

# METROPOLITAN HOSPITALITY TIMES

Volume 1 • Issue 9 • 2009

Quarterly Inhouse Newsletter

## From the Presidents Desk

Dear Students,

Congratulations for pursuing a professional career in Hospitality, Information Technology and Other general Management domains with MET.



MET's group of Institutions and colleges are proud to announce New campus and New job-oriented Degrees and Diploma programs from this academic year.

The Hospitality and Information Technology industries inspite of the global slowdown, are remaining steady and not much let down by the economic crisis. Though cost saving factor remains a priority with every organization, but recruitment of talented and skilled people from the market remains steady.

Further, International chains have not abandoned their plans of opening up more hotels and restaurants in major cities in India but on the contrary, announcing expansion plans for the next 10 years. so more job opportunities.

My message to all aspirants here, those who are wishing to make a high flying career in Hospitality, IT and other service related Industries, have to remember a note, "Mental discipline and Thirst for Knowledge makes you move up the career ladder higher and faster".

Wishing all our students a great career in their domain of focus !

Regards,  
Vilas B. Sawant  
Principal Trustee and President  
Metropolitan Education Trust



**CAREER FOCUS :** A Career after a 2 year MBA course in Hospitality Management done at MET-Pune, offers excellent prospects for graduates in terms of entry level management jobs in the hospitality industry and Courses like BBA, BCA offer excellent job prospects for Undergraduates in Hospitality and IT Industries.

**CHOICE OF COURSES :** MET offers choice of courses in specialized disciplines of Hotel Management, Information Technology, Business Management plus varied Diploma and Certificate programs.

**PERSONALITY AND COMMUNICATION :** MET also offers as part of their current curriculum, appropriate grooming sessions for all

students to improve their personality and communication skills in order to face the competitive world and gain success.

**INFORMATION AGE :** Information gives Knowledge and Knowledge is used by Intelligence for practical success in their chosen field. MET has libraries, wired computer labs and conducts management workshops to develop a person's intelligence quotient. Narrowing the information gap between our academic fraternity and the industry requirements is the focus of the MET management round the year.

**SCHOLARSHIPS :** MET offers need based and merit based scholarships for under graduate and post graduate courses. Interested candidates can apply for the same at the MET office..

## INDIA Emerging Scenario Tourism and Hospitality

India offers myriad exciting experiences to tourists. The country boasts of the world's highest mountains, miles of coastline with excellent beaches, tropical forests and wildlife, lagoon backwaters, ancient monuments and World Heritage sites, forts and palaces, and of course, the Taj Mahal. The Indian tourism and hospitality industry has thus emerged as one of the key sectors driving the country's growth and is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists.

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Accenture, India's travel and tourism industry was estimated to generate approximately US\$ 100 billion in 2008. This figure is expected to go up to almost US\$ 275.5 billion by 2018, growing at an average of 9.4 per cent over the next ten years. Moreover, according to the TSA research, travel and tourism is expected to contribute 6.1 per cent to India's national gross domestic product (GDP) and provide almost 40 million jobs by 2018. Significantly, a country brand index (CBI) 2008 survey, conducted by Future Brand a leading global brand consultancy in collaboration with public relations firm Weber Shandwick's Global Travel & Lifestyle Practice, has ranked India second in the value-for-money index.

The rapid growth of India's tourism industry has been instrumental in making South Asia the preferred tourist destination as noted by the UN World Tourism Organisation (UNWTO).

In fact, according to the World Travel and Trade Council, demand in tourism in India will continue to grow at a rapid pace. It estimates the demand to grow at an average of 8.8 per cent between 2004 and 2013, making India the world's third fastest-growing tourist market. The boom in the Indian tourism industry has percolated to the rural

METROPOLITAN  
**HOSPITALITY**  
TIMES  
A Quarterly for Students & Hospitality Professionals  
Subscribe today

**5 STAR** Careers  
Jobs  
Lifestyles  
For more info, see last page

For latest jobs register your name  
**nat-jobs-india.com**  
A complete Human Resource Portal for  
Hospitality, Airline & Travel Industries



**India offers myriad exciting experiences to tourists. The country boasts of the world's highest mountains, miles of coastline with excellent beaches, tropical forests and wildlife, lagoon backwaters, ancient monuments and World Heritage sites, forts and palaces, and of course, the Taj Mahal. The Indian tourism and hospitality industry has thus emerged as one of the key sectors driving the country's growth and is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists.**

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Accenture, India's travel and tourism industry was estimated to generate approximately US\$ 100 billion in 2008. This figure is expected to go up to almost US\$ 275.5 billion by 2018, growing at an average of 9.4 per cent over the next ten years. Moreover, according to the TSA research, travel and tourism is expected to contribute 6.1 per cent to India's national gross domestic product (GDP) and provide almost 40 million jobs by 2018. Significantly, a country brand index (CBI) 2008 survey, conducted by Future Branda leading global brand consultancy in collaboration with public relations firm Weber Shandwick's Global Travel & Lifestyle Practice, has ranked India second in the value-for-money index.

The rapid growth of India's tourism industry has been instrumental in making South Asia the preferred tourist destination as noted by the UN World Tourism Organisation (UNWTO).

In fact, according to the World Travel and Trade Council, demand in tourism in India will continue to grow at a rapid pace. It estimates the demand to grow at an average of 8.8 per cent between 2004 and 2013, making India the world's third fastest-growing tourist market. The boom in the Indian tourism industry has percolated to the rural areas as well. India continues to

attract tourists owing to its splendid historical architecture and rich culture along with beautiful beaches and rural tourism.

**Foreign Tourist Arrivals**

Estimates of foreign tourist arrivals (FTAs) and foreign exchange earnings (FEE) (on the basis of data received from major airports) are important

indicators of the tourism sector.

FTA figures for 2008 were 5.37 million against 5.08 million in 2007, showing a 6-8 per cent rise over 2007, indicating that despite the global financial meltdown and the recent terrorist attacks, the number of tourists coming to India have gone up. In fact, the Indian growth rate of 5.6 per cent for international tourist arrivals exceeded the United Nations World Tourism Organisation's (UNWTO) forecast of a growth rate of 2-3 per cent for international tourist arrivals in the world for 2008.

According to figures released by the Tourism Ministry, FEE from this sector posted a rise of 8 per cent at US\$ 11.5 billion in 2008 as against US\$ 10.70 billion registered in 2007.

**Promoting Tourism**

Amidst fears of global meltdown likely to impact the tourism sector in India, the government is trying to woo tourists.

The Himachal government has launched the 'Himachal Pradesh Home Stay Scheme 2008'. Under the scheme, tourists are given the opportunity see the rural areas of Himachal, enjoying their stay in comfortable home-stay accommodations. Every Home Stay Unit owner shall get the unit registered with the state department of tourism and the owner of the Home Stay Unit would charge the rates approved by the department.

Under the 'Vibrant Gujarat' programme, the Gujarat government plans to actively market the tourism sector and is expecting an inflow of US\$ 20-22 billion in the next five years as investment. The government is planning to introduce an investor tourism policy for the same.

With a 1,650-km coastline, the state has big plans of developing beaches in regions like Kutch and Mandvi on similar lines like those in Kerala and Goa.

At the Vibrant Gujarat Global Investors'

Summit, memorandums of understanding (MoUs) worth US\$ 9.10 billion for hotels, convention centres, resorts, and adventure tourism in the state, were signed.

Apart from various tourism destinations, the governments also plan to market festivals such as Navratri and the International Kite Festival.

The government has singled out 37 destinations for tourism development and over the last two years, over 600 projects in 300 tourist destinations have been developed with an investment of US\$ 20.22 million. Amongst them, the government is planning to promote Kutch as an aqua-tourism destination for not only bringing in leisure travellers, but also travellers in the Meeting, Incentive, Conference and Exhibition (MICE) segment.

**Outbound Tourists**

A booming economy and increase in disposable income has led to a massive growth in the number of Indians travelling abroad.

Indian outbound tourist flow is expected to increase at a CAGR of 13.30 per cent during 2008-2012, according to a new report titled, 'Indian Tourism Industry Analysis', by RNCOS, a leading market research and information analysis company.

Similarly, Euromonitor International estimates the outgoing tourism expenditure from India to grow to US\$ 21 million by 2011, representing a growth rate of over 25.7 per cent between 2006 and 2011.

**Medical Tourism**

'First World treatment' at Third World prices' is how industry sources define medical tourism in India. Although India is a recent entrant into medical tourism, it is fast catching up. According to a study by McKinsey and the Confederation of Indian Industry (CII), medical tourism in India could become a US\$ 2 billion industry by 2012 (from US\$ 350 million in 2006). Credit Suisse estimates medical tourism to be growing at about 25-30 per cent annually. Indian hospitals are fast becoming the first choice for an increasing number of foreign tourists, and as per a Credit Suisse estimate, nearly 180,000 medical tourists were treated in India in 2004.

The key selling points of the medical tourism industry are its cost effectiveness and its combination with the attractions of tourism. Many travel agents are now selling combined packages of treatment and vacation. India has some of the best hospitals and treatment centres which are well equipped and are at par with those in the US, UK and Europe with costs that are a fraction only a tenth and sometimes even a sixteenth of the cost in the West.

**Hospitality**

The boom in India's tourism industry and the surge in tourist inflow to the country have percolated to other associated sectors like hospitality. The revenues for the Indian hotel and restaurant industry in the year 2006-07 exceeded US\$ 118.85 million, an increase of nearly 22 per cent over the previous year. The industry is poised for rapid growth and is projected to be well worth over US\$ 158.49 million by the year 2010.

And with the continuing surge in tourist inflow, this sector is likely to offer tremendous opportunity for investors. For example, while the estimated number of required hotel rooms is around 240,000, the current availability is just 90,000 rooms - leaving a shortfall of 150,000 rooms to be provided.

India's hospitality sector is expected to see around 40 international hotel brands by 2011, according to a report by Ma Foi Management Consultants. Moreover, the sector is expected to provide over 400,000 jobs.

Along with these large-scale expansion plans, international hotel asset management companies are also likely to enter India. Several global hotel chains see immense investment opportunities in the sector with global chains like Hilton, Marriott International, Berggruen Hotels, Cabana Hotels, Premier Travel Inn (PTI), InterContinental Hotels group and Hampshire amongst others having announced major investment plans in India with others likely to follow suit.

With land prices coming down and a huge opportunity for quality hotels in India, many global hotel players are announcing new projects in India.

According to an analyst with a brokerage firm, ICICI Direct, "International hotel majors have a long-term view of India. Most properties will become operational only around 2012 by which time the market is expected to bounce back. Most of them also have enough cash to buy land."

#### Emerging Trends

Hotels are no longer satisfied with the plain-vanilla room concept but are now getting ready for alternate hospitality formats such as residential hotels, destination resorts, condo hotels, vacation ownership and private residents' club.

Four Seasons is developing a destination resort in Puthenkayal, Kerala, which will have 75 villas and also 20 branded, luxury private residences. The resort will be operational by 2012.

Nearly 11 per cent of the hotel demand in the country is from long-stay guests. The Leela Group is looking at tapping this market. Its property in Gurgaon will have 90 apartments called 'The Residence', aimed



at long-stay guests.

India's largest real estate player, DLF, is building India's first residential hotel in Goa with the Hilton Group. DLF plans to invest US\$ 2 billion to have six hotels on a similar format in the next five years.

#### International Recognition

India's booming tourism sector has not only witnessed international investments but also achieved international accolades with its increasing appeal as the leading global tourist destination. The government has been instrumental in making tourism a priority sector. Its efforts have borne fruits with a series of international recognition and awards.

- India has been elected to head the UN World Tourism Organisation (UNWTO), the highest policy making world tourism body represented by 150 countries.
- The world's leading travel and tourism journal, Conde Nast Traveller, has ranked India as the 'numero uno' travel destination in the world.
- India was adjudged Asia's leading destination at the regional World Travel Awards (WTA).
- India's Taj Mahal continues to figure in the Seven Wonders of the World.
- Bangalore-based Leela Palace Kempinski was voted the favourite business hotel in the world in a Readers' Choice Awards by Conde Nast Traveller in 2007.
- India bagged the World's leading Destination Marketing Award for the Incredible India campaign in 2007.
- According to the country brand index (CBI) 2008 survey, conducted by FutureBrand - a leading global brand consultancy - in conjunction with public relations firm Weber Shandwick's Global Travel & Lifestyle Practice, India ranks second in value-for-money index.

#### Government Initiatives

To unlock the huge potential in this sector, the government has taken various initiatives for the development of this sector.

- Launch of Incredible India campaign to promote tourism both in domestic and international markets.
- Recognition of spare rooms available with various house owners by classifying these facilities as 'Incredible India Bed and Breakfast Establishments', under 'Gold' or 'Silver' category.
- A new category of visa, 'Medical Visa' ('M'-Visa), has been introduced which can be given to foreign tourists coming into India for medical tourism.
- Ministry of Tourism has tied up with United Nations Development Programme (UNDP) to promote rural tourism.
- Companies in the hotels sector can now raise external commercial borrowings (ECBs) under the automatic route and utilise the proceeds for both foreign currency and/or rupee capital expenditure.

#### The Road Ahead

With India being on the global tourist map and an increasing number of people coming to India for tourism or business, hotels are looking at expansion in a major way.

- The US-based Hilton Hotels Corporation will be launching its upscale brand, Doubletree, in India. Its 182-room hotel in Gurgaon is scheduled to open in 2010.
- Global Hyatt Corporation plans to add 20 properties in India over the next four years, with a presence in Tier 2 and 3 cities as well.
- Marriott International Inc is also planning to open seven hotels in 2009, which entails 1,561 new rooms. An additional 14 (previously announced) hotels are likely to be commissioned by 2012.



# Internet Marketing & Distribution Trends

## Impacting the Hospitality Industry from 2007-2010

**What will happen to traditional and online distribution channels in hospitality in the next few years? How will the direct web channel outpace competitors and third-party intermediaries? With online travel growing, how do hoteliers get their fair share? These questions reflect important trends in the marketplace. Consider how these trends will impact your hotel, resort, and brand.**

An estimated 1/3 of all hotel bookings will be done online this year, and another 1/3 will be directly influenced by online research and planning, but booked offline. By understanding current Internet marketing trends in hospitality, including travel consumer expectations and perceptions, hoteliers can enhance their web presence, and utilize the Internet as the most cost effective and up-to-date sales and marketing channel.

### Background

In the past several years, we have all watched the remarkable growth of the online travel marketplace. With an increasing number of travel consumers doing travel research online (75% of adults in the US - TIA), gaining broadband Internet access at home and becoming more and more accustomed to doing business and transacting on the web, we will continue to see this growth across market segments at an ever increasing rate.

Here is the online travel adoption rate in 2005 and 2008:

	2005	2008
North America	42%	60%
Europe	15%	41%
APAC	9%	20%

(PhoCusWright 2007)

Hospitality: (USA, % of all bookings):	2004	2005	2006	2007	2010
U.S. Hospitality:	20%	25%	29%	33%	45%

(Merrill Lynch, PhoCusWright, HeBS)

This year, 40% of all leisure and 35% of business travel bookings will be done online. By 2010 over 50% of leisure bookings are expected to be online. The percentage of meeting planners researching and booking online is also growing at a rapid pace. An estimated 89% of planners are researching event locations

on the web, and by 2008, 41% of all groups and meetings travel revenues will come from the Internet.

### Direct vs. Indirect Online Distribution

The direct online channel will continue to be the main focus for hoteliers. The industry as a whole has realized that not only has the Internet become the preferred channel for travel consumers to plan and book lodging, but the direct online channel is the cheapest form of distribution. The shift from indirect to direct online distribution will continue to be a major trend in the next several years:

Overall for the industry (USA):	2003	2005	2007	2008	2010
Hotel Branded Websites:	53%	54%	60%	62%	65%
Intermediary Websites:	47%	46%	40%	38%	35%

(Merrill Lynch, HeBS)

In 2006 the major hotel brands enjoyed an above the average direct vs. indirect online ratio of 81.4% vs. 18.6%.

### The Indirect Online Channel

What are the most important trends in the indirect online channel? To begin with, now is the time to start working with fewer third party intermediaries (TPI's), and at drastically lower margins (e.g. 15%-18%). Smart hoteliers deal only with TPI's that can access the hotel inventory electronically (through the hotel PMS, brand CRS, Pegasus or the GDS), and not via manual extranets. These hoteliers work in strict rate parity, use dynamic TPI margins (higher when you need the TPI's, lower when you don't), and prohibit TPI's from using trademarked property names for their PPC and search engine marketing campaigns.

Other ways to shift consumers from TPI's to the hotel website include unique product offerings found only on the hotel site (e.g. romantic getaways, bed and breakfast packages, etc.), and launching or enhancing the hotel loyalty program.

### Consumer Generated Media

Consumer Generated Media (CGM) continues to grow in importance and popularity. Discussion boards and forums, blogs, social networks like MySpace and LinkedIn, customer review sites like TripAdvisor, and hotel-specific blogs like HotelChatter.com dominate the Internet today and have become an integral part of the travel planning process. In 2006, 28% of travel planners researched CGM sites vs. 4% in 2005.

Consumers, while becoming increasingly dependent on customer testimonials and reviews, will still need to read an official hotel description. While hoteliers need to monitor and react quickly to CGM postings, and must establish a corporate policy regarding CGM, it is still important to make sure the hotel's website is up to date, informative, optimized, and user friendly.

### The Internet and Travel Consumer Perceptions

The Internet has changed forever the way consumers plan and purchase travel and access travel information. The credibility of information on a website is no longer automatically accepted. There is an "ideological clash" between "official" content (the hotel's own website, brochures, descriptions, traditional star rating, etc.) and CGM-related content (blogs, customer review sites, etc.). What do customers believe? The overly enthusiastic hotel descriptions on a hotel's own website, or the customer testimonials on TripAdvisor which aren't always so flattering?

Food for Thought: Credibility of hotel accreditation (star rating)

### Campton Place Hotel: hotel class 5 stars

AAA	4 diamonds	(out of 5)
Fodors.com	3.2 stars	(Out of 5)
Frommers.com	2 stars	(Out of 3)
Expedia	4 ½ stars	(out of 5)
Trip Advisor	4 stars	(out of 5)
Orbitz	5 stars	(out of 5)

The Internet, and especially CGM, has introduced a new level of confusion as far as the star rating for any hotel is concerned. Which accreditation is more important? The standard 5-star hotel class rating? The 4-diamond AAA accreditation? Or the 4 star TripAdvisor CGM rating? For many savvy travel consumers, the most credible would be the hotel star rating they find on their favorite online service, the one they trust and regularly use. Not what the "official" hotel accreditation is.

### eCRM and Building Interactive Relationships with Customers

eCRM must be a vital component of a hotel's Internet marketing strategy, as the

majority of hotel customers are planning and booking their stays online. It is increasingly important to understand customer needs and their lifestyles, and build a marketing strategy based on those needs.

Establishing mutually beneficial interactive relationships with your customers is the ultimate goal of any eCRM initiative. Building interactive relationships with the customer consists of three critical lifecycle stages: Nurture -- Grow -- Retain.

To build a robust eCRM strategy in travel and hospitality hoteliers need to embrace new sophisticated tools and business practices in the following areas: increasing the knowledge they have about their customers, improving customer service at the online research/planning/booking phase, personalization of the marketing and service delivery, developing new and more efficient customer needs-based marketing, and building customer loyalty.

**Building Customer Loyalty on the Internet**

Why does customer retention online matter? It costs 4-6 times more to attract a new customer than to retain a current customer. Existing customers are not only less costly to retain, but they also respond 4-5 times more readily to promotions and e-mail campaigns than new customers. It is important to extract more wealth out of your existing customer base by understanding customer needs and their lifestyles, and building a marketing strategy based on those needs. Knowing the customer, sending personalized messages, being there at every touch-point (planning, purchasing, service consumption and post-stay), and providing a unique value proposition leads to increased customer loyalty.

Contrary to some opinions, reward programs do matter. 80% of online bookers belong to a travel reward program and more than 60% belong to a supplier-sponsored

program (Forrester Research). The ability to earn rewards is the reason why 55% of online hotel bookers prefer to book on the hotel's own website vs. a third party.

**Behavioral Marketing**

The Internet allows an unprecedented level of behavioral marketing. We can now monitor consumer behavior in all stages of the life cycle and personalize the brand message based on this behavior. Hoteliers can now target their marketing messages according to specific customer behavior, specific demographics, specific customer locations, and specific feeder markets. With the ability to target marketing messages, hoteliers can stop spending valuable dollars on those markets or campaigns that do not produce. This year eMarketers will spend over \$2 billion in behavioral marketing in the U.S. alone.

**Mobile Technology**

Not only creating mobile friendly hotel websites, but sending marketing messages via mobile technology is becoming more and more important in hospitality. 1 billion mobile devices were shipped in 2006. The majority of these new devices provide broadband Internet access. The ability to instantly identify a user's geographic location allows marketers to provide a highly personalized marketing message and experience.

Airlines already use this technology to provide travel alerts concerning weather changes and flight schedules. Mobile mapping capabilities, mobile search engines, and mobile advertising are just some of the areas of growth. Hoteliers need to monitor this trend and provide mobile hotel reservations and customer service.

**Broadband and Rich Media**

75% of active Internet users in the US use broadband at home and almost 100% of Internet users access broadband at work. This means faster download times, faster searches, more sites and pages viewed,

and more rich media and applications possible.

Hotel websites must offer better imagery, higher display resolutions, and rich media more than ever. 80% of Internet users have 1024x768 or higher displays. To stay current, hotel websites must offer functionalities such as mapping, weather, event calendars, and CGM initiatives such as blogs and photo sharing.

**Convergence Technologies**

New technology is making it possible to break down barriers between technologies in hospitality. New, smarter technologies are available for revenue management, website analytical tools, reward programs, personalization, data-mining, eCRM, and interfacing to disparate technologies. Many web-based applications are increasing secure, user-friendly, and are dropping in cost. It will depend on the hotel's strategy and what it wishes to achieve.

**The Internet and Hotel Valuations**

A direct online distribution strategy is a measurable asset to the hotel. Cash flows influenced by the online channel will be scrutinized more closely in the upcoming years as asset managers, developers, and hotel buyers and sellers seek to build, grow, sell, and flip properties. For those with winning strategies on the web, the valuation can be influenced upwards of 10 to 20 percent, while those with a weak web presence can expect a steep discount in their valuation in years to come.

**Conclusion**

Forecasting trends is a tricky business especially in hospitality. Our goal here is to simply point out a collection of trends and best practices that seem to resonate across many hotel companies. Either these companies have inquired about these practices, or have begun addressing some of the trends described above, some even turning into meaningful results.

At your next strategy session for your hotel, resort, lodge, collection of hotels, or hotel brand, consider how these trends may influence your marketing efforts and grow the online channel. Start by applying the trends identified and seek an experienced consulting firm to help you along the way.

**Note:** Mariana Mechoso, Manager eMarketing Services at HeBS, also contributed to this article.

**About the Authors:**

Max Starkov is Chief eBusiness Strategist and Jason Price is EVP at Hospitality eBusiness Strategies (HeBS), the industry's leading Internet marketing strategy consulting firm for the hospitality vertical, based in New York City.



# HOSPITALITY INDUSTRY- *Job Opportunities*

**Hospitality is meant for serving others. A life lived only for one-self is no meaningful life. Nothing but care, concern, cooperation, and consideration for others ' well being, comfort, pleasure, and prosperity, make the whole world inter-related and lively. There is a kind of satisfaction in catering to the wishes and needs of others, which the people of the hospitality sector can only feel and experience. Our hospitality organization has a large number of solicitous professionals and personnel of various fields of the hospitality sector, ready to help and serve the candidates by fulfilling their recruitment requirements, in India and abroad.**

Successful candidates can look forward to bright careers in the hospitality sector as management trainees in hotels and allied industry, guest/customer relation executives in hotel and other service sectors, kitchen management/house keeping management trainees in hotels, cabin crew in national and international

airlines, catering officer or chef in cruise liners, marketing/sales executives in hotels and as self-employed entrepreneurs, and soon.



### Career with Hospitality Industry

There are myriads of professionals and other ancillary personnel employed in different fields of the hospitality sector under many occupational and managerial hierarchies. Each Hotel, Restaurant, Resort, Service Apartment, Health Care Center, Club, Pub, Banquet, and so on, has many departments occupied by numerous people at various levels, in order to provide better facilities and services to the customers and clients. Most of the big employers run specific graduate recruitment schemes but there are also opportunities with smaller businesses, eg. exhibition venues and events management companies, and independent restaurants, bars and hotels. These areas also provide extensive scope for self-employment. Thus, there is extensive range of diverse careers in the full-fledged hospitality industry.

Development of Science & Technology has well facilitated and sophisticated the hospitality industry with greater number of equipment, machines, and manpower. Moreover, the number of maintenance organizations is always on the rise in different fields of the hospitality industry---

- showing the vast scope of services and employment in this booming sector.

### Growth with Hospitality Industry

The number of private companies entering into the hospitality sector has been always on the rise since last few decades, indicating the ever-increasing scope for the diverse hospitality services, and the employment of different professionals & personnel. Since the employment prospects are varied and extensive, there is rapid career-growth with abundant money and freedom, in almost every kind of hospitality service. From ancillary staff to the top executives there are many posts based on occupational and managerial hierarchy.



It is not uncommon for the successful management trainees to reach the general manager positions in large star categorized hotels within five to seven years of commencing their training. Change in lifestyle and availability of disposable income are the key factors behind the rapid growth in the hospitality sector. With increasing employment opportunities and highly skilled and trained professionals available in the country, the hospitality sector is all set to witness a bigger growth.

### Applying for a job ?

The hospitality sector needs working experience in addition to the required educational qualifications. Undoubtedly, the biggest issue facing the hospitality sector today is that of skills shortages. Skilled chefs and managers are in great demand and staff turnover remains high. Managers in the sector need a whole range of competences: people management; commercial skills and business acumen; problem-solving; succession planning; and resource planning. There is also a need to develop knowledge of industry trends and foster



innovative skills to secure and keep repeat business. Recruiting, training and retaining quality staff into these positions is a current priority.

### Candidate's Resources

- Preparation for an Interview
- Resume Tips
- Qualifications & Skills
- Telephonic Interview

### Preparation for an Interview

Interviews should not be taken flippantly, but always seriously and scrupulously. An interview is perhaps the most important part of the entire selection process. The employers check during the interview candidate's latent motives, weaknesses, outstanding qualities, and the intensity of possible contribution that the candidate can extend to the organization, in addition to the outer appearances, professional qualifications and competencies, and other communication-, social-, and managerial-, etc. skills.

The following interview tips are worth considering, while preparing for an interview-

1. Arrive at the place of interview at least 15 minutes before. Wear conventional and formal dress. Don't wear too much perfume.
2. Stay cool, relaxed and calm. Smile, be polite.
3. Keep your answers concise and precise and to the information which your new employer would want to know.
4. Maintain eye contact with your interviewer. Demonstrate that you want the job with your interest.
5. Be upbeat, optimistic, and make positive statements.
6. Listen and adapt. Be sensitive to the style of the interviewer.
7. Avoid any negative comments about past employers.
8. Try to relate your answers to the interviewer and his or her company. Focus on the achievements relevant to the position. Use examples of how your skills and abilities would fit the job.
9. Your body language and speech should show your self-confidence, commitment to the job, and never arrogance or pomposity.
10. Your bearings, gestures, and opinions should affirm that you are honest, considerate, punctilious, urbane, and trustworthy.

### Resume Tips

The Resume or 'Curriculum Vitae' literally meaning the 'Course of Life', is the first official document which gives ample

information overtly and covertly about a candidate to the concerned employer organization. A resume plays a substantial role in getting a job in any sector, and at every stage of a career. In addition to outlining your life and experiences to date, your CV is also an elegant marketing tool to demonstrate your competency and suitability for the job in question.

The following key tips should be considered seriously while making a CV / Resume for it being impeccably impressive, from every angle-

- Check over the basics Proofread for spelling, grammar, and tone, and ensure that you have followed all the instructions of the employer scrupulously. Firing off an e-mail is a



convenient and striking method of communication.

- All your contact information like Name, address, telephone, e-mail address, web site address should be located at the top of your resume. Use a simple, easy-to-read font.
- Arrange all the requisite information in a logical fashion and keep

descriptions lapidary and to the point. A resume having clumsy format and design, and awkward and irrelevant contents, is certain to be put aside with disgust in spite of candidate's greater caliber, erudition, and experience----- returning the candidate meager response.

- Stay well above the trivia---- don't waste space on minor skills and repetitions from the distance past.
- Include as much work experience as possible, even if it obviously doesn't relate to the job you are seeking.
- Quantify and use appropriate power words. Create content that strikes impressively and sells.
- Focus on your strengths and assets.
- Create the image suitable to the salary you want.
- Identify and solve employer's hidden needs.
- Enclose a lapidary, elegant cover letter

**Qualifications & Skills**

Undoubtedly the biggest issue facing the hospitality sector today, is that of skills and expertise shortages. Skilled chefs and managers are in great demand and the ancillary staff turnover remains always high. Managers in this hospitality sector need a whole range of competences: people management; commercial and communication skills and business acumen; problem-solving; Time and resource management skills; succession planning; and resource planning. There is

also the need to develop knowledge of industry trends and foster innovative skills to secure and keep the business booming.

Our organization has comprehensive information and elegant counsel regarding the qualifications & skills requirements, such as the analytical, interpersonal, and organizational skills required to effectively function as hospitality professionals; job options, training for competence and compatibility, etc. for all the ambitious candidates wanting to build a productive and glamorous career in any field of the hospitality sector.

**Telephonic Interview**

The Telephonic Interview can be very embarrassing if not encountered before. The interviewer is very proficient in noticing the embarrassments, rises and falls of voice and tone, misappropriate answers, etc. which readily reveal the temperament, problem-solving approach, strengths and weaknesses of the candidate, and also the suitability to the hospitality sector. Our organization lavishly gives information and counseling, and also the programs and tips for sure success in the telephonic interviews for any discipline of the hospitality sector.



**JOB Trends in Indian Metros**

*Millions of young graduates are passing out every year from colleges in India. The big question that arises in everyone's mind is that if the government is prepared to provide jobs for all of them? Are the companies based in India are able to accommodate all these freshers? Global financial meltdown has created a panic across the world in the job market but we see no such traces hitting Indian market. All the big MNCs are hiring new talent and the opportunities are vibrant in the Indian metros.*

New Delhi, Mumbai, Hyderabad, Bangalore, Chennai are the metros where hiring is a never ending story with fresh recruitment happening presently. Recruitment in KPO areas like banking and financial services is the present buzzword in the job market and this is good news for all the fresher's in commerce. In the tier 2 cities where there is no significant recruitment happening, likewise we don't see much of layoff also.

With new infrastructure activities taken by the fortune 500 companies in the Indian metros, it certainly throws the light that there will be more outsourcing going to happen in the coming days and can see a buoyant job market.

**Online Education Takes off in India**

*It's a Sunday afternoon and class time for 39-year-old IT worker Seema Shetty. Her feet curled under her in a swivel chair, she sits in front of a computer monitor, adjusts a set of headphones, and scribbles in a notebook. Shetty, who works for consulting firm Mastek in Mumbai, is in a virtual classroom in the Vile Parle suburb, where a dozen computers link students to some of India's elite management institutions.*

Today's class is a three-hour general management lecture, part of the online education course conducted by the Xavier Labor Relations Institute in Jamshedpur, in the remote northern Indian state of Jharkhand.

A consultant for various industries from insurance to banking, Shetty signed up for an online certificate course to "learn more about my clients' business requirements," she says. By enrolling in the 14-month, six-hour-per-weekend online course, at a cost of US\$4,600, she can further her education without having to take a two-year career break to get an MBA. Learning online, says Shetty hopefully, "will definitely boost my job prospects".

Shetty is part of a growing tribe of working professionals and students in India who have enrolled for online education certification. While it's difficult to determine numbers of students, the online education market in India today generates about US\$200 million in revenue, and industry experts expect it to touch US\$1 billion by the end of the decade. The winning proposition: Getting knowledge from top-notch professionals without disrupting fast-track careers.

**Slaking a thirst for knowledge**

Mostly it's courses in engineering, management, finance, human resources, and mass communications available to individuals who feel they need some polish and a deeper understanding of their chosen subjects. Institutions, too, are big

users--most are short of staff and overwhelmed by the demand from students who want to be equipped with the best possible education to further their job prospects in India's rapidly expanding economy.

Online education addresses some of India's shortcomings: a dismal education system, limited reach, and a severe paucity of faculty. "Even students from smaller engineering colleges feel they can now access the same courses our top students are exposed to," says Kanan Moudgaliya, head of the distance learning initiative at the Indian Institute of Technology (IIT) in Mumbai.

The efforts to boost graduate education have begun right at the top. India is booming, and as new industries such as retail, real estate, and infrastructure grow, the talent crunch grows, too. In 2003, New Delhi made education a priority, boosting spending from 3 percent of gross domestic product to 5 percent. Upgrading the quality of higher education was key to its agenda. That's when the IITs and the leading business schools went online with their courses. There's both Web-based education, which puts course material online for students to download, and there's virtual learning--the kind that Shetty is undertaking.

**Foreign universities heed the call**

The biggest and most popular providers of online education are the IITs, leading business schools like the Indian Institutes of Management (IIMs), and private schools such as Sikkim Manipal University in northern India. In addition there are private online education services such as Educomp Solutions, Everonn Systems, and TutorVista.

Last year, Rubin Das, 29, a midlevel restaurant manager at Mumbai's Grand Hyatt hotel, was one of the 120 students

who enrolled for the online general management course for young managers at IIM-Calcutta.

The 52-week course, which will end later this month, has taught Das "revenue and marketing management, which I had no clue about". "It enhances my chances to be a department head sooner," he says.

This demand for online education in a hot market like India has also sparked the interest of foreign universities. In 2007, Carnegie Mellon University tied up with Shri Sivasubramaniya Nadar College of Engineering in Chennai, in southern India, to offer IT courses. The Massachusetts Institute of Technology is negotiating with the IITs. And Cornell University has struck a deal with South Indian service provider Easy Educate to offer courses in finance, management, and human resource to Indian students.

Here's how it works. Each IIT has 500 courses in all, but its distance-learning offering is 50 courses: a combination of Webcasts, live lectures, and prerecorded lectures. Courses range from the study of nanoelectronics to an introduction to biochemical engineering for both college and individual students. All the IITs are negotiating with Google video, which will help students download lectures for free.

**Funding from venture capitalists**

The IIT courses are also distributed to India's 1,500 state-run engineering colleges to spruce up their standards. This year, for instance, the College of Engineering in Pune, 200km from Mumbai, will host nine courses from IIT Mumbai, ranging from process instrumentation and control to software engineering, for 120 students. They are hugely popular.

"These courses provide a quantum jump in the quality of our education for both staff and faculty," says Anil Sahasrabudhe,

director of the college, who is on deputation from one of the IITs to boost education standards in the Pune institute. For instance, instead of developing many new courses, the institute can now pick and choose the courses taught by IIT professors.

The opportunity is so enormous that venture capitalists have begun to fund online education companies. In 2007, they invested more than US\$74 million in Indian education companies and say the sector will be among the hottest in 2008. Think about it: Although India has a large, young population, it is not the most productive. Boosting basic education with a current online education certificate helps make Indians more employable.

**Education companies' shares soaring**

A 2005 McKinsey study on the Indian workforce concluded that just one-quarter of India's engineers and 15 percent of finance and accounting professionals had the skill sets to be able to work productively for multinational companies.

K P Balaraj, a managing director at U.S. venture capital firm Sequoia Capital, has invested US\$2 million in TutorVista, an online tutorial company. "Employability is a big issue in India, and the immediate need is to cater to a very large job market that is not being met by school and college grads," he says.

Investors like Balaraj will do well. Despite the recent fall of the market, the share prices of some of the listed education companies have continued to soar. Shares of Educomp, India's largest education company, are up 340 percent over the past 12 months, while the Everonn scrip increased 61 percent since its listing in August, 2007. Brokerage firms Credit Suisse and First Global have also bestowed "outperform" ratings on three out of the four listed education companies.

# IT Industry Growth

**Information Technology**

*The Indian information and technology industry has played a key role in putting India on the global map. Thanks to the success of the IT industry, India is now a power to reckon with. According to the National Association of Software and Service Companies (NASSCOM), the apex body for software services in India, the revenue of the information technology sector has grown from 1.2 per cent of the gross domestic product (GDP) in FY 1997-98 to an estimated 5.5 per cent in FY 2007-08. The net value added by this sector, to the economy, is estimated to be 3.3 to 3.9 per cent for FY 2007-08.*



The phenomenal growth of the Indian IT Software & Services and ITES-BPO sector has had a perceptible multiplier effect on the Indian economy as a whole. In addition to the direct positive impact on national income, the sector has grown to become the biggest employment generator, and has spawned the mushrooming of several ancillary industries such as transportation, real estate and catering, and has created a rising class of youthful consumers with high disposable incomes. This, in turn, has triggered a rise in direct-tax collections and propelled an increase in consumer spending.



The total IT Software and Services employment is expected to reach the 2-million mark in 2007-08 (excluding employment in the hardware sector), as against 1.63 million in 2006-07, a growth of 22.7 per cent year-on-year. This represents a net addition of 375,000 professionals to the industry employee base, this year. The indirect employment attributed by the sector is estimated to about 8 million in year 2007-08. This translates to the creation of about 10 million job opportunities attributed to the growth of this sector.

The Indian IT industry is recognised the world over for its quality. Today, India leads the world in terms of the number of quality certifications achieved by centres in any single country. As of December 2007, over 498 India-based centres (both Indian firms as well as MNC-owned captives) had acquired quality certifications with 85 companies certified at Software Engineering Institute (SEI), Carnegie Mellon Capability Maturity Model (CMM) Level 5 higher than any other country.

India's IT growth in the world is primarily dominated by IT software and services such as Custom Application Development and Maintenance (CADM), System Integration, IT Consulting, Application Management, Infrastructure Management Services, Software testing, Service-oriented architecture and Web services.

The government expects the exports turnover to touch US\$ 80 billion by 2011, growing at an annual rate of 30 per cent per annum, from the earlier few million dollars worth exports in early 1990s.

**As per NASSCOM's latest findings:**

Indian IT-BPO sector grew by 33 per cent in FY 2007-08 to reach US\$ 64 billion in aggregate revenue (including hardware). Of this, the software and services segment accounted for US\$ 52 billion, growing by 28 per cent over FY 2006-07. Software and services exports (including exports of IT services, BPO, engineering services and R&D and software products)

reached US\$ 40.4 billion, contributing nearly 63 per cent to the overall IT-BPO revenue aggregate.

IT-BPO exports (including hardware exports) grew by 28 per cent from US\$ 31.8 billion in FY 2006-07 to US\$ 40.9 billion in FY 2007-08.

While the US (61 per cent) and the UK (18 per cent) remained the largest IT-BPO export markets in FY 2006-07, the industry is now making a mark in other countries as well - with exports to Continental Europe in particular, growing at a compound annual growth rate (CAGR) of more than 55 per cent over FY 2004-07.

Domestic IT market (including hardware) reached US\$ 23.1 billion in FY 2007-08 as against US\$ 16.2 billion in FY 2006-07, a growth of 43 per cent. Hardware remained the largest segment of the domestic market with a growth rate of 44 per cent in FY 2007-08. Software and services spending grew by over 41 per cent during the year.

The industry's vertical market exposure was well diversified across several mature and emerging sectors. Banking, financial services and insurance (BFSI) remained the largest vertical market for Indian IT-BPO exports, followed by high-technology and telecom. These sectors together accounted for nearly 60 per cent of the Indian IT-BPO exports in FY 2006-07.

Manufacturing, retail, media, healthcare, airlines and transportation, and utilities were the other key segments.

Moreover, according to a study by Springboard Research, the Indian IT services market is estimated to remain the fastest growing in the Asia-Pacific region with a CAGR of 18.6 per cent.

**Outsourcing**

A research by Gartner forecasts India as the undisputed leader in the outsourcing space in the year 2008. The Outsourcing Service Provider Performance Study 2007, undertaken by sourcing advisory firm Equa Terra, reported that the majority of UK businesses offshore all or parts of their IT functions to India and plan to continue with this strategy as India continued to be the favourite outsourcing destination for businesses in UK in terms of satisfaction.

India's most prized resource is its readily available technical work force. India has the second largest English-speaking scientific professionals in the world, second only to the US. It is estimated that India has over 4 million technical workers, over 1,832 educational institutions and polytechnics, which train more than 67,785 computer software professionals every year. The enormous base of skilled manpower is a major draw for global customers. According to a Gartner study, India remains the undisputed leader in offshore services and tops the list of 30 countries on criteria's such as language, government support, labour pool,

infrastructure, educational system, cost, political and economic environment, cultural compatibility, global and legal maturity, and data and intellectual property, security and privacy.

Twenty-nine India-based companies including Tata Consultancy Services, HCL Technologies, Genpact, and WNS Global Services amongst others, have been listed among the best 100 IT service providers in a survey carried out with a view to assist business heads of major outsourcers identify reliable, innovative and tech-savvy partners.

Last year, India generated close to US\$ 40 billion in proceeds from IT and IT-based services. Almost 80 per cent of these revenues were generated by exports. Global offshoring has a market volume of roughly US\$ 70 billion, with India's share in the global market totalling 45 per cent.

**Multinationals in India**

Information technology has been a promising sector for India, generating revenues both for the domestic as well as the global market. India's IT potential and markets with very high returns have attracted multinationals to grab a share of the pie and cash in on the IT boom. Also, the increase in purchasing power and the rapid business expansion of the small and medium enterprises (SMEs) holds promise for global IT giants, who look at a 100 per cent year-on-year growth in their small and medium businesses (SMBs) market in India.

Also, according to a study by consulting firm Zinnov, India's IT spending is likely to grow between 17.6-24 per cent by 2010 from the current IT spending totalling US\$ 17 billion.

Intel Capital, chipmaker Intel's global investment arm, has announced an investment of US\$ 23 million in three Indian companies - One97 Communications, IndiaMART.com and Global Talent Track.

Moreover, Intel is looking to invest more than US\$ 1 billion in India over the next three years in partnership with Indian and foreign hardware firms to prepare light-weight personal computers.

Cisco posted over 100 per cent year-on-year growth in its SME business in India in FY 2007-08.

Oracle is expecting over 100 per cent growth in India for its CRM business on the back of increased technology awareness and need for cost-effective customer servicing.

Yahoo! Inc and Tata Sons' subsidiary firm, Computational Research Laboratories (CRL), have entered into a joint agreement to make available-EKA, a supercomputer, for cloud computing research in India. Hewlett Packard (HP), the world's biggest maker of personal computers, recently stated that a total of

**Annual IT Salaries in Asia - 2008**

Hong Kong	HKD 445,817
Indonesia	IDR 69,714,408
India	INR 554,075
Malaysia	MYR 72,144
Philippines	PHP 500,736
Singapore	SGD 62,502
Thailand	THB 746,096

ZDNet Asia



eight entries in the list of top 500 supercomputers are from India. EKA is ranked 13th.

Dell, which not only manufactures and sells hardware in India but also has a service and support arm, had ended the year 2007 with revenues of US\$ 638.96 million and expects to touch the billion-dollar mark next year.

World's leading chip designer firm, ARM, is expanding its India design centre to make it the largest outside Britain.

US-based, US\$ 1-billion dollar-chip maker, Microchip Technology, will invest US\$ 65 million in its India development centre over the next five years.

**Domestic Markets**

India's domestic market has also become a force to reckon with, as the existing IT infrastructure evolves both in terms of technology and depth of penetration. Global as well as domestic IT companies like IBM, Accenture, HP, TCS, HCL and Wipro have witnessed a remarkable growth in their business.

The domestic information technology business has become far too attractive to ignore. India Inc's demand for IT services and products has bolstered growth in the domestic sector with deal sizes going up remarkably and contracts worth US\$ 50 million-US\$ 100 million up for grabs.

Such growth in the software and services sector has been achieved because of spectacular growths in some segments. For instance, 680,000 notebooks were sold in the first half of 2007-08, registering an increase of 59 per cent.

This year too laptop sales are likely to increase. According to research firm Gartner, India's personal computer (PC) market is likely to grow by 13.7 per cent to 11.1 million units in 2009, aided by a surge in demand for laptops. The laptop market is expected to grow by 37 per cent in 2009 to 3.69 million units and constitute a third of the total PC market.

In the next couple of years, global market

intelligence and consulting firm, IDC, sees a higher local demand driven by growth of broadband, expansion of Software-as-a-Service (SaaS), service oriented architecture, virtualisation as also networking projects. The net margins in the domestic market are at about 9-11 per cent which has improved considerably in recent years. Of late IT service providers, MNCs and domestic firms have developed strategies exclusively for the domestic market according to a research report by Gartner.

Further, India's homegrown IT mammoths are looking at buying companies abroad. In one of the biggest acquisitions ever, HCL Technologies has acquired UK-based Axon with a US\$ 811-million bid at 650 p per share.

Indian companies also continue to bag prestigious deals. Recently, Tata Consultancy Services has won a multi-year contract from Ducati to deploy ERP solutions for the Italian super bike major in Europe.

In spite of the global meltdown, Infosys posted better-than-expected earnings growth for the December quarter aided by a weaker rupee and improved operational efficiencies.

Infosys reported a 33.3 per cent rise in net profits at almost US\$ 335.40 million for the December quarter of 2008-09, compared with about US\$ 251.60 million in the year-ago quarter. Revenues rose 35.5 per cent to almost US\$ 1.18 billion from US\$ 870.23 million.

However, certain cases such as Satyam have rocked India's IT sector both in the country and abroad for poor corporate governance and financial fraud. Satyam case was put on track by taking immediate crisis control measures by the government such as appointing a new board have helped put Satyam back on track. In fact, a large number of Satyam's clients such as GE and Malaysian Airlines insist on continuing business with the company despite the fraud. In fact, the

Commerce Minister, Mr Kamal Nath reaffirms his faith in Indian corporates saying that Satyam is just a one-off case and can hardly be cited as a general feature of the Indian IT industry.

**Rural Penetration**

According to a new report of the Internet and Mobile Association of India (IAMAI) rural India has 3.3 million active internet users. Since rural India was mapped for the first time, the year-on-year growth of internet users in rural India could not be estimated.

The research also notes there are 5.5 million people who claim to have used Internet at some point in time. Various government and private sector initiatives to connect rural India, especially the government-led National e-Governance Programme, have played an important role in increasing internet penetration in rural India.

**Growth**

The Indian information technology sector continues to be one of the sunshine sectors of the Indian economy showing rapid growth and promise.

According to NASSCOM, the Indian IT-BPO sector is aiming to reach a target of US\$ 60 billion in exports and US\$ 73 billion-US\$ 75 billion in overall software and services revenues by 2010.

With small and mid-sized businesses driven by the increased use of technology India's information and communication technology market is estimated to grow 20.3 per cent annually to reach US\$ 24.3 billion by 2011.

According to the global infotech analyst, International Data Corporation, the Indian IT and ITeS market is estimated to grow at the rate of over 16 per cent to become a US\$ 132 billion industry. Significantly, the domestic market alone is expected to become over US\$ 50 billion, with a CAGR of about 18.4 per cent. Simultaneously, the IT and ITeS exports are estimated to more than double to US\$ 78.62 billion by 2012

# All about a Restaurant manager, his job and Career !



**Restaurant managers ensure that restaurants operate efficiently and profitably while maintaining their reputation and ethos. Restaurant managers must coordinate a variety of activities, whatever the size or type of the outlet. Managers are responsible for the business performance of their restaurant, as well as maintaining high standards of food, service and health and safety.**

Restaurant management combines strategic planning, shift pattern organisation and day-to-day management activities. Depending on the nature of the outlet, the role may have creative aspects, particularly in marketing and business development.

As a key role within the hospitality sector, restaurant management may be fast-paced, highly demanding and very rewarding.

### Typical work activities

Typical work activities will vary depending on the type of restaurant, but usually include:

### Business activities:

- taking responsibility for the business performance of the restaurant;
- analysing and planning restaurant sales levels and profitability;
- organising marketing activities, such as promotional events and discount schemes;
- preparing reports at the end of the shift/week, including staff control, food control and sales;
- creating and executing plans for department sales, profit and staff development;

- setting budgets and/or agreeing them with senior management;
- planning and coordinating menus.

### Front of house:

- coordinating the entire operation of the restaurant during scheduled shifts;
- managing staff throughout their shift and providing them with feedback;
- responding to customer complaints;
- ensuring that all employees adhere to the company's uniform standards;
- meeting and greeting customers and organising table reservations;
- advising customers on menu and wine choice;
- recruiting, training and motivating staff;
- organising and supervising the shifts of kitchen, waiting and cleaning staff.

### Housekeeping:

- maintaining high standards of quality control, hygiene, and health and safety;
- checking stock levels and ordering supplies;
- preparing cash drawers and providing petty cash as required;
- helping in any area of the restaurant when circumstances dictate.

### Career development

Career development may depend on the nature of the employer, with company strategy strongly influencing staff progression. However, due to current skills shortages within the hospitality industry, it is usually possible to progress through the following route, particularly

within larger restaurant companies:

- waiter/waitress;
- staff trainer;
- supervisor/assistant manager;
- unit/restaurant/general manager.

Within certain companies, career progression may involve undertaking in-house qualifications and relevant training.

At this stage it is common for managers to progress into area management roles, in which extensive knowledge of a particular chain and a strong background of practical experience are often required. Most area managers are recruited internally, having first gained substantial experience as a manager of a unit within the organisation. It may be possible to move into this role from outside but related experience is usually required. An area manager may manage four to six restaurants, depending on the size of the establishments. It is also possible to move into an operations management or head office role, depending on the flexibility and range of individual restaurant chains.

Restaurant managers not seeking area management responsibility may move across to other restaurants, possibly within the same chain. Managers may also relocate to manage a failing or less successful affiliated restaurant.

A small number of experienced managers seek to develop their own business, taking over existing businesses or starting new restaurants from scratch.



# Metropolitan Group of Institutions spearheads Hospitality Training & Education in India

**Mumbai based Metropolitan Education Trust, (MET) established in 1991, with aim of achieving and fulfilling 'Education for Employment' in India, ventured into Education sector of the highly demanding Hospitality Service segment. With the able leadership of Mr. Vilas B. Sawant, President, MET, Our group of Institutes have come all the way from a Metropolitan Education Centre offering job oriented courses in Hotel Management, Air Hostess Training, Interior Designing to a large hospitality college 'Metropolitan Institute of Hotel Management and Catering Technology, Pune,**

Now, we are grown into one of pune's fastest growing colleges offering spectrum of courses viz Hospitality, Information Technology, Management, Conventional Education and Nursing in its Just opened Wi Fi campus at Hadapsar just 7 km. from Pune Rly. Station and 5 minutes reach from the IT district of Pune - IBM Info City and Magarpatta Cybercity. All our courses are at the level of Government recognised Degrees, Masters and Diplomas offered in affiliation with recognised Universities like University of Pune (UOP), Yashwantrao Chavan Maharashtra Open University (YCMOU), Maharashtra State University of Health Sciences (MUHS), Indira Gandhi National Open University (IGNOU), Maharashtra State Board of Technical Education (MSBTE) and Maharashtra State Board of Vocational Examinations (MSBVE). Metropolitan also offers its reputed courses through EIAHLA, USA a education partner of IGNOU.

Metropolitan's Twin Campus's offer the best infrastructure in Pune for Hospitality Training with a Operating Hotel and Resort attached, offering a unique opportunity for On-The-Job Training to Hotel Management students. Spread over a area of over 6 acres, the campus attached hotel houses 25 Suite rooms, Conference Halls, Restaurants, Amphitheatres and Recreational facilities like Swimming Pool, Gymnasium, Indoor and Outdoor games etc. The Mumbai campus is in the Heart of the Educational area of Mumbai Vile Parle, offering unique Job-oriented courses. With the airport access in just over 5 minutes, Mumbai campus offers high flying courses in Hotel Management, Air Hostess Training and Interior Designing.

With all the above, Metropolitan believes in Valued Education and these are based on five principles: Aim High, Develop a strong Will Power, Assure yourself that there is no substitute for Hard work, Time Management and Remember, there is no shortcut. With these principles and analytical strength of the stronghold system of tutoring and mentoring, Metropolitan Colleges bagged ISO 9001:2008 Quality Assurance and is the First in India to Do so.

All the above campuses, inspite of the spiraling cost offer unique premises concentrate on students' easy to use the latest technology for the latest study techniques. Methodologies like group discussions, brain storming, presentations, and leadership exercises, all contribute towards the overall development of the students.

Unlike other management institutes, Metropolitan has thus far achieved 100% placements till date and has a backing of more than 7000 alumni in the last 19 years of operations. The mantra for success has been providing job-oriented education, reputed Industry tie-ups, well experienced faculty, on-the-job training and quality education through affiliated universities. Metropolitan today boasts more than 40% of its students pursuing careers in UK or USA for jobs and further studies.

**New Horizon :** With a new campus spread out over an area of 2½ acres of land, the new building of Metropolitan boasts a corporate look and touch as well. A total spread of more than 1,00,000 sq.ft. of area. A one and only campus for Hospitality, Management, IT, Conventional Education, with immediate access to the national highway, offering options for on-the-job training, practical exposure, an option to explore the wide surf of Hospitality, Management, IT, Conventional with High speed internet cafes and also options which will allow relaxation and studies by real time practical methods of training.

Our Institute has Advisory Board members from the Hotel Industry and Corporate Sectors to maintain high standard of education & training.

With experienced faculty members set to unload their expertise to all our best students, we are confident of offering excellent job prospects to everyone who check out from our Institutes.

For course details, fees, students facilities, please contact Principal / Counselor or visit us at [www.met.edu.in](http://www.met.edu.in) or [www.mcte-bed.org](http://www.mcte-bed.org) e-mail at [edo@vsnl.net](mailto:edo@vsnl.net)

**Metropolitan Education Trust's - Institutes & Colleges**  
 Regd. Office : F.M. House, Plot No. 20, 2nd Floor, Vallabhghai Road, Near Nanavati Rly. Crossing, Vile Parle (W), Mumbai 400 056.  
 Tel. : 022-26186698, 26176060 E-mail : [metropolitan56@yahoo.co.in](mailto:metropolitan56@yahoo.co.in)

Campus 1 : Indraprastha, Near Akashwani, Manjari Phata, Pune-Solapur Road, Hadapsar, Pune 411 028.  
 Tel. : 020-26998586 / 26993588 E-mail : [edo@vsnl.net](mailto:edo@vsnl.net)

Campus 2 : Plot No.01/279, Amar Shrusti, Near Fisheries, Off Pune Solapur Road, Hadapsar, Pune - 411 028.  
 Tel. : 020-26991498, 26991499 E-mail : [metropolitanhmct@gmail.com](mailto:metropolitanhmct@gmail.com)

## Next Issue Highlights...

- ▶ Job Opportunities in Service Apartments segment !
- ▶ The fun job of Bartending !
- ▶ Hospitality Management Trends.
- ▶ All about a Front Office Manager, His job and Career Growth !

## YOUR FEEDBACK

We invite reader's feedback in the form contributions, suggestions and comments to addressed to the Editor.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel.: \_\_\_\_\_ Email: \_\_\_\_\_

Your Comments \_\_\_\_\_

Metropolitan Education Trust, Plot # 20, 2nd Flr., Vallabhghai Road Vile Parle (W), Mumbai 400 056. E-mail: [metropolitan56@yahoo.com](mailto:metropolitan56@yahoo.com)



### Metropolitan awarded ISO quality assurance certification



**Benefits of ISO 9001:2008 for Educational Institutes & Colleges**

- The institution has clear and publicity stated purposes consistent with its mission and appropriate to an institution providing quality education.
- The institution has effectively organized human, financial has effectively organized human, financial and physical resourced necessary to accomplish its purposes.
- The institution demonstrates integrity in its practices and relationships.
- The institution understands the need of its customers (students, government, industry, community) in a better way and strives to meet them in an efficient and effective way.

The institution works with a process approach and strives for continual improvement in process outputs.