

Thinking
of a promising management career or
entrepreneurial venture in

Hospitality
Tourism
Travel
Aviation
Event Management...?



Think
Marian

The post graduate program in hospitality and tourism that leads the way



marian college kuttikkanam

Recognised as College with Potential for Excellence by UGC
(Reaccredited by NACC with A Grade)

www.mariancollege.org

The college with a difference

Marian College offers

- Dynamic living-learning community
- Invigorating academic and co-curricular activities

Marian College is

- Dedicated to its vision of becoming a transformational leader in higher education
- Grounded in Indian ethos
- Committed to promoting research and its applications for the well-being of the society.
- Very proud of its alumni and their contributions to the overall development of the country.

Marian Vision

To be a transformational leader in education, facilitating and celebrating the full flowering of 'life in abundance'

Marian Mission

We commit ourselves to achieve our vision through:

1. Relentless pursuit of knowledge.
2. Fostering spiritual and humane values.
3. Networking and collaborating for synergy.
4. Establishing campus- community network.
5. Promoting sustainable living.
6. Ensuring a learning environment.

Marian Motto

Information, Formation, Transformation





What makes learning in Marian College Kuttikkanam an exhilarating experience?

The English speaking campus

24 hour computer lab

24 hour Wi-Fi networked campus

Library facilities open till 10 pm

Prayer and meditation halls open round the clock

Professional support and guidance from counsellors & medical doctors

Refreshing and salubrious climate at an altitude of more than 2000 feet above sea level

State of the art academic facilities including video conferencing facilities to listen to international lectures

Academic tie-ups with international Universities like University of Utah,



MARKETING FOR HOSPITALITY AND TOURISM
PHILIP KOTLER • JOHN Z. BOWEN
AMY C. MAZONY
FIFTH EDITION

The most widely used hospitality operations text, this book is comprehensive and includes managerial and financial skills of Power and Learning Building of the decision-making process. It uses an integrative approach to cover the most relevant, up-to-date marketing strategies, case studies, and global perspectives. The book is designed to be used in a variety of ways. It can be used as a primary text for a course in marketing and management, or as a supplementary text for a course in hospitality and tourism. It can also be used as a reference text for students and professionals in the industry.

MARKETING FOR HOSPITALITY AND TOURISM

MARKETING FOR HOSPITALITY AND TOURISM

MMH

Master of Management in Hospitality & Tourism programme at Marian

Opens the door for the exceptional 25 aspirants who would lead hospitality and tourism business with elan.

Job opportunities

- Number / % contribution to world job market
- Opportunities abroad
- Possibilities for migration

GROWTH PROSPECTS OF TOURISM & HOSPITALITY INDUSTRY *

Direct Contribution

The direct contribution of Travel & Tourism to GDP was INR1,689.8bn (1.9% of total GDP) in

2011, and to rise by 7.7% pa, to INR3,805.2bn in 2022 (in constant 2011 prices).

Total Contribution

The total contribution of Travel & Tourism to GDP was INR5,651.0bn (6.4% of GDP) in 2011, and to rise by 7.8% pa to INR12,891.2bn in 2022.

Employment: Direct contribution

In 2011, the total contribution of Travel & Tourism to employment, including jobs indirectly

supported by the industry, was 7.8% of total employment (39,352,000 jobs). This is expected to rise by 1.7% pa to 47,911,000 jobs in 2022 (8.0% of total).

Visit exports

Visitor exports generated INR801.4bn (3.8% of total exports) in 2011. This is forecast to grow by 5.2% pa, to INR1,382.6bn in 2022 (2.0% of total).

Investment

Travel & Tourism investment in 2011 was INR1,253.9bn, or 5.1% of total investment. It should rise by 7.5% pa over the next ten years to INR2,903.9bn in 2022 (4.4% of total).

World Ranking: Growth Prospects

India ranks 22 place from among 181 countries

Long-term (2012 to 2022) growth forecast for tourism in India from among 181 countries is 4th place.

* Source : WTTC , Travel & Tourism Economic Impact 2012, India





Why MMH scholars are successful ?

- Career focused from day one
- Updated syllabus, matching industry standards
- The wizards of the industry share their experiences
- Academic sessions matching industry timings
- Activity filled learning
 - ▶ Industrial visits
 - ▶ National and international tours
 - ▶ Conduct of exhibitions
 - ▶ Adventurous trekking, outbound training
 - ▶ Conducting and participating in conferences ,seminars
 - ▶ 4 internships (in total minimum of six months)
- Ample room to explore and innovate
- Affordable, job oriented
- Emphasis on attitude &values, skillsets and up-to-date knowledge.
- Master, Mature, Human – MMH -- Master of Management in Hospitality



Meet our students ?



"Being in Marian gives me space for creative expression and initiative. The opportunities of learning MMH offers are multifaceted. In fact I need to keep running to keep pace with the life and activities in the campus – presentations, seminars, exhibitions, celebrations, research, examinations, group activities, public speaking, documentary preparations, film shows, cultural programmes, industry visits, internships, interactions with people in the industry, tours, conferences, social campaigns, competitions.....and many more. I look forward to an excellent career after MMH at Marian "

MMH Advantage Vs Other Management Courses

- The only Government aided programme of this sort, nationally
- Highly qualified, permanent faculty.
- Faculty with vast experience in hospitality industry
- Affordable fee structure
- Supported with complete study materials
- Availability of scholarships and financial aids
- Less crowded class rooms
- Personal care and mentoring
- 4 internships to mould students to be fitting for industry
- Easy placements





What do you study?

You study all the courses that are common to any management programme. When the usual management programmes specialise in the functional areas, MMH specialises in the different subsectors of the hospitality industry. Therefore upon successful graduation you are eligible to be placed in any industry. Your general courses include;

Finance and revenue management

Organisational behaviour

Marketing management

Human resources management

Public relations and communication

Legal aspects of business

Micro and macro economics

Research methods and quantitative techniques

Management information system

Leadership and change management

Entrepreneurship development

In addition to these general courses you specialise in the management of hospitality and tourism organisations.

Culture, heritage and destination geography

Travel management

Tourism theory & organisation management

Event management planning and execution

Management of international hotels, resorts, restaurants chains



Campus life



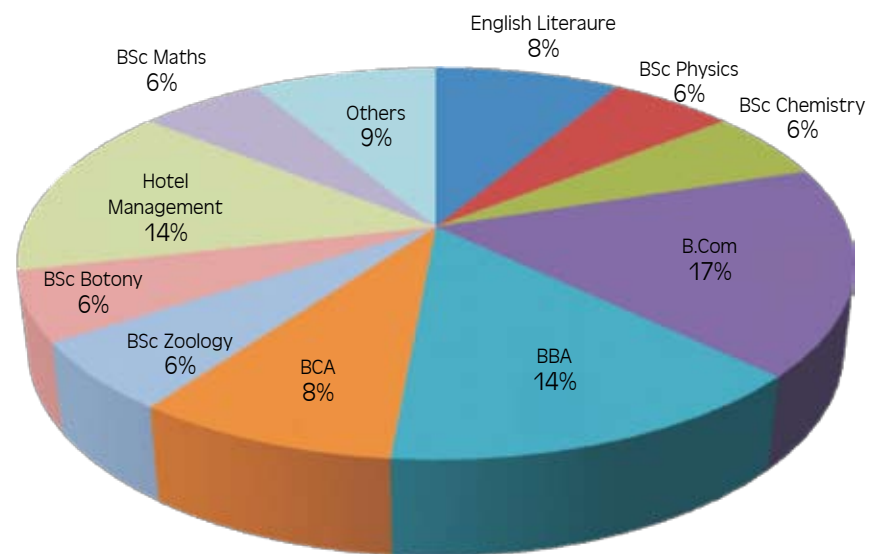
- The green , misty campus keeps you at peace and tuned to the natural rhythm of life.
- Wi-Fi campus (round the clock) enables you to access internet and all learning resources at your convenience
- Large collection of books and journals in the library is available to you from 8 am to 10 pm.
- The fitness centres for ladies and gents keep you healthy
- The lively courts fill your days with entertainment and energy
- Around 1000 other hostelmates in campus, fill fun and entertainment to your life
- Prayer halls and chapels give food for your spiritual life



Who are the students who join for MMH?

Like any other management program in the country, MMH accepts students from all UG programs. The below diagram might give you a better outlook.

Intake Profile



Extra curricular/ Beyond the class room

- **Seminars and workshops**
 - ▶ You will have wonderful opportunities to listen to leaders from the industry
 - ▶ Extension lectures and seminars are organised in the big cities. The college takes care of the expenses of lodging and food.
 - ▶ Regular interaction with the alumni, who share their valuable experiences
- **Student centred learning. Cafeteria**
 - ▶ Students manage the cafeteria within campus
 - ▶ A four member team of students takes care of the daily management of the facility
- **Industrial visits**
 - ▶ Regular industry visits make the learning effective
- **Internships/ Project works undertaken**
 - ▶ You undertake internship after each semester
 - ▶ You will have minimum of six months industry experience while you complete the programme



On Campus Facilities

- **Prayers & Spiritual formation**
 - ▶ Marian respects diversity of beliefs and practices
 - ▶ Spiritual formation of students belonging to different religions is well taken care of
 - ▶ There are prayer rooms/ chapels in all the hostels
 - ▶ The college also has a separate prayer room
 - ▶ There is a resident spiritual director to take care of spiritual formation and counselling
 - ▶ There are annual retreats for all students
- **Soft skills development training**
 - ▶ MMH gives right emphasis for soft skills development and experts are engaged
 - ▶ The trainings include
 - Goal setting
 - Attitude & values
 - Communication skills
 - Presentation skills
 - Interpersonal skills
 - Team building
 - Group decision making
 - Planning ,organising and directing skills.
 - ▶ For these trainings both internal and external resources are availed

Hostels

- There are separate hostels for ladies and gents. Ladies hostels are managed by Reverend Sisters, and the gents' hostels by Reverend Fathers.
- Discipline is ensured in the hostels
- Wi-Fi internet facility is available in hostels
- Telephone facilities available in every room

Medical Facilities

- The college provides excellent medical centre with necessary beds for emergency care
- A qualified and experienced nurse serves everyday in the medical centre
- Every Monday there will be visiting doctor, available for free consultation and treatment
- Taluk Government Hospital is just 4 KM away from the college

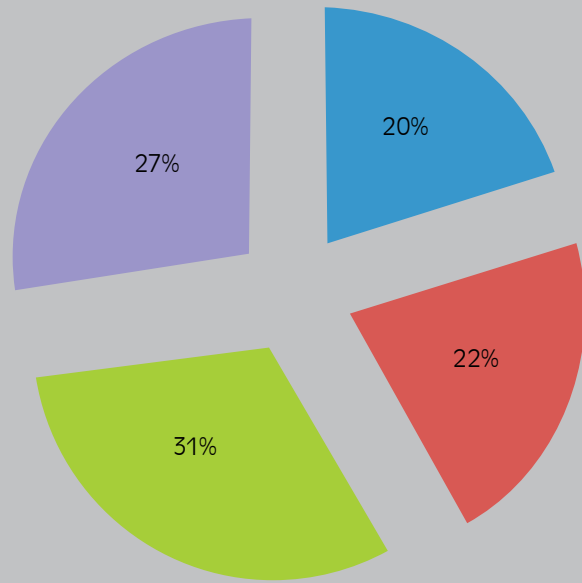
Fee and Expenses

MMH is a Government aided programme. Therefore the total course expenditure is well within the ability of a middle class family. The total expenses for the entire course will be less than one lakh, inclusive of application fee, admission fee, examination fee, tours, industrial visits & industry relevant add on certifications.



Marian Faculty

■ PG ■ Phd ■ Mphil & Higher degrees ■ Phd Pursuing

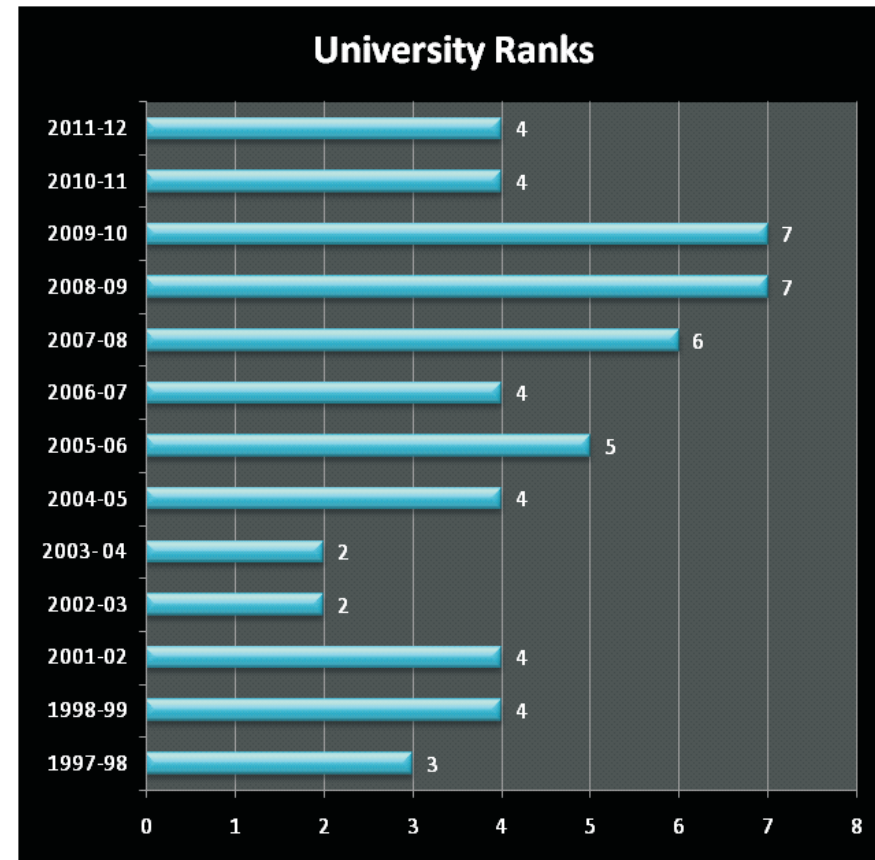


The Proof of Marian Excellence

Marian is awarded with the highest grade A by NAAC (National Assessment and Accreditation Council, An autonomous body under UGC, Government of India.)

UGC awarded CPE status (Centre with Potential for Excellence)

Students grab university ranks every year from the inception of the college.



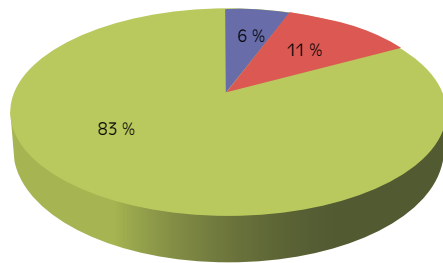


Where are our alumni?

You may be interested to know where our alumni are? Here is the summary presentation.

Geographic Profile

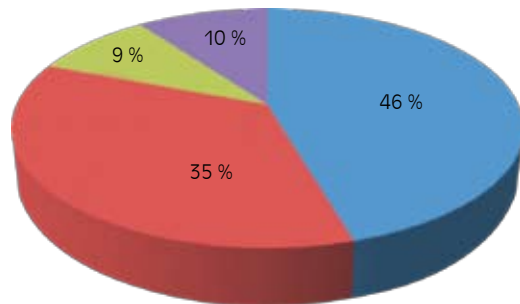
Europe & US Middle East India



At present they work in these geographical regions in the world.

Industrywise Profile

Travel Hotel Entrepreneurs Others



Above given is the industrywise career profile of our alumni.

Meet our Alumni



"MMH has given me the winning edge. I was groomed for the industry, helping me to gain multiple skillsets- people management, IT, communication and leadership. What I learned in MMH stands me in good stead in my place of work"

Sujith Nambiar
Senior Executive – HR
Vivanta by Taj- Bekal, Kerala
(Indian Hotel Company Ltd)
Sujith.nambiar@tajhotels.com



"Marian MMH brings together a blend of academics and activity, experimentation and entertainment, extensive cultural exposure and locally focused initiatives. The range of opportunities for growth and development that marian college offered is remarkable. Thanks to MMH,I'm appreciated for my attitude and skills in my organisation"

Fen Jacob
Co- Founder
Vedic Routes Destination Management
www.vedicroutes.com,
www.vedicwellness.com



"The spirit of research inculcated into me during MMH has transformed the way I approach business situations in the industry. Problems are questions which need informed answers! MMH has taught me how to think."

Siju Zachariah
Deputy Manager - Trade Fairs/ /MICE
Cox and Kings Ltd
No 22, BMH Complex
K H Road, Bangalore - 27



MMH has given me an opportunity to live tomorrow better than today , it is probably the only course where you will gain strengths to achieve your Goals

Manu Prasad
Manager
Leisure Travel Inbound
Thomas Cook Bangalore
manu.prasad@in.thomascook.com



"MMH has given me the winning edge. I was groomed for the industry, helping me to gain multiple skillsets- people management, IT, communication and leadership. What I learned in MMH stands me in good stead in my place of work"

Niburaj C.
hr@vythirivillage.com
HR manager
Vythirivillage
Bangalore



"The spirit of research inculcated into me during MMH has transformed the way I approach business situations in the industry. Problems are questions which need informed answers! MMH has taught me how to think."

Jeevan Abraham P.
Executive
Sales & Reservation
Grand Central Hotel
Deira, Dubai



MMH is a program that Integrates theory and practice balancing quantitative and management skills. The skills and experience gained has given me an edge over others and has trained me to be a professional.

Tina Peter
HCL Tech-Shipara



In MMH we practiced most of the management concepts during internships as well as during the numerous programmes arranged inside and outside the campus. This has tremendously helped me to grab a dream management career.

Santhosh Mathew
Manager, Marketing Communications
Havells India Ltd.



Dileep K. R.
Business Developer- Kerala
Dorma India Pvt. Ltd.

Comparison with regular management programs

	MMH	Regular Management
Government aided	Yes	Often not
Expenses for the program	Very much affordable	Very high
Faculty	Permanent	High attrition
Industry experience of the faculty	Very high	Low
Actual placements	Often more than 100%	Few
Salary	Entire salary as savings*	Actual salary is always after meeting your expenses
Study materials	Fully supplied within the fees	Often over and above the fees
Industry exposure training	Minimum 6 months	Less than 2 months

- In general the hospitality firms pay for safe accommodation, food and uniform and other grooming allowances over and above the salary paid. Therefore the entire salary received becomes savings.

