

Hotel Management and Hospitality Management

Q. What is Hospitality Management?

Hospitality management is both a field of work and a field of study. In the work sense, it refers to management of hotels, restaurants, travel agencies, and other institutions in the hospitality industry. As a field of study, it refers to the study of the hospitality industry and its management needs. People who are interested in careers in hospitality management may opt to pursue it as a field of study so that they can start their careers on solid footing. The hospitality industry is vast and very diverse. Any time people travel, stay in a hotel, eat out, go to the movies, and engage in similar activities, they are patronizing establishments in the hospitality industry. The management of such establishments is very challenging, as managers need to be flexible enough to anticipate and meet a wide variety of needs. They must also handle tasks such as training employees, handling staff, setting standards, and so forth. Some people develop careers in hospitality management by working from the ground up. They get experience in various low level positions before gradually being promoted into supervisory positions, and eventually attain managerial status. For people who plan to work with a single organization for life, this method can be a great way to advance, as it familiarizes them with all of the nuances of the organizations they work for and gives them a better idea of the amount of work involved at all levels to run a facility like a busy resort.

Q. what are the career prospect for Graduates in Hospitality/Hotel Management?

Global growth and development of tourism have opened up innumerable openings; as a result graduate in Hotel/Hospitality Management can look forward to career opportunities as

- Management Trainee in Hotel and allied hospitality industry
- Kitchen Management/ Housekeeping Management positions in Hotels after initial stint as Trainee.
- Flight Kitchens and on-board flight services also offer career opportunities
- Indian Navy Hospitality services
- Guest/ Customer Relation Executive in Hotel and other Service Sectors
- Management Trainee / Executive in international and national fast food chains
- Opportunities in Hospital and Institutional Catering
- Faculty in Hotel Management/ Food Craft Institutes(after requisite work experience)

- Opportunities in Shipping and Cruise lines
- Marketing/ Sales Executive in Hotel and other Service Sectors.
- Opportunities in State Tourism Development Corporations
- Opportunities in Resort Management
- Self employment through entrepreneurship
- Opportunities available in multinational companies for their hospitality services
- Opportunities for commissioned job in Indian Navy

Q. I want to know about National Council for Hotel Management & Catering Technology.

National Council for Hotel Management & Catering Technology is an autonomous body under Ministry of Tourism, Government of India. The Council centrally regulates academics for B.Sc. Hospitality and Hotel Administration and other eleven structured courses of studies that are imparted at the existing 21 Central Institutes of Hotel Management, 12 State Govt. Institutes of Hotel Management, 19 Private Institutes of Hotel Management affiliated with NCHMCT. Five Food Craft Institutes located in different parts *in* the country offer Diploma programs in specific operational area. All Institutes uniformly follow standardized course curricula prescribed by the Council for the different professional program. Quality of education and training provided by the Institutes help students to emerge as professionally qualified personnel for hospitality and other allied service sectors. The Council has till date trained more than 45000 Hospitality Managers, Executives and other operational personnel. Its alumni from affiliated Institutes occupy key positions in hospitality industry as well as in teaching institutions both in India and abroad.

The Bachelor of Science program in Hospitality and Hotel Administration is offered jointly by the National Council for Hotel Management and the India Gandhi National Open University. The Three-Year (Six Semesters) program equips students with all the required skills, knowledge and attitude to efficiently discharge supervisory responsibilities in the Hospitality sector. The program also involves in-depth laboratory work for students to acquire required knowledge and skills standards in the operational areas of Food Production, Food and Beverage Service, Front Office Operation and House Keeping and providing managerial inputs in Hotel Accountancy, Food Safety and Quality, Human Resource Management, Facility Planning, Financial Management, Strategic Management, Tourism Marketing and Tourism Management.

Q. What are the courses offered by institutes affiliated/approved by NCHMCT?

| Course | Duration | Qualification | Upper Age Limit | Location of Institutes where Course is available |
|---|----------|--|----------------------------|---|
| M.Sc. Hospitality Administration | 2 Years | B.Sc.in H.H.A. or 3 Yr Diploma in HM. | NA | IHM- Pusa, Mumbai & Bengaluru |
| B.Sc.in Hospitality and Hotel Administration | 3 years | 10+2 or Equivalent | 22 (Gen/OBC /PH) 25(SC/ST) | All affiliated (52)IHMs as given in brochure |
| Post Graduate Diploma in Accommodation Operation and Management | 1½ Years | Graduation in any Stream | 25 | IHM-Bhubaneswar, Pusa, Guwahati, Kolkata |
| Craftsmanship Course in Food Production | 1½ Years | 10 th Class pass of 10+2 | 22 | IHM-Bhopal, Bhubaneswar, Chennai, Pusa, Gangtok, Goa, Guwahati, Gwalior, Hyderabad, Kolkata, Mumbai, Shillong, Shimla, Thiruvananthapuram, Shrishakti Hyderabad. |
| Craftsmanship Course in Food and Beverage Service | 24 weeks | 10 th Class pass of 10+2 | 22 | IHM- Mumbai, Kolkata, Bhubaneswar, Chennai, Goa, Shimla |
| Certificate Course in Hotel and Catering Management | 6 Months | Class XII of 10+2 system or equivalent | NA | IHM – Mumbai, Chennai |
| Diploma in Food Production | 1½ Years | 10+2 or Equivalent | 22 | Food Craft Institutes- Ajmer, Aligarh, Faridabad, Darjeeling, Udaipur, Balangir IHMs & SIHMs- Chennai, Chandigarh(AIHM), Hazipur, Jaipur, Shillong, CIHM Chandigarh, Dehradun, Gangtok, Jodhpur, Panipat, Pondichery |

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|--------------------------------------|----------|--------------------|----|---|
| Diploma in Food and Beverage Service | 1½ Years | 10+2 or Equivalent | 22 | Food Craft Institutes –Ajmer, Aligarh, Balangir Darjeeling, Faridabad, Udaipur, IHM & SIHMs - Delhi(Pusa), Hazipur, Jaipur, Shimla, Gurdaspur, Panipat, Pondichery, Gangtok, Jodhpur, CIHM Chandigarh |
| Diploma in Front Office | 1½ Years | 10+2 or Equivalent | 22 | Food Craft Institutes - Ajmer, Darjeeling, Udaipur, Balangir IHM & SIHMs -Jaipur, Jodhpur, CIHM-Chandigarh |
| Diploma in House Keeping | 1½ Years | 10+2 or Equivalent | 22 | Food Craft Institutes - Ajmer, Aligarh, Balangir, Udaipur, IHM & SIHM -CIHM-Chandigarh, Jaipur, Pondichery |
| Diploma in Bakery and Confectionery | 1½ Years | 10+2 or Equivalent | 22 | Food Craft Institutes - Ajmer, Aligarh, IHM & SIHMs Faridabad, Delhi(Pusa), CIHM-Chandigarh, Panipat |

Q. What are the minimum qualifications to appear in JEE (Joint Entrance Examination) conducted by NCHMCT and join the course in B.Sc.in Hospitality and Hotel Administration?

Minimum qualification for admission is a pass in the examination of 10+2 system of Senior Secondary education or its equivalent with **English** as one of the compulsory subject. Those appearing in 10+2 or equivalent examination can also appear in JEE on provisional basis. Provisional admissions will stand cancelled if proof of having passed the qualifying examination (10+2 or its equivalent) is not submitted at the time of counselling or at the time of admission. Admissions will be subject to verification of facts from the original certificates/ documents to be produced by the candidates at the time of Counselling and at the time of admission in Institute. Even after admission to an Institute, if an applicant is at a later date found ineligible on account of having submitted false information or testimonials or for having suppressed any material information, his/her admission will be cancelled and the fee paid will also be forfeited. Decision of National Council in this regard shall be final.

List of approved qualifying examinations for Indian Students

- Plus two level examination in the 10+2 pattern of Senior Secondary education of any recognized Central/ State Board, such as Central Board of Secondary Education and Council for Indian School Certificate Examination or State Boards of Secondary Education.
- Intermediate or two-year Pre-University Examination conducted by a recognized Board/ University.
- General Certificate Education (GCE) Examination (London/ Cambridge/ Sri Lanka) at the Advanced (A) level.
- High School Certificate Examination of the Cambridge University.
- Any Public School/ Board/ University Examination in India or in foreign countries recognized by the Association of Indian Universities as equivalent to 10+2 pattern of Senior Secondary education.
- H.S.C. Vocational Examination.
- Senior Secondary School Examination conducted by the National Open School with a minimum of five subjects including English as one of the Subjects.

Q. Who is the regulatory authority to approve degree/diploma level course in Hotel Management in India?

The All India Council for Technical Education is the regulatory authority to approve the diploma and degree level courses in hotel management. Institutions offering degree courses must also seek affiliations of universities in whose jurisdiction they are located. Students must ensure that the institution and the course in which they are seeking admission are approved by the AICTE. Many institutions are also trying with foreign hotel associations and institutions. Such arrangements provide for additional diploma or for accreditation by relevant authorities, and often facilitate students qualifying from these institutions to enter into institutions abroad. Some foreign collaborators and accrediting organizations are: the Education Institute of the American Hotel and Motel Association (AHMA), the Council on Hotel, Restaurant and Institutional Education (CHRIE), USA, the Educational Foundation of National Restaurant Association, USA, the Hotel, Catering & Institutional management Association, (HCIMA), London, Australian Hotel Review Panel (AHRP), the International Hotel and Restaurant Association, Paris.

Q. What are the jobs/career avenue available in a large hotel or star category hotel?

Some of the jobs available in a large hotel operation are:

- General Manager
- Director of Room Operations
- Front Office Manager
- Front Desk Manager
- Front Desk Supervisor
- Rooms Coordinator
- PBX Supervisor
- Guest Services Manager
- Concierge Supervisor
- Bell Captain
- Valet Captain
- Executive Housekeeper
- Housekeeping Manager
- Laundry Supervisor
- Custodial Supervisor
- Director of Sales & Marketing
- Senior Sales Manager
- Sales Manager
- Marketing Manager
- Reservations Manager
- Revenue Manager
- Director of Food & Beverage
- Restaurant Manager
- Executive Chef
- Room Service Manager
- Bar Manager
- Director of Events and Catering
- Convention Services Manager
- Event Manager
- Catering Manager
- Director of Finance
- Finance Manager
- Chief Engineer
- Director of Human Resources
- Director of Security
- Information Technology Manager

Q. I want to know about Tourism and Travel Management

The Ministry of Tourism took the initiative to introduce training programs in tourism and travel management. In 1982, it established the Indian Institute of Tourism and Travel Management (IITM), a registered society, as a centre of excellence for education and training in the field. It started functioning in New Delhi, and the main campus of the Institute has since been shifted to Gwalior in its own sprawling campus (Govindapuri, Gwalior-4774011). Thereafter, universities started introducing courses in travel management at various levels. Some universities have also constituted Departments of Tourism Studies. Several Polytechnics in some States have also introduced three-year Diploma programs in the subject. The AICTE is the regulatory authority in respect of education and training in tourism and travel. In 1995, the IITM introduced a full-time Diploma Course in Tourism and Travel Management of fourteen-month duration. The course is also offered at its Eastern Centre in Bhubaneswar established in 1997.

Eligibility criteria are a graduate degree in any discipline and age not more than 28 years. Selection is made on the basis of an entrance test held in several centres. The test is intended to assess the candidate's general knowledge with particular reference to history, culture, geography and places of tourist attractions in India, reasoning and English. In addition, the IITM conducts a Diploma in Destination Management (DDM) programme in collaboration with Air India, and National Institute of Water Sports (Goa). The Institute has five Chapters in Calcutta, Delhi, Guwahati, Lucknow, and Thiruvananthapuram.

The Business Management (Calcutta-700073), offers a regular Postgraduate Diploma in Travel and Tourism Management. The course has been designed by the IITM which evaluates the answer scripts, declares the results and awards the diploma. The Thiruvananthapuram Chapter called the Kerala Institute of Tourism and Travel Studies (Thiruvananthapuram-695014) conducts a full time PG Diploma in Tourism and Travel Management of one-year duration. The programme consists of three modules of four months each with emphasis on tour operations and guiding, travel operations, and front office management. Besides the management course, several Chapters also offer short-term programmes in foreign languages (French, Spanish and German), Air Travel, Fares and Ticketing, Computerised Reservation System.

University Courses

As of now, as many as 40 universities have introduced travel management courses at the certificate, PG Diploma, Bachelor Degree, and Master's Degree level . Many universities have permitted their affiliated colleges also to offer it as one of the subjects in the first degree programs. The subject is also offered as a vocational subject in many colleges. Travel Management course is also offered through distance learning mode . The Bachelor Degree course is of three-year duration leading to the award of Bachelor of Tourism Administration (BTA) or Bachelor of Tourism Studies (BTTM).

The Postgraduate Diploma in Tourism Management (PGDTM) is of one-year duration and is open to graduates in any discipline. The Master's degree program of two-year duration leads to the award of Master of Tourism Administration (MTA) or Master of Tourism Management (MTM). The nomenclature of the award of the Banaras Hindu University, the Kakatiya University, and the University of Madras is MA (Tourism). The Admission requirement is Bachelor's degree with tourism as one of the subjects or BTA/BTS degree. Sri Chandrasekharendra Saraswathi Viswa Maha Vidyalaya (Kancheepuram-631561), a deemed university, offers a unique program, BA (Indian Culture) of three-year duration. Oriented to tourism, the course covers three areas, viz., Archaeology, Tourism, and Culture, Eligibility is a pass in 10+2 examination. The university also offers a limited number of scholarships for deserving students admitted to the course.

Distance Learning Programmes

Distance learning courses in tourism and travel management at certificate, first degree, postgraduate diploma and postgraduate degree levels have been introduced by Indira Gandhi National Open University (IGNOU), Karnataka State Open University, Kota Open University, UP Rajarshi Tandon Open University and schools of distance education attached to several universities.

The package of courses offered by IGNOU comprising Certificate in Tourism Studies (CTS), Diploma in Tourism Studies (DTS), Advanced Diploma in Tourism Studies (ADTS), Bachelor of Tourism Studies (BTS), and Master of Tourism Administration (MTA), is the most

comprehensive one. The CTS (six months), DTS (one year), and BTS (three years) courses are open to candidates who have passed the 10+2 examination. However, candidates without this qualification are also eligible if they have successfully completed the Bachelors' Preparatory Program (BPP) of six-month duration. Only candidates who have passed the DTS examination are eligible for the ADTS course to one year duration. The MTA course of two year duration is open to two categories of candidates, viz., (i) holders of BTS and BA (Tourism) degrees or PG Diploma in Tourism, and (ii) holders of any Bachelor degree or Diploma in Tourism. However, all candidates in the second category are required to clear four additional courses during the period of study. UP Rajarshi Tandon Open University offers BTS, DTS and CTS courses. The MTA programme is offered only by the Madurai-Kamaraj University. Other institutions mostly offer PG Diploma Courses.

Q. What are the International Air Transport Associations (IATA) and Universal Federation of Travel Agents' Associations (UFTAA) Training courses?

Founded in 1945, the International Air Transport Associations (IATA) is the world organisation of scheduled airlines. The IATA, in collaboration with the Universal Federation of Travel Agents' Associations (UFTAA), launched in 1972 an International Travel Agents' Training program to meet the growing demand for well-trained staff in the travel industry. The IATA/UFTAA Diploma has become a hallmark in the travel industry. It guarantees excellent standards in training and has gained worldwide recognition. The training program is operated under the authority of Passenger Agency Training Board. IATA's Agency Training Service located in Geneva (Switzerland) oversees general administration, course contents and conducting of examinations. In each country or area, there is a local coordinator who is responsible for the promotion of the course, distribution of training kits and organisation of examinations locally. The Air India is the coordinator in India.

The training program is basically a self-study course. There are, however, Authorized Training Centers (ATCs) in many countries which prepare students for the examination. The ATCs are authorized to use the IATA-UFTAA course material. Before taking admission to any ATC, the students must verify the authorization number allotted to it. There are two courses viz., Standard (Entry level) and Advanced Course. Candidates desirous of taking the Standard Course should

have passed the secondary school or its equivalent examination and should be proficient in English. They should also have good knowledge of world geography and basic mathematics.

The Standard course examination consists of two papers-Papers 1: General Travel Knowledge (2 1/2 hours) and Paper 2: Air Fares and Ticketing (3 hours). Examinations are held every year in March and September. Students must register themselves three months before the examination. They can take both papers on the same day or separately (e.g., Paper 1 in March and Paper 2 in September). To qualify for the Diploma, the candidates must score at least 75% marks. Information about the courses may be obtained from IATA's website <http://www.iata.org/ilc>.

Q. What are the different University of Courses in Travel and Tourism Management

- Aligarh Muslim University (Aligarh-202002)-MTA
- Andhra University (Visakhapatnam-530003)-PG Diploma in Travel and Tourism Management (distance learning mode)
- Awdesh Pratap Singh University (Rewa-486003)-MTA, Diploma in Tourism Management Studies
- Banaras Hindu University (Varanasi-221005)-MA (Tourism)
- Bangalore University (Bangalore-560056)-MTA (offered by the Christ College, Bangalore-560029)
- Barkatullah Vishwavidyalaya (Bhopal-462026)-PG Diploma in Tourism and Hotel Management (distance learning mode)
- Berhampur University (Berhampur-760007)-PG Diploma in tourism and Indian Monuments
- Bharathidasan University (Tiruchirapalli-620024)-PG Diploma in Tourism
- Bundelkhand University (Jhansi-284128)-MTTM, PG Diploma in Destination Management, Certificate in Airlines Ticketing and Tour Programming, Certificate in Cargo Management
- University of Calicut, (Kozhikode-673635)-BTA
- Devi Ahilya Viswavidyalaya (Indore-452001)-MTA
- Dr. Babasaheb Ambedkar Marathwada University (Aurangabad-431004)-MTA
- Dr. Babasaheb Ambedkar Open University (Ahemedabad-380003)-Certificate of Tourism Marketing (distance learning mode)

- Dr. Bhim Rao Ambedkar University (Agra-282004)-MTA, PG Diploma in Hotel Management
- Dr. Ram Manohar Lohia Avadh University (Faizabad-224001)-BTA
- Guru Ghasidas University (Bilaspur-495009)-Diploma in Tourism and Travel Management
- Hemwati Nandan Bahuguna Grahwal University (Srinagar-246174)-MTA
- Himachal Pradesh University (Shimla-171005)-MTA
- Indira Gandhi National Open University (New Delhi-110068)-CTS, DTS, ADTS, BTS and MTS (distance learning mode)
- Jai Narain Vyas University (Jodhpur-342001)-MTA, PG Diploma in Tourism and Hotel Management
- Jiwaji University (Gwalior-474001)-MTA, PG Diploma in Travel and Tourism Management
- Kakatiya University (Warangal-506009)-MA (Travel and Tourism Management) Kota Open University (Kota-324010)-Diploma in Tourism and Hotel Management (distance learning mode)
- Karnataka State Open University (Mysor570006)-Diploma in Hotel and Tourism Management (distance learning mode)
- Kumaun University ,Nainital-263001-Diploma in Tourism
- Kurukshetra University (Kurukshetra-136119)-MTA, PG Diploma in Tour and Travel Management, PG Diploma in Tourism and Hotel Management (both through distance learning mode)
- Lalit Narayan Mishra Mithila University (Darbhanga-846006)-Certificate in Tourism Studies, Diploma in Tourism Stuides
- University of Lucknow (Lucknow-226007)-MTA
- University of Madras (Chennai-600005)-MA (Tourism Management)
- Madurai Kamaraj University (Madurai-625021)-MTM (both in regular and distance learning mode), Pg Diploma in Tourism
- Magadh University, (Bodh Gaya-824234)-B.Sc (Hons) in Travel & Tourism (offered by the Nalanda College, Biharshariff-803101)
- Manonmanian Sundaranar University (Tirunelveli-627012)-PG Diploma in Tourism
- Mother Teresa Women's University (Kodaikanal-624102)-BTTM, MTTM
- University of Mumbai (Mumbai-400032)-PG Diploma in Travel and Tourism Management

- Pondicherry University (Pondicherry-605014)-BA (Tourism), MTA, PG Diploma in Tourism Administration (distance learning mode)
- Potti Sreeramulu Telugu University (Hyderabad-500004)-PG Diploma in Travel and Tourism
- Sambalpur University (Sambalpur-768019)-PG Diploma in Travel and Tourism Management (distance learning mode)
- SNDT Women's University (Mumbai-400020)-PG Diploma in Travel and Tourism Management
- Sri Venkateshwara University (Tirupati-517502)-Diploma In Tourism and International Ticketing
- Utkal University (Bhubaneswar-751004)-MTA, PG Diploma in Tourism and Travel Management
- UP Rajarshi Tandon Open University (Allahabad-211001)-Bachelor of Tourism Studies(BTS), Diploma in Tourism Studies, Certificate in Tourism Studies (distance learning mode)
- Vikram University (Ujjain-456010)-PG Diploma in Tourism.

Q. What is Event Management?

Event Management is a profession in which the person plans and organizes events like Fashion shows, parties, concerts, charity shows, corporate events like seminars, conferences, weddings, etc. Event management involves a lot of planning, budgeting, focusing on the execution and concepts visualizing. Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry. The recent growth of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games, have a large impact on their communities and, in some cases, the whole country. The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Many industries, charitable organizations, and interest groups will hold

events of some size in order to market themselves, build business relationships, raise money or celebrate.

The event manager is the person who plans and executes the event. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager is an expert at the creative, technical and logistical elements that help an event succeed. This includes event design, audio-visual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multi-dimensional profession. The event manager may become involved at the early initiation stages of the event. If the event manager has budget responsibilities at this early stage they may be termed an event or production executive. The early stages include:

- Site surveying
- Client Service
- Brief clarification
- Budget drafting
- Cash flow management
- Supply chain identification
- Procurement
- Scheduling
- Site design
- Technical design
- Health & Safety

An event manager who becomes involved closer to the event will often have a more limited brief. The key disciplines closer to the event are:

- Health & Safety including crowd management,
- Logistics
- Rigging
- Sound

- Light
- Video
- Detailed scheduling
- Security

Q. What is the eligibility to study a course in event management and where can I enroll for a course in event management?

Eligibility: 10+2 education in any stream – Science, Commerce, Arts.

1. Amity Institute of Event Management, AKC House, E-27, Defence Colony, New Delhi - 110024,

2. Event Management Development Institute, IES Management College, 4th Floor 791, S. K. Marg, opp. Lilavati Hospital, Bandra (W), Mumbai_400050

3. Indian Institute of Event Management, 144 Laxmi Plaza, New Linkin Road, Andheri West, Mumbai

4. Indian Institute of Management, D-3, Defence Colony, New Delhi-110 048

5. International Center for Event Marketing, 6/14, II Floor, Sarvapriya Vihar, New Delhi-110 016

6. International Institute of Event Management, SNDT Women's University, Juhu Campus, Juhu Tara Road, Santacruz (W), Mumbai-400 049

7. National Institute of Event Management, Ground Floor, Nandavan Building, Corner of Vallabhbai Road & Ansari Road, Vile Parle (W), Mumbai-400 056

8. Apeejay Institute of Mass Communication - Dwarka, New Delhi – 110 075

How can I start an event management company?

Step 1: Decide the services you wish to sell

A service is something which is intangible like: wedding planning, party planning, organizing music concerts, fashion shows, conducting MICE (meetings, incentives, conferences and exhibitions) etc.

Choose those services in which you have a strong hold, in which you have majority of your experience and expertise and which can generate maximum revenue for you. Don't try to be jack

of all trades and sell all event planning services one can think of. If majority of your experience is in wedding planning, then wedding planning is best for you.

Don't try to get into corporate meetings, just because the market is better. Corporate meetings are different from the weddings in terms of planning, implementation and evaluation. In fact every event is planned, executed and evaluated differently and therefore you can't organize all type of events.

Step 2: Do market research, competitor's analysis and SWOT analysis.

Market Research for Event Management Company

Market means your target audience i.e. people who may be interested in your events. It also includes those clients who may be interested in hiring your event management services.

If your target audience are least interested in the type of event you organize, then you won't get any audience. Say you want to organize a rock concert in the country of Oman. But people there are least interested in such type of events. It means there is no market for your event in that country. If you organize the event there, it will fail for sure. Similarly if you wish to organize a Christmas Carnival in an area where majority of people are Muslims, then you can't expect many footsteps.

Therefore it is very important that you find out in advance who are your target audience (i.e. their age group, sex, qualification, profession, lifestyle, income, liking, disliking, customs, religions, traditions etc), where there live and what are their desires and expectations from your event. To do market research you will have to do survey in the area (town/city/state/country) where you wish to organize the event. If you wish to open a wedding planning company and there are hardly two or three weddings in a year in your area, then selling such type of services is not commercially viable.

SWOT Analysis for Event Management Company

SWOT analysis is used to evaluate the strengths, weaknesses, opportunities and threats involved in your event planning venture. In SWOT: 's' stands for strengths, 'w' stands for weaknesses, 'o' stands for opportunities and 'T' stands for threats.

Strengths

Determine your resources and capabilities and how they can be used against your competition

and in favour of your target audience. What advantages do you have? What you can do better than the others?

Weaknesses

Determine the resources you lack. Determine the advantages your competitors have. What could you improve? What you should avoid?

Opportunities

Look at your strengths and determine which opportunities are opened for you. Determine how you can open up even more opportunities by eliminating some of your weaknesses.

Threats

Changes in external environment (like changes in economy or market trends) or any unfavourable situation can pose threat to your company or business. Determine all present and possible threats to your business venture. It can be the presence of a very powerful competitor or new or innovative ways of organizing events or a heavy tax on entertainment.

Step 3: Prepare business plan for your event management company

You will develop your business plan on the basis of market research, competitors' analysis and SWOT analysis of your event management company. Before developing your business plan, you should keep some points in mind:

1. Be realistic and avoid optimism while estimating capital requirements, sales and profits.
2. Don't ignore developing strategies which may come handy in case of adversities in your business.

Following steps can be adopted for developing a business plan for your event management company:

1. Outline your business objectives.

What do you want to achieve in short term and in long term i.e. what is the mission and vision of your event planning company? However don't stick too much with long term objectives as they may become meaningless after a long time or changes in market situation.

2. Determine your staffing needs and what should be their skill sets.

Develop the organizational structure of your event management company. Outline your own skills, knowledge and experience and determine how they can be used to achieve business

success. Prepare resume of yourself and all of the people who will be involved in your business. These resumes will come handy when you will look for partners/investors later on.

3. Determine how exactly you will find clients?

How you will approach them and how you will sell your services. How you will expand your business? What will be your rules, regulations, policies and procedures regarding payments, reimbursement, penalties, cancellation and behaviour?

4. Estimate your capital requirements for one whole year.

How you will manage the cash flow?

5. Prepare a contingency plan

What strategies you will adopt in case of capital loss, economic crisis or market downturn.

Step 4: On the basis of your business plan determine your operating cost

The cost to run the business.

Step 5: On the basis of the operating cost, decide your own fees and the staff salary.

Step 6: Get investors/ business partners for your event management company

On the basis of market research, competitors' analysis, SWOT analysis and your business plan.

Step 7: Decide name and logo of your company and its status

Whether the organization will be a company, partnership or proprietorship.

Step 8: Premises, recruitment and marketing your business

Hire office. Buy office stationary and recruit staff. Launch a new flashy website which effectively describes your business and services in great detail. Hire an internet marketing professional to promote it.

If you won't promote your website, then nobody will visit your website. So in that case your website will be as good as nothing. Through your website, your business will get global presence, 24 hours a day and 365 days a year. You can also expect to get lot of clients once, your website becomes popular.

Step 9: Register your Company

If you have opened a company then get it registered under the Company's Act'. If you have opened a firm then get it registered under the 'Indian Partnership Act'. If you have opened an establishment, then get it registered under the 'Shops and Establishment Act'. An event management company is just like any other company. So whatever rules and procedures are required to start a company, also applies to an event management company.

Step 10: Register to pay tax

Following taxes are to be paid by an event management company. Income Tax, TDS (Tax deducted at source), service tax, entertainment tax and taxes related to moving goods and merchandise from one destination to others. Get PAN card to file Income Tax return. TAN card to file TDS return. Get registration for service tax.