



Short skill courses

FHRAI-IHM aims to become an institution of excellence by fostering knowledge, innovation & entrepreneurship that can make a remarkable impact on the hospitality industry ecosystem.

Neha Rawat



Sherry Bhatia
President, HRAWI

AN INSTITUTION OF EXCELLENCE

FHRAI Institute of Hospitality Management (FIHM) was established in the year 2005 with the aim of improving the standards and skills of the human resources in the hospitality industry. Over the next five years, FIHM aims to become an institution of excellence in hospitality education by way of fostering knowledge, innovation and entrepreneurship that can make a remarkable impact on the hospitality industry ecosystem in the country.

FIHM endeavours towards creating short skill courses which will help in fulfilling industry needs

DIVERSE ROLES

Now that we have the vaccine and going by the projections, growth in tourism vis-à-vis hospitality industry is promising. Hotel management goes beyond mere service. It is also about gaining in-depth understanding of the mechanism that drives the hospitality industry.

Hospitality is a diverse trade and even the roles within the industry are as diverse as the industry itself. The profession has evolved over the years and education in the field too is adapting to introduce newer concepts and practices. For instance, educating students in sustainable tourism is a great way of ensuring that the industry is equipped with professionals who can contribute towards sustainable hospitality development.

HANDS-ON KNOWLEDGE

As India's apex hospitality association and the industry's voice, FHRAI has a firm command on the fundamentals of the profession. The association has hands-on knowledge on the subject which can be passed on to students in an effective manner. FIHM endeavours towards creating short skill courses which will help in fulfilling the needs of the industry, which is bound to grow rapidly in the post-COVID world.





K. Syama Raju
President, SIHRA

OPTING FOR AN ONLINE EDUCATION SYSTEM

The COVID-19 pandemic has presented many challenges for various sectors, including hospitality and education. Since last year, educational institutions in the country have been forced to opt for an online education system as advised by the government. However, there are various constraints when it comes to conducting online courses for technical as hotel management institutes.

of hospitality management institutes to a hybrid model and also do all we can to keep up the morale of every student.

It is indeed worrying that post the pandemic, various outfits in hospitality industry like restaurants are moving towards closure due to the exorbitant operating and infrastructure cost.

However, for a young entrepreneur this is an advantageous situation as he/she can open a new set-up, depending on his/her personal skills. So, FIHM should motivate the students to become entrepreneurs in their own innovative cost-effective way

FIHM should motivate students to become entrepreneurs



It is indeed very unfortunate that the government has not been able to relax the guidelines to open up educational institutions as the country is grappling with the second wave of the COVID-19 pandemic.

FOSTERING ENTREPRENEURSHIP

Considering these trying times, we need to revamp the syllabus

in the new normal. Since FIHM is being run by FHRAI it has many advantages and its direct connect to the industry will create opportunities for the students to learn the ground reality in new normal.

I personally view this situation as an opportunity for the FIHM to create more entrepreneurs in the country.



Surendra Kumar Jaiswal
President, HRANI

STUDENT-CENTRIC LEARNING ENVIRONMENT

The institute has been founded to bridge the demand supply gap of skilled workforce. FIHM will play an instrumental role in imparting international standards of teaching pedagogy, creating leaders in all spheres of hospitality and allied sectors.

FHRAI-IHM will not only provide a student-centric learning environment for facilitators and students but will also meet the requirement of the industry as a whole.

Getting the right student the right job is the primary aim of the Placement Cell in FIHM. The students will find lucrative jobs with International hotel Chains, Airline Companies, Cruise Liners, Dining Restaurants, Fast Food Chains, Event Management Companies, Industrial Caterers, Theme Parks, and Airline Catering Establishments and Hospitals.

EMBRACING TECHNOLOGY

The future of hospitality education will certainly take a different form. Curriculums will have to adapt to understand the needs of the travellers and society of tomorrow. Hospitality



Students will get to experience case studies with augmented reality

graduates will have to identify how to balance the offer of technology to enhance the customer experience. They will require the skills to engage guests with digital tools and take advantage of systems such as geo-targeting, new social media platforms, virtual and augmented reality devices.

The learning environment will be enhanced by the adoption of technology. Students will spend less time in class and more time in a virtual reality world. This will help them to develop their creativity as well as risk-taking mindset. Also, students will be more prepared for the work life as they would have had the chance to experience case studies with augmented reality.

The biggest challenge will be the implementation of technology that doesn't overpower the student's natural learning experience. The professors of tomorrow will also have to be ready for this educational shift.