

SURYADATTA COLLEGE OF HOSPITALITY MANAGEMENT & TRAVEL, TOURISM, PUNE

QUALITY IMPROVEMENT PROGRAMS UNDER SAVITRIBAI PHULE PUNE UNIVERSITY, PUNE STATE LEVEL SEMINAR ON “21ST CENTURY TRENDS IN HOSPITALITY INDUSTRY

On 26th, 27th and 28th February 2013



SCHMTT is part of the Suryadatta Group of Institutes established in 1997. The Group has recently received the award for The Best Integrated Campus in India. SCHMTT is affiliated to The University of Pune for the B.Sc – Hospitality Studies 3 Year Degree Program, approved by the DTE and recognized by the Government of Maharashtra . The Competition Success Review ranked SCHMTT as 3rd in Hospitality Management Colleges of Western India.

The curriculum is delivered by experienced Faculty with rich industry experience. They are therefore able to groom and train the students as per the standards required by the Industry. The curriculum is thus enhanced by courses in Personality Development, Communication Skills and Interview Skills to prepare the students for their future careers. Study Tours to hotels and related organizations like the winery, brewery and laundry are arranged to give practical exposure to the students Our students actively participate and organize Food Festivals and theme lunches, thus getting a firsthand experience in Marketing, Event Management and Function Catering.

In addition to the regular academic curriculum our students gain experience in the Hospitality Industry through Internships in Star rated Hotels in India and abroad. Last year seven of our students had gone for their internship to Germany and this year our students are in Singapore for their training. SCHMTT has a 100 % placement record since inception and our students are in good positions in hotels India as well as overseas.

The College maintains excellent relations with the Industry. Many Industry experts have visited the College and spoken to the students regarding the latest trends in the Hospitality Industry – Mr Sudhir Andrews- foremost Hospitality educationist, Mr Jimmy Shaw – Managing Director of Shawman Software, Mr Sanjay Aratla- Training Manager, Westin Hotel, Ms Vaishali Sharma – Executive Housekeeper, Taj Vivanta Blue Diamond to name a few.

Each year SCHMTT organizes Seminars related to the Hospitality Industry under the Quality Improvement Program of the University of Pune. This year we have planned an International Seminar on 'Revenue Management – The key to successful hotel operations.' on the 26th, 27th and 28th February 2013. The 21st century has seen a positive transformation because of the systematic use of revenue management in the hospitality industry. Efficient revenue management is very important to run a profitable lodging enterprise. It reflects a positive approach to the business of making money through the sale of rooms and mitigates some of the unavoidable complications arising from the forced and highly perishable nature of hotel core products. Running a hotel without managing revenue would be returning to the crude tools of yester year. Revenue Management has thus revolutionized the hotel industry.

The aim of the Seminar is to enlighten the participants with the importance of the need of efficient and effective revenue management to satisfy the current needs of the hospitality industry to sustain the competitive market. The participants will be professionals from the Hospitality Industry, faculty of various Hotel Management Colleges from Pune and other cities and students of these Colleges.

We have a panel of distinguished and eminent speakers for this Seminar .The Chief guest is Mr Vishal Chordia, Director Strategy Marketing- Pravin Masalewale. The Keynote speaker is Mr Sachin Krishna - Director Revenue Strategy Pune Cluster at Marriott International. The experts from the Industry addressing and sharing their knowledge with the participants over the two days. are, Ms Megha Ajgaonkar- Director of Sales and Marketing , Westin Pune Mr Mohammad Khan- Manager Food and Beverage, Courtyard Marriott, Pune and Ms. Aditi Joshi Rashinkar - Manager Rooms Reservations, Westin Pune.



Mr. Sudhir Andrews, Hospitality Educationist



Brig. Prof. Tole, Director, SEF

The hospitality industry is optimistic and expects a brighter and better trend. As the economic landscape is progressing, there will be a change in the trend of “staycation,” and people will now intend to focus on the value of travel. In other words, tourists now look for comfortable, simple, yet high-quality experiences. It is important for hospitality companies to capitalize these opportunities to stay ahead in the industry. However, brand awareness and a multi-channel environment have heightened the competition. To meet the challenges, the hospitality sector should come up with strategic marketing initiatives.



Mr. Jimmy Shaw, Managing Director – Shawman Software



Mr. Nagesh Pathak, IT manager, Holiday Inn



The aim of the seminar to enlightened the participants in the current trends & latest technologies used in the hospitality industry and thus complement their academic knowledge.

Prof. Ulhas Chaudhari
Co-convener, SCHMTT