



DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
Jamia Millia Islamia
PANEL DISCUSSION
On
“Hospitality Sales and Marketing”

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

21st August SATURDAY 3:30 PM

KRITI SINGH
Sr. SALES MANAGER
THE OBEROI HOTELS & RESORTS

TARUN MARWAH
CORPORATE SALES MANAGER,
THE IMPERIAL

EXPERT TALKS

MANASVEE PUSHKARNA
DIRECTOR OF SALES,
TAJ AMRITSAR

SCAN TO LOGIN

Saturday, 21 August 2021

A strong marketing strategy is the heart of every business, and those in the hospitality industry are no exception. Making your brand stand out and appeal to various different people is key for success in an ever-competitive market. Marketing and sales are important areas within the hospitality industry as they directly correlate to the profitability of a business.

The Covid-19 pandemic has brought a significant change in the lives of consumers and businesses. With this major change and a “new normal” comes a new way to market to customers. The hotel sales and marketing department has pivoted their strategies to keep

thriving during the trying times. Different brands explored new creative ways and means for regaining their customers back.

DTHM was pleased to hold an Online Panel Discussion on the most important vertical of hospitality i.e Sales and Marketing. The panellists were drawn from highly reputed hotels like The Oberoi, The Taj and The Imperial. The discussion saw an unprecedented attendance of around 60 students from BHM 5th and 7th semester. The session was graced by the august presence of Dr. Sarah Hussain, HOD, Department of Tourism and Hospitality Management, and other teachers like Dr. Shweta Chandra, Mr. Wasil, to name a few. The panel was moderated by moderated by Dr.Priya Singh, Assistant Professor, Department of Tourism and Hospitality, Jamia Millia Islamia and had as its panellists- Ms.Kriti Singh, Senior Sales Manager, The Oberoi Hotels and Resorts, Mr. Manasvee Pushkarna, Director of Sales, Taj Amritsar, and Mr.Tarun Marwah, Corporate Sales Manager, The Imperial, New Delhi.

The session began with gaining the insights about the prospects of career in sales and marketing vertical of the hotel and what does it really takes to be a successful sales personnel. The experts shared their journey of sales career and also guided the students how to face the challenges at the professional front. They also enlightened the students with the most important attributes required to prosper as an hotelier. The participants were privileged to know some of the useful tips to meet the sales target and successfully close the sales leads. The industry experts also emphasised how technology has advanced the sales and marketing process within the hotels. The panellists also shared some of their remarkable strategies followed by their respective hotel brands amidst the pandemic to revive the revenue and the business of the hotel. The speakers also motivated the students with their inspiring stories and conveyed best wishes to all the aspiring budding professionals. The session concluded with the Question and Answer session, where queries of participants were addressed by the resource persons.

Towards the end, Dr. Priya Singh delivered the vote of thanks on behalf of DTHM, Jamia Millia Islamia. She expressed her gratitude towards the experts for sharing their practical overview over the subject. Dr. Sarah Hussain also thanked the panel and said, DTHM will continue to pioneer and explore ways and means of empowering its fraternity through focused platforms which will address the current issues faced by the hospitality industry to gain the better insights on the current trends and marketing strategies.