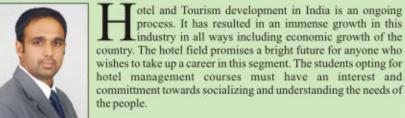
A Career in

otel Management

An Initiative of Global Institute of Hotel Management, Hyderabad.

Hotel Management as a Career Option



Global Institute of Hotel Management is dedicated in preparing the students to face the challenges of this competitive world. As far as tourism industry in India is concerned, it is attracting tourists from across the world and this definitely calls for quality hospitality. Career training from a recongnised and reputed hotel management institute like GIHM is always going to be benefitted to the student in making the right future for their personal and professional growth.

I welcome all the aspirants to Global Institute of Hotel Management to make a successful and a rewarding future.

Director, GIHM

Prospects of student aspirants in the Hotel Industry.



A look at an airport terminal is a clear indicator of the magnitude of domestic and international travel in the world today. The hotel industry across the globe is expanding rapidly as travelers from every sphere of activity find the need to go places, either to pursue business or just as passionately plan a well-deserved holiday. As the shortage of rooms grows, leading hotels of the world take to the drawing board to chart out the road ahead. The hotel industry consequently has a growing need for fresh, young blood in all departments of operation and across all levels of hierarchy. Whether it is a receptionist who pleasantly initiates a traveller's

experience at the hotel, the restaurant waiter who ensures perfection in every dining experience or the personal valet who takes care of just about every conceivable need; the hotel industry has a lot to offer to any young individual who enjoys cultural diversity, the challenge in striving for perfection and being a cut above the rest.

Come be a part of an industry where the sun never sets, the learning never ends and the sky truly is the limit. Vinod Valson, General Manager

Vivanta by Taj, Bangalore

Five Psychological Principles Every Hotelier Should Know and Use.



Hospitality is about a 'customer-centric' mindset: Five - easy to learn principles can help professionals to live this mindset. These principles are useful for working with anyone personally and professionally. The overarching idea is simple — you can relate and work with people well if you know them well. Everyone with whom you interrelate on a regular basis, from co-workers to customers, is psychologically "hardwired" in a highly similar fashion. This hardwiring means that people analyze and use certain types of information in very predictable ways.

Principle #1: The magical number "5" (plus or minus two)

As imaginative and innovative as humans are, we cannot constructively handle or process more than about five pieces of information at any given time. Not only is it omeone to understand and remember three points; it will be easier for you too.

Principle #2: "Similarity" is a bridge builder

Most people are familiar with the common but competing expressions: "opposites attract" and "birds of a feather flock together." You need elements of both sameness and difference in romantic relationships, but platonic and business relationships are more favorably influenced by similarity between people. People prefer those who are most like them.

Similarity = familiarity = comfort = trust = strong relationship = credibility and influence.

Principle #3: What's "beautiful" must be "good"

It is an understatement to say that you should look and sound your best at all times. It is important that your professional appearance and telephone etiquette should convey professionalism along with warm and attractive personality.

Principle #4: "Big Five" model of personality
It is tempting to think that everyone is absolutely unique. This is true for fingerprints and other bio-data, but our "psychological DNA" may be another story. Yet it may surprise you that social scientists assert that all of those individuals' personalities can be described in terms of just five, common traits that are easily remembered by the acronym OCEAN: **Openness, Consiousness**,

Extraversion, Agreeableness and Neuroticism (moodiness)

Principle #5: Theory of reasoned action

Comedians routinely joke that men are over-analytical and women are over-emotional, but the truth is closer to the middle. All human beings are inherently emotional and intellectual creatures. We actually make conscious decisions based on Behavioral Intentions. Intentions derive from two main drivers: Attitudes and Subjective Norms. In other words, Attitudeoriented people make decisions based on their own set of values and criteria, whereas Subjective Norms-oriented people give stronger weight to the attitude of certain others. There are many other "every day" psychological tactics that are useful for one's personal and professional development, but the five principles above are especially effective for understanding and communicating with others in both personal and professional situations.

Apply these and other principles in strategic ways to boost your talent and performance management.

Wishing good luck!

Jaikant Shroff, General Manager Taj Banjara, Hyderabad

Quality is always the result of sincere effort.



Welcome to Global Institute of Hotel Management, Barkatpura, Hyderabad.

"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives."

In a country where the values of hospitality and respect for guests are deeply embedded in the culture of the people, preparing student professionals for the hotel, tourism and Hospitality Industry is a

fulfilling task for any institution.

In ten years of our existence we have attained a status of being a synonym to quality. We have a strong commitment towards providing value based education. At G.I.H.M. all the teaching modules in theory and practical are continually reinforced in accordance with industry guidelines. With our futuristic outlook and a progressive approach we strive for excellence and have emerged as one of the top ranked institutes at the State & National level.

The college always proposes a lot of activities to encourage the hidden talents of the students and also supporting the faculty to pursue higher education and research in their related areas. The college in all these years created a niche in providing quality technical education in

The Salient features of Global Institute of Hotel Management are

- -A Unique Learning Environment
- -Superior Quality Training -A multi cultural environment
- An International recognized Degree/Diploma
- -Personal growth and development
- 100% placement record since its inception

I am sure the student will feel a wonderful study experience with us. I am also equally committed to equip our students to achieve their goal and make their ambitions come true.

I would like to assure our students and guardians that it will leave no stone unturned to create an atmosphere conducive to learning at Global Institute of Hotel Management.

B.Sc, DHMCT (IHM-BOM), DPM, MBA(HR), M.Phil(Mngt.) Principal, GIHM

Prospects of the Hotel Industry in the next 10 years.



The Indian hospitality sector is certainly the most apt replication of the belief 'Atithi devo bhava'- touch of tenderness, a helping hand and

According to the World Travel and Tourism Council (WTTC), the growth in the hospitality industry is pegged at 15 per cent every year. With an estimated need of 200,000 rooms, the hotel segment of India is on the brink of an astounding growth. According to the Tourism Satellite Accounting (TSA) research, released by WTTC and its strategic partner Oxford Economics in March 2009:

The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.

India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 persons by 2019.

Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019. The report forecasts India to get a capital investment worth US\$

94.5 billion in the travel and tourism sector in 2019. India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

A study by the McKinsey Global Institute (MGI) suggests that if India maintains its recent growth rate, then the average household income will triple in the next few decades, and India will become the world's fifth largest consumer economy by 2025

In fact, demographically also such cities are more promising than the established metros than the established metros where competition is fierce. The majority of future consumers will most probably be below 25 years who constitute a majority of the Indian population. Therefore, the survival mantra for the hospitality sector would be to realize the aspirations of be to realize the aspirations of this generation.

Akesh Bhatnagar

General Manager Hotel Golkonda



Ms. Kavitha (2nd yr. BHMCT) receiving the 1st prize from Hon'ble Minister Mrs. Geeta Reddy in state level Essay writing competition held in sep'2010, conducted by Tourism Department A.P.

Trainers / Recruiters

Career Growth in Hotel Industry



Hospitality industry is one of the most Hospitality industry is one of the most growing industry, and Hyderabad is one of the cities where lot of hotels are coming up. All the young upcoming professionals who are looking for a career path in this industry will have plenty of opportunities. They need to groom themselves according to the requirements. To get a quality job, students need to prepare themselves well. well.

After the Industrial Exposure training, the final year of the course is very important. This is the time when students need to focus on their subject for a good placement. They should take full advantage of their senior faculties, Library books, Internet browsing etc. To have a good career a good beginning is very

For a good opening in the hospitality industry, good communication skill is must. Students should be thorough with their subject knowledge. They need to focus on basics. It is very important for a student that as he is presenting himself in a group. A positive body language and the smile which makes a difference during campus recruitments.

I must congratulate all the students who have chosen this profession. In this industry people who work with commitment and sincererity will definitely be successful. I would like to appreciate Global Institute of Hotel Management for their excellent work in the field of Hospitality Management and congratulate them for producing quality professionals.

Training Manager Hotel Green Park Hotel, Hyderabad

"HIRE FOR ATTITUDE AND TRAIN FOR SKILLS"



This is the mantra we follow in Westin Hyderabad (Starwood hotels & resorts) to recruit our talent from & resorts) to recruit our talent from any hotel schools. Young budding hospitality professionals will be anyways taught the basics from a theoretical point of view. However what makes them perfect for the industry is how they fine tune their attitude to reach their career aspirations. If the candidate has zeal to learn, desire to succeed and has high energy levels, I think this is the right industry to step in for a promising career.

Students need to really focus on developing their management skills, think out of the box coupled with can do attitude, excellent communication skills, and an extrovert attitude, excellent communication skills, and an extrovert personality inorder to get through the campus placements. The current trend recruiter is not to go too much into checking intelligence quotient (IQ) however they focus on gauging emotional quotient (EQ). This will help to identify how good a social being the person is. Most of the recruiters when they go for campus selection they put the candidate in various selection procedure such as group discussions, written exam, psychometric test etc; In Starwood we look at the candidate who would match the profile for its unique and distinct brands. Inorder for us to look at the matching profile, we have the tool which is behavioural interview. This is basically to check the candidate's capability to think out of the box, spontaneous decision making, situation out of the box, spontaneous decision making, situation handling, leadership qualities etc; which will relate to our core competencies. Research says that any candidate who is selected through behavioural interview will fit the profile 80% more than any candidate who is selected by just a normal interview. Hence the institutes need to really focus on thriving the candidates to work on their mental ability and other management related aspects in order to get through the selection and step into a promising hospitality

Kalyan Ghanagam, Training Manager Westin Hyderabad Mindspace (Starwood Hotels & Resorts)

I - ME - MY SELF

fact that you were born, is proof, God has plan for you. The path may seem unclear right now, but one day you will see, That all that come before, was truly meant to

are, Your ch the 'STAR'

Pankaj kumar Lecturer, Accommodation Operations

Changing Trends in the Hotel Industry.



About a decade ago there were only a handful of major hotels in India, primarily centralized to the four metros and to a lesser but significant extent in Bangalore and Goa as there were flourishing destinations. These cities offered a wide choice of hotels, right from upscale luxury hotels to the humble paid guest

accommodations, welcoming travelers from all sectors of all industries. However, this was not so when venturing to smaller cities.

The campaigns of the ministry of tourism of India and various state tourism ministers, such as "Incredible India", "Gods own country" in kerala, "Go Goa" in Goa, to name a few has started to strike a chord and will play its role in increasing visitations to India and further reopen the old forgotten markets for the hotel industry. The horizons of hotel industry has widened with many International chains coming into the market which resulted in major growth of hotels in cities like Hyderabad, Pune, Jaipur etc. This has increased the competition and standard of service of the Indian managed hotels. This also resulted in large scale absorptions and promotions of employees by Human Resource Managers. Hotels are also looking to standardize their operational procedures across their chains, creating standard operating procedures and operational manual enabling younger individuals to take on the helm of operating of a unit. The new trend of lower age profile is prominently visible across all positions of the hotel hierarchy.

"As a young hotelier, be hungry for knowledge, be open to change. Most importantly have a positive approach and attitude towards yourself and others around you. Remember the only thing constant in life is change.

Rest assured that the future and potential that the Indian Hotel Industry holds is bright and exciting

You are the future and the future is bright. The past is history, tomorrow is a mystery, today is a gift and that's why, its called present.

Sandeep Verma Director Training The Park Hotel, Hyderabad.

Paradigm shift in hospitality and India as a destination!



Tourist flow is increasing year after year around the world. This is because of the growth and development of tourism and travel industry, coupled with parallel growth in hotel and hospitality industry. Tourists have high levels of disposable income, considerable leisure time, are well educated and have sophisticated tastes. There is a demand for better quality products, which has resulted in fragmenting of the mass market for medical treatment, education, sports, ss. of the growth and development of

leisure and business.

Increase in International hotel brands in India!

The hotel industry in India is going through an interesting phase. According to the tourism ministry, 4.4 million tourists visited India last year and at the current rate, the demand will soar to 10 million by 2011 – to accommodate 350 million domestic travelers. The hotels of India have a shortage of 1,50,000 rooms fueling hotel room rates across India. With tremendous pull of opportunity, India has become a destination for hotel chains looking for growth. Due to such a huge potential available in this segment, several hotel chains like the Hilton, Accor, Marriott International, Cabana Hotels, Premier Travel Inn, Inter Continental group, Hampshire among others have announced major investment plans for the country.

Recruitment: The profile has evolved to greater extend. In the past any skilled or unskilled labour with or without job would only think about hotel, but now we have a broader scope with growing economy. Today hotels have various skill test, analytical and personality test before hiring. With the evolution in technology the departments have been well equipped with machines to have expert people to use and manage. From Front Office department to security we have evolved technology , be it online check in / check out or CCTV and DFMD in security. Biometrics / Proximity cards used for punch in / out rather than manual and written attendance. With the change in technology in today's life, the profile for recruitment in the industry have also changed. The best fit profile for the hotel industry is a qualified candidate with a positive and go getter attitude.

Ultimately the service industry provides great levels of work satisfaction to those who truly believe in high service standards and desire to derive satisfaction by taking up a challenging role in the hotel industry.

Wishing the aspiring candidates a wonderful career growth in this hotel and hospitality industry.

Namrata, HR Manager The Park Hotel, Hyderabad.

Activities 2010-2011



Celebrating Cake mixing ceremony with chef Mandaar Sukhtankar, Executive chef, The Park Hotel





Principal, Faculty along with participating students on the eve of Tourism Day



A Winning Team at ACP competition held in Aug'2010



Felicitating the chefs on the International Chefs Day



Hoteliers Inaugurating the Intra College Cricket Tournament Students Participating in the Tournament



Students displaying their culinary skills on the occasion of Tourism Day



Principal GIHM interacting with participants at House Wives competition, conducted by Hindu.



GIHM students participating at live fruit & veg. carving competiti-organised by ACP 4march2011

Fusilli with broccoli in vodka sauce

Ingredients	Quantity
Fusilli	320 gms
Broccoli cut into florets - blanched	200 gms
Butter	50 gms
Chopped onion	l no
Chopped garlic	½ tsp
White wine	4 tbsp
Dry oregano	4 tsp
Chilli flakes	1 tsp
Paprika powder	1 tsp
Tomato puree	40 gms
Double cream or cooking cream	500 ml
Vodka	30 ml
Brandy	30 ml
Chopped parsley	1 tbsp
Grated parmesan cheese	4 tbsp



Chef Mandaar Sukhtankar Executive Chef The Park Hotel, Hyd.



Method:

- In a large pot set about 3 1/2 ltrs of water to boil.
- Add to it a generous pinch of salt.
- Once the water gets to rolling boil dip in all the pasta and stir it once.
- Allow it to cook a minute under the specified time
- Now get started on the sauce.
- Heat the butter in a saucepan and add the onion and garlic and cook till soft.
- Add in the white wine and the dry oregano
- Stir a couple of times and add the chilli flakes, paprika powder and the tomato puree.
- Heat this mix through and then gently pour in the cream.
- 10. Make sure the heat is at medium
- Stir the sauce slowly and bring the heat down to a simmer.
- Add the broccoli florets.
- Adjust the seasoning and turn down the heat.
- Meanwhile if the pasta is done drain and add to the sauce and heat to coat. Add the vodka and brandy and stir once.
- Immediately tip into the serving bowls and top with the chopped parsley and grated parmesan cheese and serve

THE GOLDEN TRIANGLE OF SUCCESS



To be successful in life, the three vital qualities needed are

'Knowledge' gives us power and self confidence. 'Skill' is the ability. Ability is what we are capable of doing. But, attitude determines how well we will perform. Ability can take us to the top, but it takes character and positive attitude to keep us there.

Attitude

Having knowledge and skills are not enough; it is our 'attitude' that makes the difference between "a Winner and a Loser". Faced with the

same problem, a man with a negative attitude says-"It is possible, but difficult" and may never try. Whereas, a man with a positive attitude says -"It is difficult, but possible. Let me try". I may succeed.

By: N.G.Palit Lecturer - Communicative English.

Batch Photographs



Director, Principal, Faculty along with



Director, Principal, Faculty along with



Principal, Faculty along with 1st Year BHMCT Students



Principal, Faculty along with CCCFP Students



Team "GLOBAL INSTITUTE OF HOTEL MANAGEMENT"

Its Chilling! Ice! Ice! everywhere.

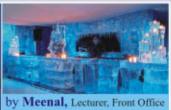
Global Institute of Hotel Management, Hyderabad.

Ice Hotel: An ice hotel is a temporary hotel made up of snow, sculpted blocks of ice, and some steel framing. They are promoted by their sponsors and have special features for travelers who are interested in novelties and unusual environments, and thus are in the class of destination hotels. Their lobbies are often filled with ice sculptures, and food and beverages are specially chosen for

Ice Bar: An Ice bar, sometimes associated with an ice hotel is a drinking establishment primarily made of ice. The bars usually contain ice sculptures and other formations and are kept at low temperatures to hinder melting. Mostly a novelty, the ice bar is often considered a tourist destination. The Icebar in Orlando is the first and largest permanent ice bar in America. Made from over 50 tons of ice, the interior features a crystal palace with throne, fireplace, sofa and chairs all carved into exquisite designs. The cocktails are served in glasses molded from clear ice and are a special design. special design







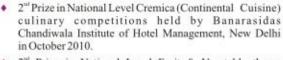
Achievements Year 2010-11



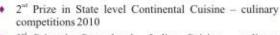
Prize in National Level California Prunes (Dessert Delights) culinary competitions held by Banarasidas Chandiwala Institute of Hotel Management, New Delhi in October 2010.

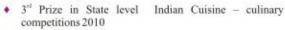




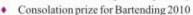








3rd Prize in Fruit & Veg. carving held by ACP 2010



Consolation Prize for Restaurant Table Set up 2010

3rd Prize for Cultural Show

College Excellence award by BCIHMCT, New Delhi in Oct 2010

Chef Faculty of the year for award given by ACP in Carving Skills.

Examination Fever

Oh! My Dear Examination I have made a Preparation with a great Botheration I am afraid of you Kindly tell me what to do You are early while I am Late And daily I am Losing my Weight As you are drawing near & near My heart is sinking with terror & fear

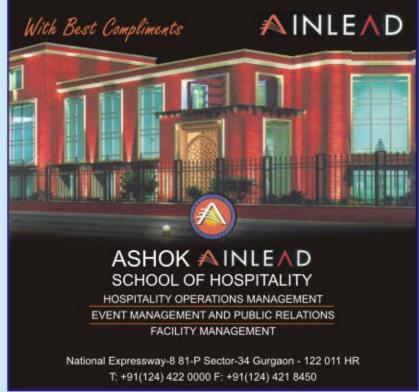
Oh! My dear examination We should study with concentration English : Its Composition

Food Production

Its Innovation FLB Service Accommodation Operation Front Office Its Presentation Its Classification : Its Reservation

But result no Satification Oh! My dear Examination you are such a botheration but has become compulsion to the young generation to make a future career option.

By Preethi



"Potential for Excellence" Global Institute of Hotel Management

Ours is one of the leading Institutes in the field of Hotel Management established in the year 2000. GIHM offers 3 years degree (B.H.M.C.T.) under the affiliation of prestigious Osmania University, and One and half year Craft Certificate Course in Food Production, 6 months Craft Certificate Course in F&B Service (Recongnised by SBTET).

Our college is proud to announce that this year GIHM has many success scintillating stories in inter collegiate competitions held at both State and National levels ranging from Culinary to Carving, Service to Bartending, Cultural to Literary besides academics. All the achievements were possible only with dedication and hard work by the Students and a completely supportive and motivating Faculty team of the institute which helped them showcase their talents.

This year also holds great promise with the latest progressive educative environment, relevant experience, resources and the brand image we possess that best hotel management college in Hyderabad.

Industrial Exposure Training 2010-11

The following are the 2nd year BHMCT programme students who have been selected in various 5 star & 4 Star hotels across the country to undergo their training (20 weeks) as a part of their course









Name of the Student CH Vikas Racherta Narendar G.Sandeep K.Srikanth Amarnath Kumar Y.Krishna Chaithanya Iran Khan P.Srikanth Reddy
A.Devender Goud
E.Shivakanth Reddy
K.Srikanth
D.Chandrashekar
G.Abishek Reddy
Md Easa
S.Bharu Prakash
B.N.V.Phalgun Kumar
K.Raju
CH Gowtham
Sandeso Chowdhary

Sandeep Chowthary Boddu Ramakrishna V.Ravikanth A.Sharimukha Reddy J.Srikanth Reddy Praveen Kaushal T.Praneeth G.Ganesh Aditya Reddy V.Kartheek S Babitha K. Raj Kiran B. Srkanth Reddy K. Ariketh Hari Jeevan Goud Rashmi Sinha Kashi Nath. U Yenkatoshwaralu Minhajudan Sagub RS Kavitha Bonala Naresh J. Naveen Kumar C. Shiva Mallaiah K. Raghayendra C. Shiva Mallalah K. Raghavendra M. Chianaiah Chiluveru Ramesh E. Vijay Kumar T. Hanumanth Rao Ravipati Suresh Degala Gopi Raja G. Ramesh B. Ravi Kiran B. Ravi Kiran

Hotel Atria Hotel Atria Hotel Atria Hotel Afria
Hotel Sayaji
Hotel Fortune Vallabah
Hotel Green Park
Country Club De-Goa
Hotel Green Park
Hotel Green Park
Hotel Expotel
Hotel Novotel
Country Club De-Goa
Hotel Lemon Tree
Hotel Westin
Hotel Movotel
Hotel Expotel
Hotel Westin
Hotel Manhor
Hotel Green Park
Hotel Afria
Hotel Green Park
Country Club De-Goa Pune Hyderabad Hyderabad Goa Hyderabad Hyderabad Hi-lech city (Hyd) Goa Hi-lech city (Hyd)
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Hotel Fortune Vallabah
Hotel Green Park
Hotel Manohor
Hotel Afria
Hotel Manohor
Hotel Afria
Hotel Sayaji
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Hotel Green Park
Hotel Afria
Hotel Clarks Expotes Bangalore Hyderabad Bangalore Hi-tech city (Hyd) Pune Hyderabad Gos Hyderabad Hyderabad Hyderabad Hyderabad Hyderabad Gos

* Congratulations Campus Placements 2011

GIHM is proud to announce a 100% job placement record for (Batch 2008-11) in various star hotels through the campus interviews held in Jan-Feb 2011.

BATCH 2008-2011 PLACED IN THE INDUSTRY



S.Nikhil Kumar



M.Ram babu Dolphin Hotel Hotel The Park Hotel Taj Deccan



V.Kiran Yadav



G. Rajesh Kr HMS Host





Hotel Taj Deccan







MBA













MRA



Dolphin Hotels



HMS Host





Hotel Tai Krishna



Dolphin Hotels Hotel Tai Krishna



MBA

Courses Offered

Degree 3 Years Bachelor Degree in

Hotel Management & Catering Technology (Affiliated to Osmania University) Eligibility: 10+2 / Equivalent

Short Term

Courses

1 ½ year Craft Course in Food Production (S.B.T.E.T) Eligibility: S.S.C. / Equivalent



Global Institute of **Hotel Management**

(Affiliated to Osmania University) 3-4-519/1, Barkatpura, Hyderabad - 500 027. Tel: 040-66366423, 66686423, 66686425 e-mail: gihm@gihm.co.in www.gihm.co.in cell: 9394488007, 9394477007







A.Satish Reddy MBA



G.Pulla Reddy



D.Pavan Kun



Hotel Taj Krishna

S.Chandra Reddy Awaiting Results Hotel Taj Krishna Awaiting Results



MBA

PR Tours &



Hotel Westin

K.V. Naraya

Awaiting Results

Hotel The Park



Hotel Taj Krishna Hotel Taj Krishna

Awaiting Results

Hotel Taj Krishna Hotel Taj Falukn

Global Educational Society