

Study on the Scope for Hospitality student in Retails, Banking, Telecom and, Health care

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ABSTRACT

The booming tourism industry has had a cascading effect on the hospitality sector with an increase in the occupancy ratios and average room rates.

Hospitality is booming and striving to become more effective in the development of the country. One needs to know the importance of making an individual aware of the various scope offered by Hospitality for its students which is not only limiting it to hotels but also to other service sectors such as Retails, Banking, Telecom, and Health care. This will help the country to achieve long term success by providing employment and also to generate revenue for the state. For hospitality to achieve long term success, it needs to involve themselves with various private and government sectors. Hospitality has now become a significant industry in India. It is a new and growing industry, helps in generating employment, a huge source of foreign exchange for the country. Hospitality in India has a wider horizon and scope.

The objective behind is to make an individual aware that the increase in hospitality graduates will increase their scope of employment in its parallel industry.

This paper is purely based on quantitative research which includes a review of most relevant information regarding hospitality and aims to highlight the different types of employment in various sectors and generating revenue through foreign exchange and a framework to understand its use and importance adopting an explorative research design mainly based on secondary data.

The Government reposes the responsibility of tourism and Hospitality as both needs to grow in a sustainable manner their efforts help stimulate business and job creation.

1. Introduction

The hospitality industry has emerged as one of the major sectors in the growth of the service sector in India. The scope in the hospitality industry offers a range of business that provides services and facilities such as food and beverage, lodging, banking, retail, entertainment, telecom, hospitals, and similar related products.

What Is Hospitality Industry?

The term "hospitality" has become accepted over the years as a generic word, which describes the well being of services and facilities given to related to tourists and travelers. (<https://www.ukessays.com/essays/essays/tourism/the-scope-of-the-hospitality-industry-tourism-essay.php>)

The hospitality industry is represented in every part of the world is distinct and complex. It surrounds a range of freelancing hospitality businesses and is also a component of a wide range venture whose primary function is not hospitality.

The hospitality industry consists of a broad category of fields within the service industry that includes restaurants, accommodation, event planning, theme parks, cruise line, banking, retail, telecom, health care centers.

It is observed from over decay that hospitality students in India are having wider scopes in banking, health care, telecom & retail sectors.

2. Objectives of The Study

- To emphasize on the various sectors available for the Hospitality graduate.
- To find out the growth of GVA (Gross Value added) through the service sector.
- To analyze the contribution of employment in the service sector through hospitality graduates.

3. Literature Review

As per IBF (Indian Brand Equity Foundation), India is a large market for hospitality. It offers a diverse portfolio of niche hospitality products - cruises, adventure, retail, medical, wellness, banking, telecom, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists.

Total contribution by service sector to India's GDP is expected to increase from Rs 15.24 trillion (US\$ 234.03 billion) in 2017 to Rs 32.05 trillion (US\$ 492.21 billion) in 2028. India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017. Travel and tourism is the third largest foreign exchange earner for India. During 2018, FEEs from tourism increased 4.70 per cent year-on-year to US\$ 28.59 billion. Foreign Tourist Arrivals (FTAs) increased 5.20 per cent year-on-year to 10.56 million in the same period. Foreign tourist arrivals for medical purpose increased from 427,014 in 2016 to 495,056 in 2017(P). During 2018, arrivals through e-tourist visa increased 39.60 per cent year-on-year to 2.37 million.

As of 2017-18, 81.1 million people are employed in the hospitality sector in India which was 12.38 per cent of total

employment in the country. The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well. <https://www.ibef.org/industry/indian-tourism-and-hospitality-industry-analysis-presentation>

Due to the success of the hospitality sector many students today are striving to become an aspiring hotelier. But it's been observed that today many hospitality graduates are moving to other parallel fields of service industry as they are been offered better remuneration and better working environment. A

hospitality graduate has a wide range of service industry where he can get absorbed. The employers are also keen on recruiting hospitality graduates in other industry such as banks, retails, hospitals, wellness, airlines, and telecom industries.

4. Methodology

Secondary data has been collected from the books, websites, journals, government notifications, etc.

5. Notable Trends in Hospitality Industry



The hospitality sector in India is not only growing rapidly, but it has developed into a multi-faceted industry. In terms of human resources, this industry experiences a very high turnover of skilled people. Moreover, trained hospitality professionals are absorbed by many multi-national companies including banks, retail, hospitals, telecom, IT firms, and many such parallel companies.

Globally the hospitality students are welcomed and absorbed by the parallel organization as they have gone

through the right set of module training which suits their requirements. Banking, retail, health care, telecom, IT and Hospitals are some of the industries which are offering the hospitality students employment.

Sectors Responsible for Growth of Service Industry

The below illustration will help us to understand that the services sector is the biggest sector in India and contributes more than half of Gross Value Added (GVA).

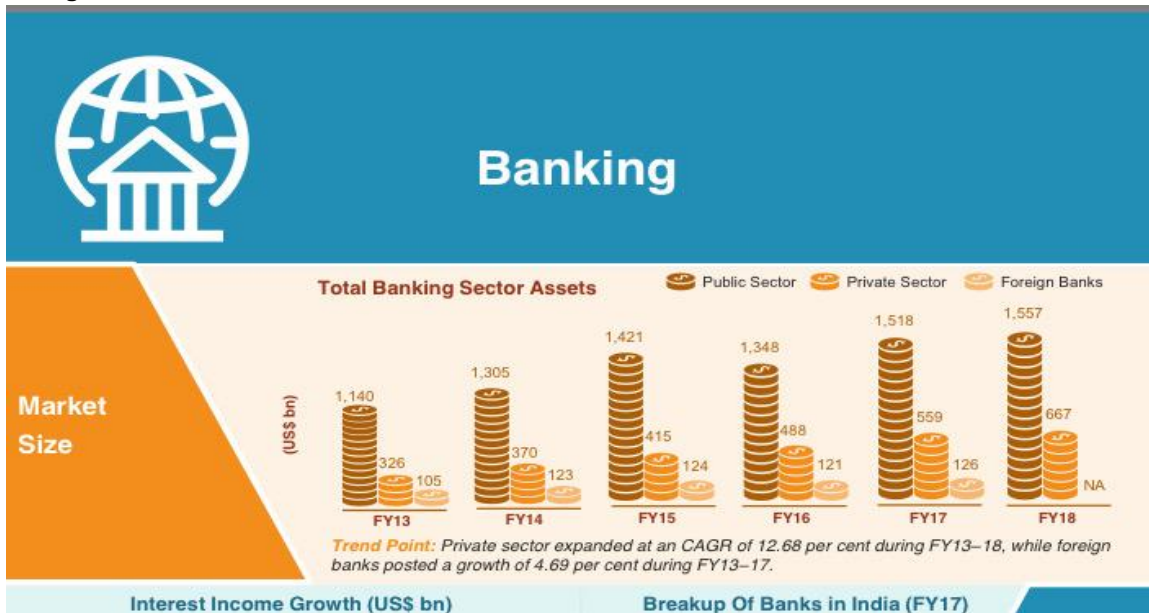


Source: <https://www.ibef.org/industry/services/infographic>

An economic survey has suggested that the service industry will keep contributing towards the total gross value of the country and will encourage more investors to put money and which will increase the market share of the service

industry. Tourism and hospitality contribute the maximum along with the IT and real estate in the country. <https://www.indiaonline.com/article/news-union-budget-economic-survey/>

A. Banking:



Source: <https://www.ibef.org/industry/banking-india/infographic>

The scope of hospitality students in the banking sector is very lucrative as the job demands a customer interface. Hospitality students are nourished in such a way that they learn the tricks of the trade and become customer oriented. As bankers Hotel Management Students will work in banks. Students will guide with the financial requirements of individuals and businesses and provide advice and financial services.

India Education has stated with the immense expansion of sectors like retail, housing, healthcare, hospitality and education etc, the growth of Indian banking industry can be expected to multiply rapidly. This expansion of the banking sector will result in employments for many hospitality graduates. <http://www.indiaeducation.net/banking/>

B. Retail:

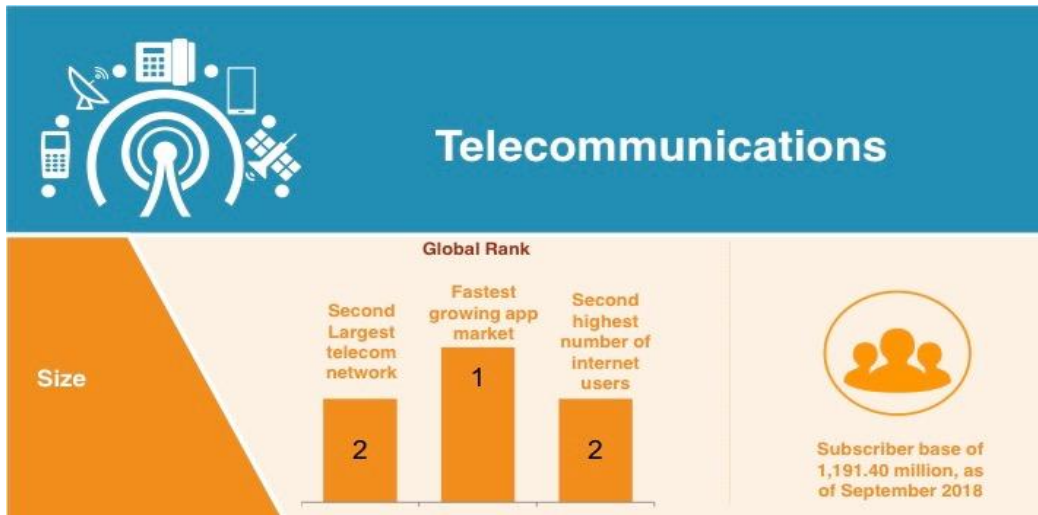


Source: <https://www.ibef.org/industry/retail-india/infographic>

Retail sector in India is undoubtedly one of the largest industries in India. The retail industry in India is the second largest employer with an estimated 35 million people engaged by the industry. After FDI policy, the opportunity of employment could be tremendous and major players would look for people with the right skills. The question is “Are people with right skills available in retail sector?” This question gives rise to

employability skills in retail sector. Employability skills are those basic skills necessary for getting, keeping and doing a job. However, employability skills can be taught. Here there is an advantage to the hospitality graduates as they already have all the necessary skill required for the job. <http://www.yomamultinational.com/pdf/white-paper.pdf>

C. Telecommunication:



Source: <https://www.ibef.org/industry/telecommunications/infographic>

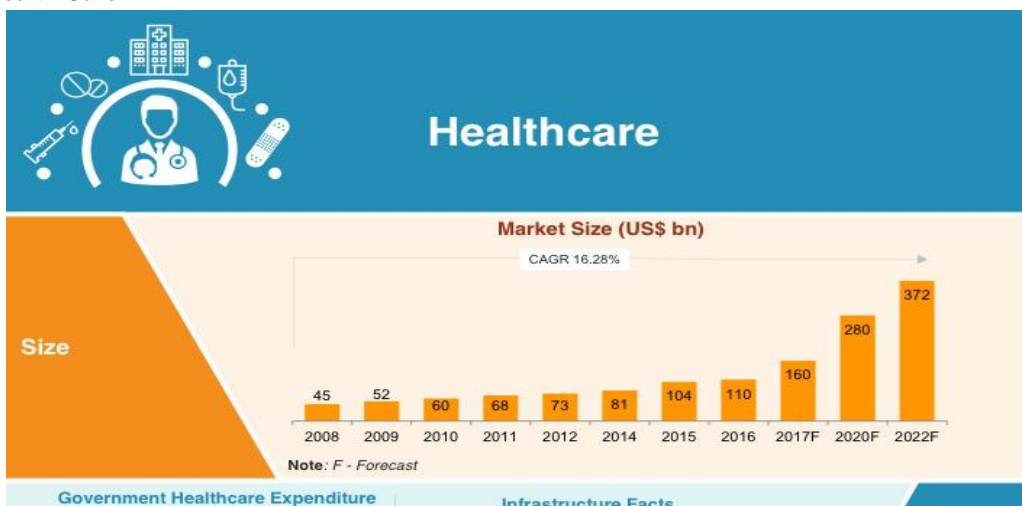
The telecom services have been perceived globally as an important tool for socio-economic improvement for any nation and hence telecom infrastructure is treated as an essential factor to realize the socio-economic objectives in India. <http://dot.gov.in/>

After the inclusion of 4G technologies with an increase in data, new players have entered in the market, the popularity of Smart phones and introduction of digital wallets consistent increase in demand for technology are likely to increase job

opportunities in the telecom sector by 30 lakh by 2018 -2019. <https://telecom.economictimes.indiatimes.com>

These are customer oriented jobs and best suitable to the hospitality students. The jobs offered are Public Relations, Marketing/ Advertising, Guest services, Radio jockey, and in media. The student’s communication and the skill level are right for such kind of jobs. <https://www.communications-major.com/>

D. Health Care:



Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries Over the past two decades, healthcare and hospitality industries emerged out to be the two most

developing and economic industries among Indian service industries Source: <https://www.ibef.org/industry/healthcare-india/infographic>

Over the past two decades, healthcare and hospitality industries emerged out to be the two most developing and economic industries among Indian service industries. Healthcare and hospitality (hotels and tourism) services are a demand driven and high involvement industries which constitute an important part of the service sector. They together contribute about 12.5 percent of GDP from the total contribution of GDP (56.0 percent) in Indian service sector

(CSO, 2010). <https://www.researchgate.net/publication/237086990>

The above statement helps us to understand the correlation between the hospitality and healthcare sector and the scope for the graduates to explore the opportunities for them in their employment.

6. Contribution towards employment by the Hospitality Sector

Table 2.3 (a): Estimated Relative Change in Employment in eight selected sectors (in percentage)

S. No	Sector	1st Jul' 16 over 1st Apr'16	1st Oct 16 over 1st Jul'16	1st Jan'17 over 1st Oct'16	1st Apr'17 over 1st Jan'17	1st Jul'17 over 1st Apr'17	1st Oct 17 over 1st Jul'17
1	Manufacturing	-0.12	0.24	0.83	1.02	-0.86	0.89
2	Construction	-6.27	-0.28	-0.28	0.56	2.67	-5.80
3	Trade	1.80	-0.49	0.49	2.04	0.48	0.97
4	Transport	2.93	0.00	0.17	0.51	-0.46	2.91
5	Accommodation & Restaurant	0.13	-1.03	0.00	0.39	0.64	0.25
6	IT/ BPO	-1.54	2.52	1.14	1.22	0.19	0.05
7	Education	1.02	-0.04	0.36	0.04	1.96	0.42
8	Health	2.74	0.00	0.16	2.53	2.39	0.76
	Total	0.38	0.16	0.60	0.91	0.31	0.65

Source: <http://labourbureaunew.gov.in>

The above mention data shows the growth of the employment in India in various sectors. This data helps us to understand the scope in various sectors for the hospitality student. As there is lot of opportunities created for the employment in the various sectors, hospitality students are best fit for most of the customer oriented jobs offered.

7. Discussion

The hospitality industry is a labour intensive one and India has a large concentration of English speaking individuals, which prove as a catalyst in the advancement and prosperity of the industry. Besides the regular jobs of a travel agent, tour guide, air hostess, chef, waiter and manager's other opportunities await those who are keen on taking up a job in the other sector. Today a lot of aspiring hospitality graduates are looking for scopes other than hotels. One of the reasons for such change is the salary structure and environment provided by the other parallel organization. Retail, Banking, health care & Telecom are some of the main sectors where the

hospitality students are perusing their career. This paper is discussing the reason for such a shift which includes the high growth rate of the service sector. Moreover, today's generation has more awareness due to the ease of technology to them. We can understand by the data that the GAV (Gross Value Added) had crossed 50% in the service sector in India today. The Government of India Ministry of Labour & Employment is taking measures to increase employment in the country.

8. Conclusion

It can be concluded by saying that education on hospitality can successful enterprise various scopes for the students in parallel sectors. The reflection of best practices related to the innovation and market learning orientation becomes the basis for the students to be competitive in many fields. Nowadays the organization that is sensitive to the perceived products and service to the customers, studies the market to find the hospitality graduates are the best suitable option for the benefit of customers.

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