

# **INSTITUTE OF HOTEL & TOURISM MANAGEMENT**

## **M.D UNIVERSITY ROHTAK – HARYANA**

**'A' Grade University Accredited by NAAC**

### **Vision:**

In the spirit of the vision of M.D University, Institute of Hotel & Tourism Management (IHTM) endeavors to pioneer the advancement of hospitality, travel and tourism through innovative education, research and services. IHTM surges to be a platform for transformative impact on society through skill development, entrepreneurship, vibrant, and responsible education, research and employment worldwide.

### **Mission:**

To fulfill our vision, mission of Institute of Hotel & Tourism Management (IHTM) is to:

- Deliver resources and experiences that empower students, educators and alumni success.
- Ensure industry integrated curriculum with Indian values and universal ethics responsive to the ever changing needs of hospitality, travel, tourism and service sector.
- Engage in cutting edge research that advances knowledge and moves Industry forward to provide optimal solutions to diverse challenges.
- Be a model of exceptional and responsible service to our university, stakeholders and society.

# SWOC Analysis of Institute of Hotel & Tourism Management

## A. Strength

1. Latest, practical oriented, activity based, industry focused curriculum.
2. Young, diverse, well qualified and 100 percent faculty with Ph.D in Hotel & Tourism Management, which is rare and unique in India.
3. Highly impressive physical infrastructure with well equipped hospitality and tourism labs and institute library.
4. Diverse programs offering Bachelors, Masters, Integrated and Ph.D in Hotel & Tourism Management.

## B. Weakness:

1. Advance Labs needs to be developed.
2. Lack of awareness in society about Hotel & Tourism Programs.
3. Less female students.
4. Student diversity from other states.

## C. Opportunities

1. Research Projects.
2. Students Placement.
3. National & International collaboration.
4. Entrepreneurship through Innovation and Incubation Centre

## D. Challenges

1. Limited resources.
2. Increasing competition.
3. Rapid changes in Industry.
4. Societal acceptance of Trade in State.

## Strategic Goals

The Institute is continuously working to achieve vision and mission of both, the Institute and the University. The strategic goals of the Institute focus on different aspects for the benefit of students, educators, alumni, stakeholders & the society. These are:

1. Advancement in Teaching–Learning process
2. Producing Quality Research outcomes
3. Enhancing employability of Students
4. Social Responsibility and Comprehensiveness
5. Better Industry- Academia coordination
6. Partnering with various professional and academic Institutions/Bodies/Societies of excellence
7. Involvement of students, parents, industry, Stakeholders in betterment of the Institute
8. Establishing strong relations with alumni of the Institute

## Action Plan to achieve these Strategic Goals

The 5 year plan includes multiple action plans in the following temporal sequence.

### 2018 -19:

- Teaching–Learning process is at the core of any educational institute. Possibility of adopting different ICT based pedagogy for imparting quality knowledge to the students shall be explored. (Such as Application of UGC-MHRD e PG Pathshala, Hospitality & Tourism e resources developed by faculty of IHTM and other Institutions.)
- The syllabi and ordinances of various programmes will updated in consultation with the experts form the Industry and academics.
- More and more books and other library resources will be purchased to facilitate better understanding of the discipline.
- Practical labs will be updated and equipped with latest equipments to facilitate better learning and enhancing skills need for final placement.
- More and more practical inputs shall be provided to enhance employability of students through laboratory practical and activity based learning workshops.
- The Institute will work on weak areas mentioned in previous Academic Audit Report.
- The Institute shall strengthen Innovation and Incubation Centre to help budding entrepreneurs.

- Updating the existing Training and Placement Cell to provide better career opportunities for students in the Industry.
- The Institute shall identify key research areas through Industry- Academia coordination.
- The institute shall avail membership of Indian Association of Tour Operators (IATO) and Indian Tourism & Hospitality Congress (ITHC)
- A number of academic activities such as seminars/conferences/skill development programmes to be organized.
- The Institute should recognize a number of areas where it can provide consultation to the Industry as per the University norms.
- The Alumni Cell will be more active with updating list of alumni and their present assignments.
- Feedbacks from various stakeholders such as Students, Parents and Alumni etc will be acquired.
- Possibility will be explored to assess the societal and environmental impact of the Institute.
- Various programmes of academic & social interests such as Beti Bachao, Save Earth, Save Water etc. will be organized to spread awareness on these aspects in society and its students.

## **2019-20**

- Latest technology based teaching methods will be adopted to make the learning more effective. (such as : Application of MHRD SWYAM Portal, e resources of Tourism & Hospitality developed by National Resource Centre in Tourism & Hospitality Services by faculty of IHTM and other Institutions).
- If there will be a need than the syllabi and ordinances of various programmes will be updated in consultation with the experts from the Industry and academics.
- Latest books and other library resources will be purchased to facilitate better understanding of the discipline.
- Possibility of new practical labs such as chocolate lab, cooking studio and use of e-learning resources shall be explored.
- The institute will constitute an advisory board to strengthen itself.
- The Institute will submit a plan to launch a Museum on Food, Culture & Tourism of Haryana a multi-disciplinary center dedicated to depict & promote this aspect of Haryana.
- The institute shall avail membership of Association of Domestic Tour Operators of India (ADTOI) and Indian Hospitality Congress (IHC)

- State of the art Practical labs will be updated and equipped with latest equipments to facilitate better learning and enhancing skills need for final placement.
- More and more practical inputs shall be provided to enhance employability of students through laboratory practicals and workshops.
- To supplement lab work, the Institute will conduct industry/field visits for the benefit of students.
- The faculty members of the Institute shall apply for various project and grants from various funding agencies.
- Seminars/conferences/skill development programmes will be made regular feature.
- Alumni data will be updated and their feedback will be evaluated
- The Institute shall organize programme and competitions on hospitality & tourism etc. to spread awareness in society and its students.

## **2020-21**

- The programme curricula and ordinances will be revisited to make them suitable for industry.
- Extension lectures will be organized more frequently to augment the Teaching – Learning process.
- e-resources of the Institute will be introduced. It involves resources developed by IHTM faculty and other e Resources including MOOC's in Tourism & Hospitality.
- The institute shall avail membership of Association of Hospitality Professionals (AHP) and FHRAI (Federation of Hotel & Restaurant Association of India).
- More and more eminent figures from the industry and academia will be inducted into the advisory.
- The Institute will organize number of academic activities such as seminars/conferences/workshops/extension lectures to promote research
- The Institute will seek possibilities of collaboration with Industry and academic Institutions for better placement and career opportunities for students.
- The Institute will invest in latest learning resources such as books and lab equipments.
- Industry/field visits will be organized for the benefit of students.
- The faculty members will be encouraged to apply for various research based activities such as projects.
- To indulge in research activities, the Institute shall organise Seminars/conferences/skill development programmes.

- The Institute shall strengthen its Innovation and Incubation Centre and evaluate its working.
- The Training and Placement Cell of the Institute will be reinforced to meet the industry demands.
- Feedback from various stakeholders should be obtained and evaluated.
- Programmes to spread awareness in the society about the activities of the Institute shall be organized.

## **2021-22**

- Virtual classrooms may be introduced.
- The Institute will invest in the resources that shall encourage students for reflective thinking.
- Various labs of the Institute will be fortified to meet requirements.
- The institute shall avail membership of Indian Culinary Forum (ICF)/Federation of Culinary Associations of India and Adventure Tour Operators Association of India (ATOAI)
- Various classroom activities will be strengthened with the help of more elaborate practical exposure in the form of advanced lab work and field or industry visits.
- Activities such as seminars/conferences/workshops/extension lectures will be convened.
- The working of various cell of the Institute such as Innovation and Incubation Cell, Consultation Cell, Training and Placement Cell etc will be analyzed for better results.
- Students, Parents, Teachers, Alumni and other stakeholders will be asked for feedback and the same shall be evaluated.
- More and more collaborations with other industry and academic institutions will be worked upon.

## **2022-23**

- Virtual classrooms will be strengthened and virtual labs may be introduced in the Institute.
- State of art technological equipment may be purchased to for better learning of students in the lab and classrooms of the Institute.
- The Institute shall strengthened its e-resources.
- The programme curricula and ordinances will be revisited to make them suitable for industry.
- The institute shall avail membership of TAAI (Travel Agents Association of India) and UNWTO (United Nations World Tourism Organization).

- Various academic activities such as extension lectures/seminars/conferences/workshops will be organized to discuss current topics of research.
- Innovation and Incubation Centre, Consultation Cell, Training and Placement Cell etc shall be revamped to meet current and future industry demands.
- Possibility of active involvement of students and parents in running of Institute may be explored.
- Alumni of the Institute shall be made more and more active to benefit the Institute and its students.
- Social impact of the Institution shall be assessed to make it more social responsible.