

How we arrived at the Results & Ranked the Top Hotel Management Institutes in India



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GHRDC focused on the quality of innovative and creative activities introduced in the institutes as one of the key factors in rating and ranking of Hotel Management Institutes.

Looking into the benefits, which stakeholders of the Hotel Management Institutes have reaped out of our on going last three annual surveys, we felt that this should be a continuous process through our survey to provide valuable support and services to the Hospitality & Tourism sector.

It tries to elicit and provide detailed information to facilitate decision making of all concerned (aspiring students/ recruiters and Hotel Management Institutes) in their best interest. It is high time to study, evaluate and understand the institutes that cater to the need of professionals in the H & T sector from various points of view as they are the latest providers of opportunity for a large scale employment.

The Hotel Management Institutes cater to an industry which is on the upswing, a 'sunrise industry' where the demand for qualified professionals is on a never before high. The global growth of the tourism sector, budget airlines and back home, the impending Commonwealth Games have all contributed to the boom in the hospitality industry. It was to cater to this emerging trend and the increasing demands from stakeholders that GHRDC- once again took up the challenge to conduct a comprehensive, objective and transparent survey of hotel management education in India.

Once again the GHRDC- survey is a pioneering effort in terms of providing not merely quantitative but also qualitative information on Hotel Management Education in India. Thus the survey does not merely rank the hotel management institutes but also provides detailed information on various issues of relevance to the hospitality industry in general and students, recruiters, hotel management institutes in particular. The survey also provides standards to improve the quality of hotel management education in India.

METHODOLOGY

The survey covers a wide gamut of institutes from those affiliated to universities to IHM to private institutes to autonomous institutions. There are about 500 plus Hotel management Institutes in India. A list of around 300 offering 3-4 years Degree course was were short listed and included for rating and ranking. These institutes were fairly representative in terms of their age, regional distribution, status and reputation in the field.

A detailed questionnaire was prepared based on research, various responses and inputs received from academics, industry professionals as well as our in - house team of experts from GHRDC and were sent via email as well as a hard copy.

This year the response of the participants was encouraging and showed greater interest. A few institutes did not revert back due to reasons known best to them, may be an apprehension of the survey, lack of knowledge of survey, and preparedness or non availability of faculty and staff etc.

However, for the 53 institutes who responded (were ultimately include in our present survey) are fairly representative in terms of age, region and reputation.

The methodology, thus arrived at comprises a combination of quantitative as well as qualitative factors with absolute and relative values for each factor.

Key strengths and hallmarks of the survey are;

Transparency, Reliability, Consistency and Validation of data

“No subjective bias was allowed to creep in.”

The questionnaire relied on four broad parameters and weightage given namely:

1. **Infrastructure**
2. **Faculty, Programme & Publications**
3. **Admission, Curriculum, Delivery Systems**
4. **Placement and Industry Interface**

These parameters were further divided into sub-parameters for a more rigorous quantitative and qualitative analysis and assessment. For example, Infrastructure was divided into physical and academic infrastructure. Physical Infrastructure was further broken down into factors like the institutes built up area, hostel, number and capacity of food production labs, training kitchens, bakeries, training restraints, front office and housekeeping rooms (for details of parameters and sub-parameters refer to table-A).

Adequate weightage was given on validation of data provided by the institutes through corroborative evidence collected from the institutes and through industry and student feedback and through email, fax, and telephone calls wherever required.

Of the 53 institutes that participated in the survey only those who provided complete data on all parameters were rated and ranked. In other cases, because of the institutes having been recently set up and yet to have their placement data were rated but not ranked.

OBSERVATIONS

The data collected and compiled were objectively analyzed to throw light on a number of interesting and distinct observations from each of the parameters.

For example, the presence or otherwise of hostel facilities contributing to an institutes performance, most preferred background for aspiring hotel management students, low CTC / salary offered by the hotel industry, students as an alternative preferring employment in industry other than hotels, institutes now enjoying better status amongst professional institutes, students after completing their course going for higher education or entrepreneurship, good percentage of student getting international jobs offer, every institutes establishing their USP for a place amongst the top ranking institutes in India etc.

The GHRDC Survey of Hotel Management Institutes is the survey with a difference, a survey that has something for everyone.

TABLE-A
PARAMETERS & WEIGHTAGE

PARAMETERS	DATA / SUPPORTING EVIDENCE	WEIGHTAGE (in %)
INFRASTRUCTURE		
Physical	Built-up area, hall/auditorium, hostel, layout plan, No. & capacity of food production lab, advanced training kitchen, quantity & quality training kitchen, bakeries, bar, training restaurant, laundries, front office training lab, housekeeping rooms, ladder etc	28.44 %
Academic	Library records, No. of books added, national and international journals, no. of hotel management related books, LCD projectors	
EDUCATION PROCESS		
Faculty & Programmes	Full time faculty, their academic and industry experience, management, new and % of curriculum introduced. Salary structure of the faculty etc	20.83 %
ACADEMIC PROGRAMMES		
Admission, Curriculum, Delivery Systems	Total programmes offered and details of the programmes, Entrance test , Competency Building / Soft skills Program Offered, etc live Projects ,stipend during projects etc	16.31 %
PLACEMENT		
Placement and Industry Interface	Offer letters, recruiter details, percent placement, average domestic /international salary, cost of education, income and expenditure pattern of institute, alumni etc.	34.42 %

GHRDC HOTEL MANAGEMENT INSTITUTE SURVEY TEAM 2010

The core team of GHRDC Survey 2010 comprises of Mr. M. P. Sinha (Executive Director), Dr. Subhash Chandra (Director), Ms. Mekhla Sinha (Director), Ms Anju Anupam (Head Operations) Mr. Niraj Dushyant Manager (Data & Statistics), Mr. Ajit Kumar Assistant Manager (Data & Statistics), Ms. Shraddha Mishra, & Ms.Shivi Sharma (HR Executive), Mr. Dilip Shankar Gupta and Mr. Jag Narayan Prasad (Data & Statistics) and Mr. Srinath (office Assistant), Mr. Gurdeep Singh (Transport In Charge), with a team of other research analyst and support staff from field from South and West India on behalf of GHRDC.