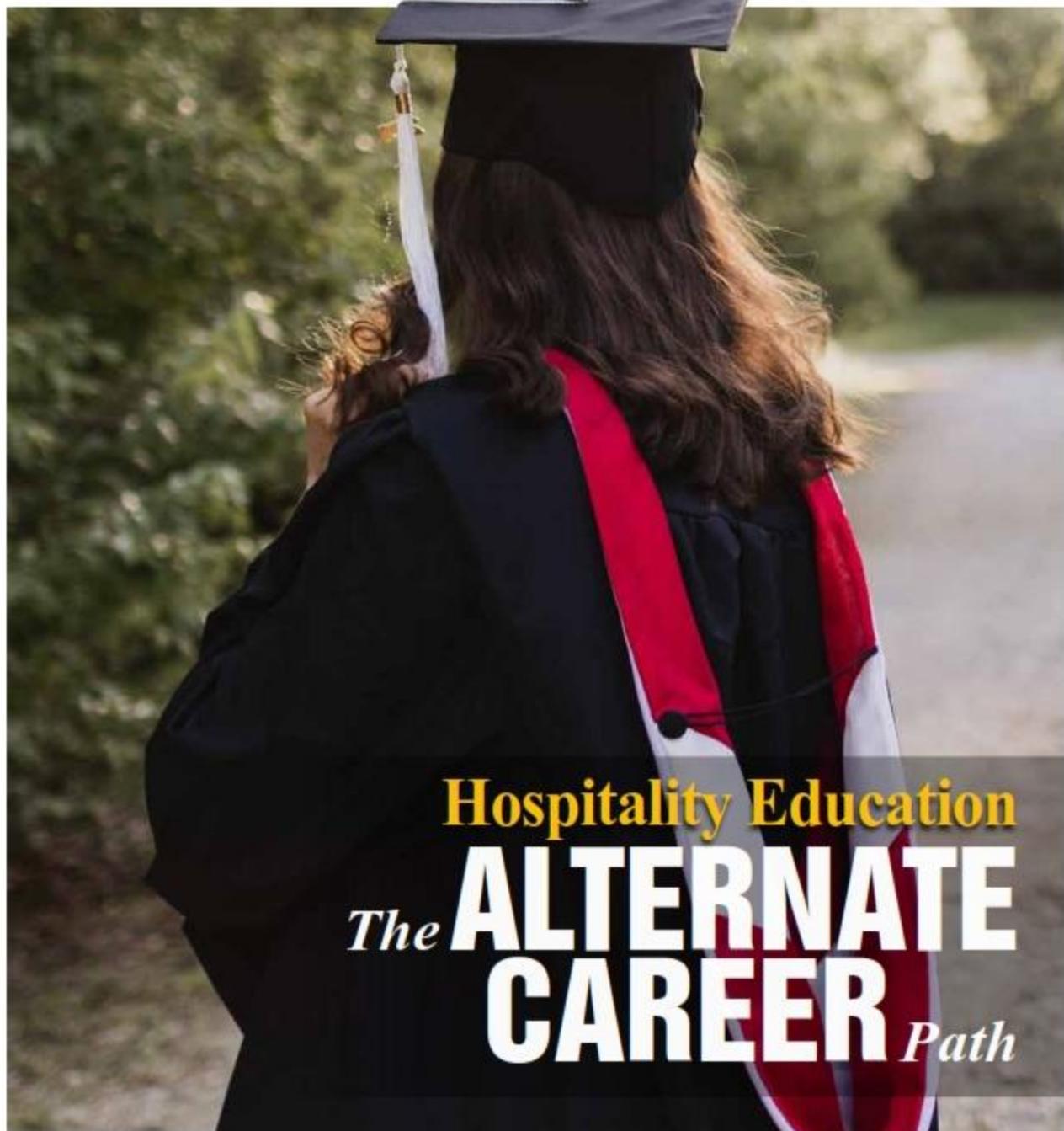


WORLD OF hospitality



Hospitality Education
The **ALTERNATE**
CAREER *Path*



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HOSPITALITY
A BUSINESS EVENT FOR
HORECA PROFESSIONALS

Learning and Unlearning



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WOH News
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Covid-19 has taught us a lot of things. One important lesson: To unlearn what we have learnt so far. Because, the pandemic has not only necessitated changes to the way corporates, including hospitality companies, operate and compete, but has also compelled educational institutes that supply them with human resources to rework the theoretical concepts on which their courses are built.

As Dr Juan Francisco Perellon, Chief Academic Officer, EHL Group, says, the Covid-19 crisis has accelerated the need for lifelong learning possibilities to enable the constant skilling and reskilling of employees, so institutes should ensure learners receive a step-up in their careers and remain ahead of the curve.

Many of the education industry leaders we spoke to for our Cover Story reiterated that today, hospitality graduates are also turning into very successful entrepreneurs, which speaks volumes of the diverse areas that hospitality programs are enabling its learners to be. Dennie Mathews, Chief Managing Officer - South & South East Asia, American Hotel & Lodging Educational Institute (AHLEI) and National Restaurant Association, USA puts it succinctly, "There really are no boundaries to areas a hospitality graduate can work in."

Another crucial area which Covid-19 has reshaped is hospitality design. We spoke to three interior designers to get their insights on reorganising spaces in a post-pandemic world to meet contactless pre-requisites.

Ironically, thanks to Covid-19, food safety has gained the importance it deserves. As takeaway FBOs, QSRs and cloud kitchens continue to serve people stuck indoors or working remotely, packaging will play a key role in how their food reaches the consumer hygienically and safely. Don't forget to register for our Webinar on Role of Packaging in Food Safety on September 7, 2021, in association with Hindalco Freshwrapp.

Stay Safe.

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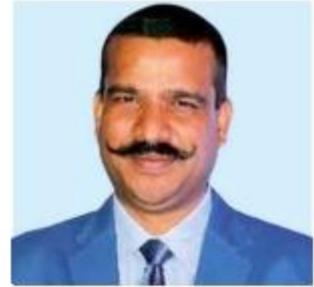
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Many students are taking the path of entrepreneurship

Arun K Singh | Director, FHRAI IHM & former Principal, IHM Mumbai

It is one of the most difficult phases for the Hospitality industry and for Hospitality Education. When Covid-19 started in March 2020, everything was a chaos and we took some time to assess the situation and find a way out as till then all IHMs were imparting knowledge and skill through 100% offline classes.

The pandemic compelled us to quickly mould ourselves for online education. Our faculty members were keen to break the barrier and immediately trained themselves in Zoom/Google Meet, prepared matter for online classes and successfully organised online learning including skill components by demo. In the 2020-21 academic session, we were much better organised and unfortunately had to complete the full session in online mode only. This year too will be online. The real

sufferers are the students - attitude formation, skill and overall personality development as well as learning happens not only in classes but through peer group and extra curricular activities. If



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we are not able to open campuses now, then quality of Hospitality Management and Operational education will remain affected for years and it will be extremely difficult to take it back to the pre-Covid level.

Since present students are demotivated and there

are hardly any job offers; obviously this means bad publicity and it will definitely affect new enrolments. This situation is prevailing in every professional programme but we are confident that we will shortly be in a position to offer the best possible education to students.

The alternate career path

Alternate career options are many in the field of main or allied hospitality like Sales & Marketing including Digital Marketing, Revenue management, Human Resources, Travel & Tourism and above all path of entrepreneurship. No doubt it takes time, patience and funds to move ahead in entrepreneurship but reasonable number of students are opting for starting their own business, some may be just after college and others after a few years exposure. Opportunities are many - the

only requirement is determination, hard work and patience with the right attitude.

In this difficult time, students should develop the ability of self learning which is going to be with them throughout their life and is a must for future growth; they should follow their passion to ease out tension and disappointment and attain mental peace. Knowledge of one foreign and one regional language will be an asset. Knowledge of latest trends and technology will also be an important tool for success.

Role of government institutes

The initiative of the government to provide hospitality education in four aspects i.e. Hospitality Management, Hotel Operation, Hunar se Rozgar and time to time Skill Orientation of already employed persons, is commendable. Let me share this that India is probably the only country in the world where hospitality education was developed by the government to this extent and it is still providing land and capital support. Government institutes like IHMs will continue to work extensively in this field. A few private institutes have also established themselves very well and are serving the industry in hand with government institutes.

Federation of Hotels and Restaurant Associations of India (FHRAI) has taken a big initiative by establishing the FHRAI-Institute of Hospitality Management in Knowledge Park, Greater Noida, Uttar Pradesh. Set on a seven acre spacious piece of land with 160 seat Boy's Hostel and 60 seat Girl's Hostel, this initiative is a big leap in the right direction. FHRAI-IHM is proposed to start a Bachelor's Degree in Hospitality Management and Hotel Operation Diploma Programme from the academic session 2021-22.



■ Arun K Singh

The Alternate Career Path



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