



STATE INSTITUTE OF HOTEL MANAGEMENT

TO BUILD INSTITUTE OF EXCELLENCE IN HOSPITALITY, TRAVEL AND TOURISM IN GUJARAT FOR TCGL

About the Promoter

“Formed in 1978, the Tourism Corporation of Gujarat Ltd (TCGL) provides comprehensive travel assistance and services to the tourists coming to visit Gujarat include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs. The Corporation has a network of 18 accommodation units and 5 Cafeterias under the brand name Toran”.

Challenge

- Data show that the employment projection for hospitality and tourism sector is expected to reach 46,42 million jobs in 2026. Along with massive opportunities, there emerged need of generating quality and skilled graduates for better services in the sector. Therefore, TCGL came up with an initiative to establish the State Institute of Hotel Management in Gujarat but still in doubt due to the location in Siddhpur, Patan, Gujarat.

(Source: World Travel & Tourism Council's (WTTC's) Economic Impact 2015, Aranca Research, Ministry of Tourism)

- To obtain statutory approvals to start Bachelor Program in Hotel Management recognized by AICTE and Govt. of India.
- To develop stronger linkage with Govt. and Hotel Industry to develop job ready program.
- Support the institute admission with broad objective of diversity and scholarship considering the location of the institution.
- Building prospective career image of hotel industry from youth mind in India and making them aware that Hospitality & Tourism Industry is one of the booming industries where an individual can build a respective career.

Objective

The objective from TCGL is to establish a Hotel Management Institute promoting academic excellence to generate skilled manpower as per industry demand.

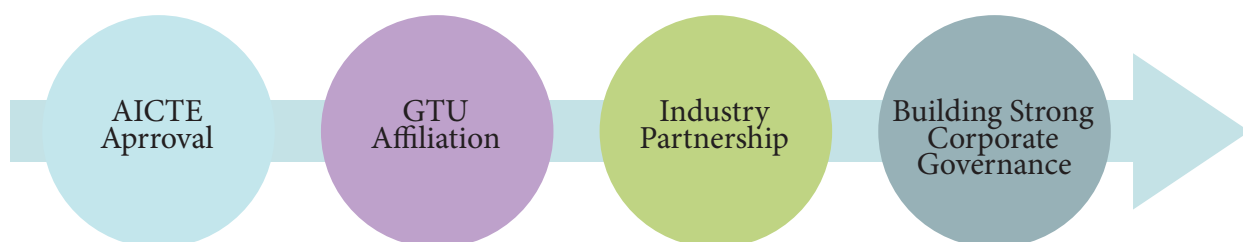
Solutions

1. Eduproggress provided consulting to TCGL for State Institute of Hotel Management (SIHM) in Institutional Building. We proposed to conduct Feasibility Study which will help in giving a strong overview of the sector. After analyzing many factors from feasibility study, we came up with feasibility study report which shows the possibility of running the institute in determined location which is Siddhpur, Patan, Gujarat. Our research shows Siddhpur surrounded by many tourist attractions and projected to be tourism hub in nearly future.

Accordingly it leads us for preparing the Institution Building in following step such as Academic Plan, Skill Development & Training Program, Industry Specific Short-Term Course Modules, Identification of Manpower, International Alliance, and Identification of Academicians & Industry Partner for building academic excellence for the Institute.

2. We support SIHM to propose demand-driven degree program named Bachelor of Hotel Management & Catering Technology (BHMCT). It is a 4 years degree program highlighting on hospitality operations with key areas in Food & Beverages Services, Food Production Operations, Housekeeping Utility Services, Front Office Operations, Travel and Tourism Management, Rooms Division Management, and Kitchen Operations Management. BHMCT also focuses on other management areas such as Fundamentals of Management, Marketing Introduction, Human Resource Management, Strategic Management, and Managerial Accounting.

SIHM Approach for 4 years Flagship Program in Hotel Management and Catering Technology conceived by Eduproggress



3. Eduprogress also built up marketing along with promotion plan and strategy for SIHM in order to get the best talent to the campus from across nation. As the major challenge in this context is lay on the location of the institution, we organized the campaign programs in the rural and urban area with an aim to spread awareness to youth and parents about future opportunities in hospitality & tourism sector along with the excellence and benefits of BHMCT program.
4. Eduprogress built 10 years plan for expansion of academic offering include Diploma, Certificate and Master Program, and optimizing use of Infrastructure.

Result

SIHM has established in 2016 and since then it undergone the flagship course Bachelor of Hotel Management & Catering Technology (BHMCT) for 2 batches. The institute tied up partnership with renowned industry players such as Grand Hyatt, Crowne Plaza, Novotel Hotels, Taj Hotels, The Grand Bhagwati, and many more who provided opportunity to SIHM students for pursuing their industry-internship program. This will help the Institute to achieve their main objective in generating skilled manpower as per industry demand.