**Slide 2**

Introduction to Hospitality

Major sectors which are the components of the hospitality industry.

Career Options in Hospitality

Allied Sectors

Questions

**Slide 3**

What is Hospitality and the Industry

Have you ever stayed at a hotel, flown on a plane, or eaten at a restaurant? If so, you have experienced the hospitality industry. The hospitality industry is a broad group of businesses that provide services to customers. It's focused on the satisfaction of customers and providing specific experiences for them. The hospitality industry is unique because it relies so heavily on discretionary income and free time. Think about your last vacation. You didn't necessarily need to go on the trip, but you did because you had both the free time and the extra money.

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The multibillion dollar hospitality industry has three primary areas. The first area is accommodations, which includes hotels, motels, bed and breakfasts, and other lodging businesses. The next area is food and beverage. This area comprises restaurants, fast food chains, and other establishments that provide food and beverages. Food and beverage providers might be located in hotels or be standalone facilities. The last area of the hospitality industry is travel and tourism, which includes airlines, trains, and cruise ships. Sectors in Event Management and Sports & Recreation are also getting added on.

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Career Options in main and  allied sectors

1. Hotel Operations Manager

This person is responsible for managing The staff who work in various departments within a hotel, resort or lodge  and ensures that every aspect of hotel operations happens, every day, on time and within budget. They manage staff, budgets, processes and more. They essentially are responsible for running the day-to-day decision making of the department they are working in. They could be Managers, Supervisors or line staff, depending on the size of the property. Here are some examples of operational departments you could work in, supervise or manage:

* Food & Beverage
* Front Office
* Guest Relations
* Security
* Housekeeping
* Spa Management
* Human Resources

2. Banquets Manager

The banqueting manager is one of the most high profile roles in a hotel, simply because the conference and banqueting facilities tend to be a rich source of revenue. In this senior role, therefore, you'll be involved at every level of decision making, from marketing and selling the banqueting space to ensuring that each event runs without a hitch.

This is as much about people as it is about food, so you'll have to be comfortable dealing with a variety of clients. Some will be professional event organisers who will hire venues for conferences, receptions and exhibitions so there will be repeat business to win. Other clients will be from the general public - perhaps planning a once-in-a-lifetime event, such as a wedding.

Your job is to ensure your team meets the requirements of each client, whether they want a small anniversary party for 50, a glamorous wedding for 120, or a high profile corporate dinner for 600 or more. And in a large hotel or venue, all of those events may be happening on the same day.

3. Chef or Culinary Guru

A chef is required to know and understand food safety rules and regulations and once a line chef joins the hotel kitchen, they can work their way up the kitchen brigade.The responsibility of the head chef includes - Menu design; Cooking different cuisines (food types); Overseeing the kitchen team; Ensuring cleanliness and order in the kitchen; Management of food resources and inventory to ensure sufficient supplies; Management of suppliers to ensure quality standards are maintained.

4. Training and Development

If you have a love for sharing your skills with other individuals, training may be a perfect avenue for you to pursue. Hotel trainers need to be experts in the fields in which they train staff, so a solid hospitality qualification backed up with consistent updates on new developments and trends within that sector is vital.

Trainers often train staff on site which means they are required to travel to various hotels to carry out training requirements. Trainers may also have to write their own training materials and may be assessed from time to time for standards and quality assurance.

5. Concierge

It is a section under the hotel front desk .The job of a hotel concierge is to ensure guests have everything they need during their hotel stay. These needs may include anything from arranging transportation to the airport, to reserving dinner reservations at the finest restaurants. So we can say that the Hotel Concierge is the “santa Claus” of the hotel!

6. Food & Beverage or Catering Manager

A food and beverage supervisor or manager plans, organises, and manages the food and beverage supply for a hospitality venue such as a hotel or restaurant. They plan types and quantities of food and drinks needed during a particular timeframe, make sure the goods are ordered, delivered, and paid for, that the items are correctly used, and that the hotel or restaurant makes a profit from its food and beverage services.

7. Financial or accounting roles

Accounts staff in the hotel industry keep a record of money out, money in and record all of these transactions on spreadsheets. Discrepancies need to be investigated, corrected and reported as to why they happened. They may also handle payroll, debtors, creditors and financial reporting. A Financial Manager is a hotel’s head honcho when it comes to money. He or she plans how to spend it, save it, and increase it. The Financial Manager basically controls the finances of the hotel or hospitality property.

8. Marketing/sales/PR

A Marketing and Sales Manager manages the marketing strategy, advertising, promoting and sales of a hospitality property’s products (eg. rooms, banquet halls). He/she also manages the hotel as a brand, and many instances, is responsible for any piece of news that comes out of the hotel’s desk. It’s the Marketing and Sales Manager’s job to present the hotel to the public or to the hotel’s target market as a desirable location to stay overnight, go on holiday, host business functions, or hold events.

9. Tour Guide

Tour Guides work in the travel industry, and give guided tours to groups of visitors/tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

If you decide to become a Tour Guide, you will probably get most of your experience on the job. You will need excellent communication skills – and speaking more than one language will definitely benefit you.

10. Event Management

Organising any event or conference is time consuming, so an Event and Conference Organizer/manager will help with the finer details of planning an event. The role is hands-on and often involves working as part of a bigger team. Event and Conference Organisers co-ordinate every detail of meetings and conferences, from the speakers and meeting locations to the printed materials and audio-visual equipment.

11. Flight attendant

A flight attendant is someone whose primary duty is to ensure the safety and comfort of passengers during an airline flight. They are part of the cabin crew for the plane, a team of personnel who operate a commercial,business, or even military aircraft while traveling domestically or internationally. Male flight attendants have also been known as stewards or air hosts and females as stewardesses or air hostesses.

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Best counties - Switzerland, USA and UK are the 3 best destinations, apart from them, you can think of Australia, Netherlands, Spain, Hong Kong, New Zealand as destinations

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 Colleges

1. Glion Institute of Higher Education , Switzerland
2. Les Roches Global Hospitality Education , Switzerland
3. Swiss Hotel Management school , Switzerland
4. Ecole hôtelière de Lausanne (EHL) , Switzerland
5. University of Nevada- Las Vegas, USA
6. Cornell University, USA
7. Virginia Polytechnic Institute and State University , USA
8. Bournemouth University, UK
9. Oxford Brookes University, UK
10. University of Strathclyde

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Colleges in India

1. Institute of Hotel Management (IHM), Aurangabad

2.Institute of Hotel Management, Catering and Nutrition (IHM), Pusa, Delhi

3.Welcomgroup Graduate School of Hotel Administration, Manipal University, Manipal

4. Institute of Hotel Management, Catering Technology and Applied Nutrition (IHM), Mumbai

5. Institute of Hotel Management, Catering Technology and Applied Nutrition (IHM), Bangalore

6. Oberoi Center for Learning and Development, Delhi

7. Institute of Hotel Management, Catering Technology and Applied Nutrition (IHM), Hyderabad

8. Banarsidas Chandiwala Institute of Hotel Management and Catering Technology, Delhi

9. Institute of Hotel Management, Catering Technology and Applied Nutrition (IHM), Chennai

10. Department of Hotel Management - Christ University

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Allied Sectors

1. Travel and Tourism

Travel and tourism primarily deals with taking care of travellers and tourists and looking after their requirements , which can include their tour planning, accommodation planning, sightseeing, etc. As the number of overseas travellers have also increased manifold, a tourism professional’s job purview has also increased including VISA/passport handling, Freight and Cargo handling and taking care of the logistics as well.

Although there are specialized degrees to create travel and Tourism professionals, however Hotel management graduates are coveted in this sector due to their guest handling abilities.

As per a report of World Travel and Tourism Council, Tourism sector was responsible for creating 7 million jobs in 2017 - 18 and grew at 4.3%, that is 50% more than the rate of growth of the global economy. This sector is growing at a rapid pace in India with the Government giving a lot of importance to tourism sector.According to a report published by the World Travel and Tourism Council (WTTC), India could possibly add another Rs. 8, 50,000 crores by the year 2020-just through tourism!

2. Luxury Retail

Luxury is the new-found love of the retail sector. The traditional view of luxury retail meant a customer base with very deep pockets. It is now a far more emotive and intimate experience. Luxury is personal. It represents a level of quality that isn’t accessible to everybody. You are able to interpret the amount of spend based on the premium value that it has to you. Luxury has to be about consideration and a well thought out delivery from the moment you walk into a store to the ongoing communication afterwards, where you are still treated as a person and not name on a blanket email list. There is a distinct level of personalization that cannot be achieved with a mass retailing approach

When you think of brands like Versache, Mercedes, BMW, Louis Vuitton, Gucci, Prada, Villeroy and Boch, Burberry , you immediately visualize a posh store full of goods priced exorbitantly and when you walk into that store, the shopkeeper does not only know your name, but also that you like to have black coffee and that you like paying by credit card.

The aspirational, cash-rich consumers are the target, and the sector is growing at a rapid pace internationally with a 6% growth . Also, Indian Luxury retail market looks promising as major luxury brands have already set their stores on Indian shores or are planning to invade. Also, as the net worth, or disposable income of an average indian increases, thereby increasing his purchasing power and therefore the luxury retail sector as well. Although there are retail management degrees offered at the post graduate stage for a person to pursue a career in retail and luxury retail, however Hotel Management students are coveted due to their impeccable grooming standards and ability to deal with high profile clientele.

3. Event Management

An “Event" is really important in our lives as at events we learn, network, have fun, meet new people.Event management skills refer to the ability to apply project management skills in order to launch large scale social or business events such as formal parties, conferences, festivals, concerts, ceremonies, or conventions etc.

Event management skills, essentially, require an individual to work within the given budget, following a certain schedule, and dealing with vendors in order to create and develop the best possible events requested by the clients. Along with project management skills, it requires the use of organizational as well as business management skills to envision, plan, and finally execute any such event.

As per a survey, the global event Management market will register a growth rate of 11% by 2022. Even In India, this industry is expected to cross Rs 10,000 crore mark by 2020-21 .  Hotel Management graduates, can find a place in this industry due to their multi tasking abilities and their ability to endure physical stress.

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Other allied Sectors -

Sports and recreation Management, Public Relations, Real Estate, Aviation, regular retail