis, empowering personnel, fostering wellness and paying attention to intuition are just a few of the small but critical items

necessary for hotel staff to produce the kind of guest and customer service ethic that will impress customers.

No matter what role we hold in a business, we all know if we respond to customers' requests quickly and efficiently, chances are that they will stay with us and buy more from us.

Around the world, companies recognise the benefits of good service for retaining and winning customers. Customers who experience good service stay loyal to the business, more so than those who have bad experiences, thus developing the best, most well-equipped front-line workforce is critical to customer-service success.

Hotel Management schools, for instance, provide a service-based education putting emphasis on providing high-end products and services at all levels. Consequently, Customer service remains important in all business domains.

In fact, it is important to point out that great Customer Care Service directly adds up to economic growth. It is a hidden complement that works wonders in hospitality and other affiliate industries.

### 3. Background of the Study

Being a Hospitality educator and Entrepreneur in Service Sector I am frequently in contact with the students, HR of the companies and Hoteliers. I have observed that there are more chances of absorbing students from Hospitality Background in any service sector than the students from the traditional Degree Colleges. It is indeed a need of the time to spread the awareness of the Hospitality Education among the people.

### 4. Objectives

- 1) To study the importance of Hospitality education in Economies, Customers and Employees in service sector.
- 2) To study the career and growth opportunities available for Hospitality Graduates.
- 3) To study the need to change the curriculum as per the Industry Demand.

### 5. Research Methodology

For the study I have used secondary Data. I have referred Hospitality Magazines, Published articles in Newspapers, Reports of prominent organizations.

### 6. Importance of Hospitality Education

Historically, the concept of hospitality is about receiving guests in a spirit of goodwill -especially strangers from other lands. *Hospitality* implies warmth, respect and even protection; it builds understanding and appreciation among cultures.

Today, hospitality also refers to a segment of the service industry that includes hotels, restaurants, entertainment, sporting events, cruises and other tourism-related services. As such, the hospitality industry is important not only to societies-but to economies, customers and employees.

### 7. Importance to Economies

The travel and tourism sector currently accounts for 10.4% of global GDP. Projections say that 72 million jobs will be added to the tourism and hospitality sector over the next 10 years, and the industry itself will grow 10%.

Hospitality generates revenue for local economies directly when tourists spend money in hotels, restaurants and entertainment venues. It also helps economies indirectly because tourists purchase retail goods, pharmacy items and locally made souvenirs and crafts. In addition, tourism can stimulate the building of infrastructure such as roads and public transportation.

Also important economically are the jobs created by the industry. In 2017, the hospitality industry accounted for 313 million jobs worldwide, which translates to 9.9% of total employment and 20% of all global net jobs created in the past decade. Hospitality also supports jobs in arts and culture industries, keeping theatres and arts festivals thriving.

Students of Bachelor of Hospitality Management degree program learn about the local and global economic impacts of the hospitality industry. They also study the financial aspects of running a hospitality business, drilling down into specific areas within each concentration: Asset Management, Beverage Management, Event Planning, Hotel Management and Restaurant Management.

### 8. Importance to Customers

Hospitality provides essential services (i.e., lodging and food) for travellers, whether they are on the move for reasons of necessity, leisure or luxury. Hospitality is a major factor in every vacation and business trip, and is thus important to individual customers and to businesses.

Of course, some hospitality companies, such as entertainment venues and restaurants, serve locals as well as tourists. The restaurant industry has seen a tremendous boom in recent years; American Millennials spend 44 percent of their food budgets eating out instead of cooking in.

Serving customers well is the primary aim of hospitality businesses, which should focus on creating high-quality environments and services and on hiring excellent employees who treat customers with warmth, empathy and professionalism.

While pursuing Hospitality degree program, students get real-world practice with customer service during industry internship periods. They can also host and serve meals in fine dining restaurants, learn good housekeeping practices in star category hotels, and practice greeting guests from the reception desk in Lobby of Hotels. Event management students plan events on campus and serve food to guests in Wine Room while they are doing the internship programmes.

### 9. Importance to Employees

Besides being a huge job creator, this sector provides a rewarding career track for professionals. It offers a huge range of job opportunities, from event planner to hotel general manager to facilities asset manager and beyond.

Entrepreneurs start their own restaurants and boutique hotels. Professionals have the chance to work in glamorous settings around the world.

**10. A career in Hospitality is Beyond Hotels**

“Studying hospitality management means to just become a waiter?” is I believe depicts outdated perspectives on the incredible industry that has shaped lives of people in hospitality Industry.

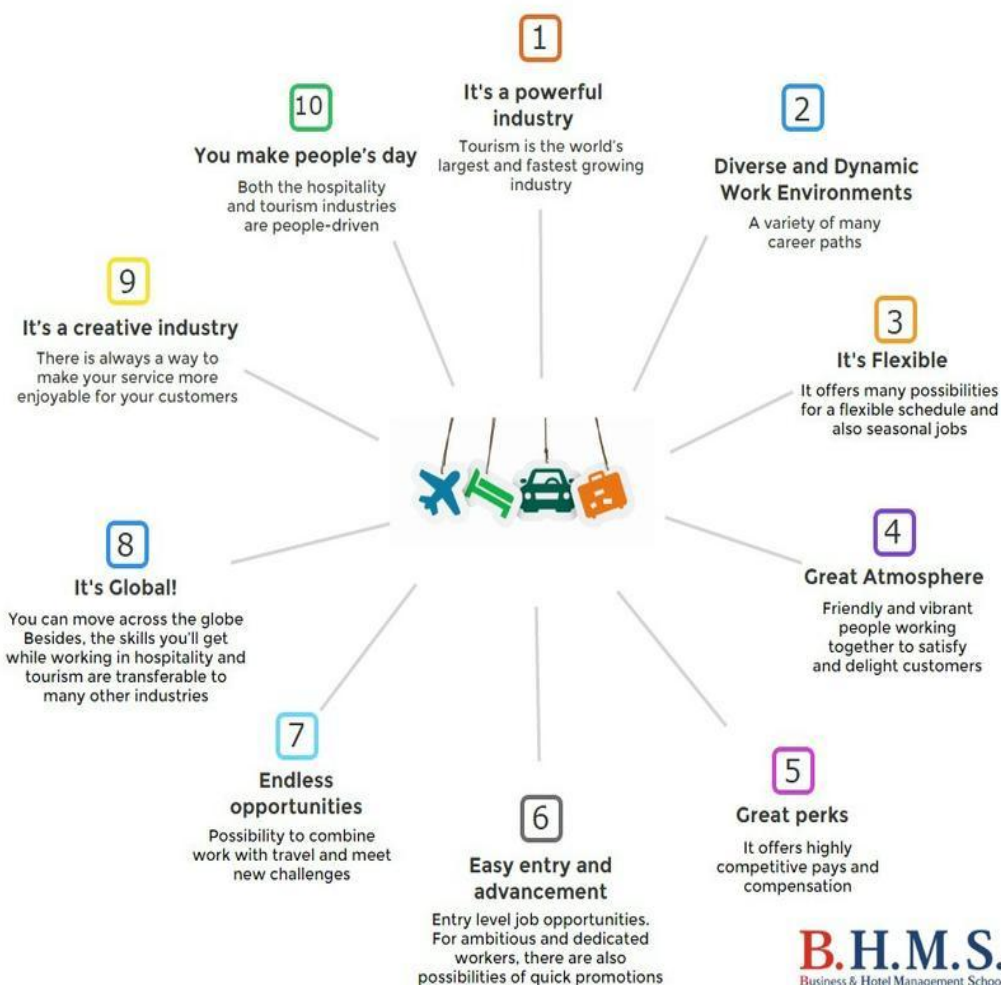
Mr. Dipli Puri a well-known hotelier says, “We are all living in a hospitable world – and hospitality, throughout my career, has become my entire world. It has taken me across continents, cultures, and companies, and given me opportunities to experience things that I believe no other career path would have allowed me to. I have helped open resorts in the bustling African Savannah while being overlooked by wild elephants and lions, and I have been part of teams that transformed unusable land into properties that give back to nature and the local community. During every step, I have had the chance to learn from people from all walks of life, cultures and backgrounds.”

“Hospitality is much more than just hotels” – a mantra we should all have accepted by this point in time. With 1 in 10 jobs worldwide falling under its umbrella, the art of hospitality is involved in some of the biggest jobs across the globe – banking and finance, travel and tourism, beauty and wellness, consulting, private equity, automobiles, aviation, luxury and

retail, restaurants and even entrepreneurship. It is a multi-faced world filled with talent that is just as versatile and colourful as the industry.

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. This often gives graduates a rich platform of career opportunities to choose from, straight after graduation, with many often choosing to pursue their own business venture or entrepreneurial start-up.

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 important to understand how much more there is to the world of hospitality. 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.



## Career Pathways in the Hospitality Industry



Hospitality education aims to shape graduates that are passionate, proficient, and ready to tackle tomorrow's challenges head-on.

Today, more than ever, education – or, more importantly, what we define as *good* education – is one of the most important topics in our society. It's a topic we go back to time and time again as we choose a future to pursue, tirelessly inspect lists of hundreds, if not thousands, of institutes, repeating the same process again when the time comes for our children, before finally finding one that satiates our pursuit of what we believe is a "good education".

So, what exactly are the parameters that we choose to measure an education with? When dealing with something as intangible as education, every item on the list of ingredients is crucial to ensure the recipe for a successful future goes according to plan.

Hospitality education, while still decidedly a niche pursuit, aims to do exactly that – to combine a winning list of components that help shape graduates that are passionate, proficient, and ready to tackle tomorrow's challenges head-on. Flexible for an evolving future. Life after hospitality education is much more than just hotels. While the uninitiated are quick to think that graduates spend their entire careers in hotels the second their graduation gowns are off, graduates actually have an entire world of opportunity open to them.

Hospitality graduates are actually some of the most sought after in today's rapidly shifting landscape. Many graduates do indeed pursue a career in hotels and resorts, but others excel in banking and financial services, private equity, luxury and retail, event management, and entrepreneurship to name a few.

So how does such a seemingly niche education successfully prepare students for some of the most exciting industries across the globe? The truth is that the education doesn't aim to equip students with extensive, expert knowledge regarding these industries. What it does intend to do, however, is empower students with the personal and fundamental life skills needed to flourish and succeed in almost any professional environment.

Armed with a strong sense of leadership, impeccable communication skills, critical thinking, comfort working in a team, and an entrepreneurial drive, hospitality management graduates possess a toolkit that is invaluable for tomorrow's world.

### 11. Findings

While hospitality education offers the potential for immense professional opportunities for today's youth, there are several underlying factors in the education scape that are still holding it back from the limelight it deserves.

A study by Aspiring Minds in 2014 (Aspiring Minds National Employability Report, Hotel Management Graduates – 2014) revealed that less than 25 percent of the approximately 15,000-18,000 graduates leaving hospitality institutes across the country are actually industry ready.

The root of the issues within today's industry and the solutions of tomorrow can be tied within education. With these statistics, it becomes clear that drastic changes within the curricula and the way the learning process is perceived and executed have to be made. With the introduction of courses that have been specifically designed with the needs of today's students and tomorrow's landscape in mind - from hospitality management to culinary arts - an entire ecosystem of students can be given the right tools they need to excel professionally within the industry or to pursue their own business ventures.

A successful hospitality education isn't just about preparing for today- it's about endowing students with the critical thinking, flexibility, and entrepreneurial spirit they need to flourish in today's professional landscape while successfully conquering the challenges of tomorrow.

It's impossible to expect an updated curriculum if there is a lack of research and innovation. And, unfortunately, hospitality education is a sphere where there is a distinct lack of exploring trends and pursuing patterns within India. Without research, programmes fail to meet the needs of the industry and to include the emerging patterns of our rapidly evolving world, leaving graduates underprepared and unequipped for the field.

Hospitality and travel and tourism are, without a doubt, some of the most fast-paced and constantly evolving fields today.

Fuelled by technology and strongly influenced by new customer expectations and behaviours derived by the spread of social media and the way we share our lives with each other, capturing an accurate snapshot of hospitality and its expected challenges is near impossible.

Instead of placing all focus on written, static material, successful future leaders are prepared by learning from the experience and direction of the ones of today. Leading institutes often employ industry experts from across the globe, both former and current, as permanent or visiting faculty. This approach not only helps students understand patterns and trends from industry experts that have encountered them before themselves and introduces them to global trends, it provides them with invaluable networking and mentorship opportunities that can play a big part in their future outside of graduation.

#### Building a stronger connect

Another crucial step in preparing leaders for tomorrow's industries is to introduce students to the intricacies and inner workings of hospitality as early as possible. This approach isn't just for the industry's benefit – it's also to ensure that the students themselves can see a future within their chosen field.

Hospitality requires flexibility, quick thinking and strong problem-solving to flourish in this colourful and fast-paced landscape – a rigid skillset or expectation of predictable routine are two things that won't fly very far in this world. By providing students with an insider's perspective into the workings of the industry, they're given the opportunity to deepen their understanding of what they've learned in the classroom, as well as an important head start above other graduates whose first foray into professional life only happens post-graduation.

But to reimagine a bigger, brighter and better tomorrow for the sector, we're going to have to reimagine hospitality education today.

## 12. Conclusion

### *A brighter future for graduates*

Increasing globalisation and the changing way we live our lives are helping drive the growth of travel, tourism, and hospitality to bigger heights than ever before. Combined with a performance that's greater than that of the global economy itself, the sector is set to offer incredible opportunities for those who are willing to take them.

To unlock the full potential of both the sector and India's talent pool, it is pertinent to reimagine the way hospitality education is constructed and delivered. It is essential to work closer with the industry on a holistic level – and keep abreast of trends and patterns through research and collaboration, carefully interweaving both into the hospitality curriculum.

This collaboration will not only help enhance the learning experience for students and help prepare them for a world after graduation, it will streamline the way internships are undertaken and give students the freedom to discover career opportunities first-hand within the comfort of their education.

By reimagining the way hospitality education is delivered and experienced, the industry stands to benefit from an influx of human capital that is passionate, dedicated and equipped to tackle challenges head-on. Braced with a new generation that is capable, innovative and entrepreneurial, the potential for growth within the hospitality and its allied industries is incredible.

### *The dearth of Hospitality Management institutes in India:*

Hotel Management institutes in India should focus on the importance of right kind of education. Tremendous work is required to overcome the lack of the technology in the hotel management institutes in India. "Traditional methods of teaching which do not include any practice of live skills required to survive in the industry is holding us back. Another issue that we are facing is the lack of female students graduating from hotel management schools. Only 10 per cent female students graduate from hotel managements schools in India every year.

The focus on the future of Hospitality Education in India is in dire need of up-gradation right now. The right kind of education and training will develop the niche skills required to ace the hospitality industry. The biggest challenge in this domain is to impart knowledge potency in students to match

the industry level, which lacks at the educational institutes in India now.

The kind of curriculum we have right now is not good enough to provide the ability to create the spirit of entrepreneurship, creativity, and innovation. We also need an increased focus on culinary education. Over the last few years, I do have seen a change in the millennial mind set regarding the industry, the students these days have some great ideas and an element of curiosity which is a good sign. We need to use the change for a bright future of the hospitality industry.

Though the students from Hotel management schools gets absorbed in any other service industry like retail outlets, Travel and Tourism and many other sectors; but I bet the situation

hasn't changed much. For businesses, hotels received the highest rankings and banks the lowest. There are murmurs of discontent among a wide section of clientele who visit banks and line up for sometimes hours without being attended to and end up leaving in frustration. It is high time our banks styled up! And other service sector as well.

Hospitality education puts emphasis on providing high end services at all levels. Consequently, customer service remains important in all business domains.

In fact, it is important to point out that great Customer Care Service directly adds up to economic growth. It is a hidden complement that works wonders in hospitality and other affiliate industries.

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