A STUDY ON TOURISM AND HOSPITALITY EDUCATION INITIATIVES IN INDIA

USHA RANI K,
HOD-MTTM, Department of Tourism & Hospitality Management,
Pooja bhagavat Memorial Mahajana Education centre, K.R.S.Road, Metagalli, Mysore

ABSTRACT

Today tourism is one of the largest industries of the world. It is a diverse and complex phenomenon involving various sectors of the economy. Tourism sector is a major generator of employment. As a highly labour intensive activity, tourism and tourism related activities create a high proportion of employment and career opportunities. Recent studies reveal the growing dimension of tourism in the country and estimate that lakhs of jobs will be opened up in tourism sector. The task of creating professional and skilled workforce to meet the demands of the industry has now become one of the primary concerns of ministry of tourism and also of all the stakeholders. This paper focuses on the efforts of the ministry of tourism and the Government in providing formal education and skill training in tourism and hospitality sectors.

Introduction

Over the years, a perceptive change in the economic development thinking in India has resulted diversification of the economic activities and consumption patterns. This has provided impetus for expansion of traditional economic sectors in the country and also has contributed significantly to the growth dynamics. But to sustain economic dynamism in a globalised environment, one of the fundamental prerequisites is availability of adequately qualified manpower possessing the knowledge and varied skill sets to perform various types of functions and activities. This along with functioning labour market is important for economic success and international competitiveness. According to international labour organization(ILO, 2009) ‘countries at all levels of development are finding that adequate education and skills can improve the employability of workers, the productivity of enterprises and the inclusiveness of economic growth’. According to studies , 48% of employers in India reportedly have difficulty in filling up the jobs for want of suitable candidates and that is above the global average of 34% in 2012. To pursue national policy on skill development council(NSDC) under the chairmanship of the prime minister and committed amount of Rs.1000 Crores. The target is to have 500 million trained and skilled persons by 2022.

Tourism in india – A perspective

In the era of globalization, communication and travelling becoming facile, tourism has become multifaceted covering travel and movement for any reason. Growth of tourism in india is necessarily responsive to the stimulus and momentum in the sector world over. Tourism has now gained universal acceptance as a potent engine for inclusive socio-economic development. Tourism possess the potential to stimulate other economic factors through its forward and backward linkages with a host of sectors like agriculture, manufacturing, transport, hospitality, education, health, banking, etc.,the consumption demand emanating from tourist expenditure also creates more employment and generates a multiplier effect on the economy. Thus the expansion of tourism sector can lead to large scale employment generation and poverty alleviation.

Tourism is one of the attractive industries in the country. It has the capacity to generate quick employment and also creates plenty of entrepreneurial opportunities. Tourism and hospitality sector contributes to the growth of Indian economy. In recent years there is an increase in domestic tourism and also there is steady growth in international tourist arrivals in the country.

The growth of inbound tourism in India registered a compounded annual growth rate(CAGR) of 9.1% during 2001 to 2010. Foreign exchange earnings from tourism could show annualized growth of 14% during the same period. The year 2016 witnessed a growth of 10.7 % in Foreign Tourist Arrivals (FTAs) in India. FTAs during 2016 were 88.9 lakh (provisional) as compared to the FTAs of 80.3
Thus tourism is an important source of income and employment for economically and socially backward sections of the people. The industry resulting from tourism and related activities is predominantly constituted by micro, small and medium enterprises (MSMEs). Majority of economic opportunities in tourism are accessible to less educated sections ranging from unskilled to the semiskilled. Given this nature, capacity building of the interested sections through necessary skill development and orientation is found enhancing the employability of both the fresh and people who are already part of the workforce. This has been evident in many initiatives across the world and in India as well.

**Human resource requirements in Tourism and Hospitality sector in India**

Tourism and Hospitality being service sector is heavily dependent on Human resource. Human element is an integral part of Tourism and Hospitality industry. People engaged in tourism trade create experiences, good or bad. The quality and efficiency of services is the primary concern of the tourism industry. In order to achieve that, each of the components of tourism industry requires trained/skilled manpower. Development of human resources is thus a major activity in the promotion of tourism. According to UNWTO, India is one of the fastest growing country destinations in the world and it is projected to record double digit annual growth rate until 2020. And this would be translated in to considerable economic benefits, especially the revenue and employment.

Many workers have focused on the importance of Tourism and Hospitality education and skill development and its contribution to the pivotal growth of the sector. McDonald and Hopkins (2003) are of the opinion that hospitality education helps in improving the quality of employees in the sector. Shalini Singh (1997) is of the opinion that overwhelming growth of international and domestic tourism has resulted in a great demand for quality human resource. She has recognised the contribution of training bodies world over and has also analysed their status in developing countries like India. Copper et al. (1994) have studied the evolution of Tourism academics and training. They have identified three stages in the development of tourism as an academic discipline. In the beginning specific training related to travel sector was provided, then gradually the course expanded to cover the business aspects of Tourism and later it evolved in to a multidisciplinary course.

According to world travel and tourism council (WTTC), tourism industry which was worth Rs. 3915 billion in 2008 would grow at annual rate of 13% to a record Rs. 21011 billion industry by 2022 (NSDC report, 2011). Correspondingly total direct employment to be generated by 2022 would be in tune of over 170 million. The NSDC report further estimated the employment potential of core tourism sector establishments and reveals that the hotels and restaurant segments would result nearly 2.5 million additional jobs. (Table – 1)

**Table – 1: Human resource requirements in Tourism industry ( in 000’s)**

<table>
<thead>
<tr>
<th>segment</th>
<th>2012</th>
<th>2018</th>
<th>2022</th>
<th>Incremental (2012-22)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>1869</td>
<td>2939</td>
<td>4065</td>
<td>2169</td>
</tr>
<tr>
<td>Restaurants</td>
<td>2481</td>
<td>2639</td>
<td>2834</td>
<td>353</td>
</tr>
<tr>
<td>Tour operators</td>
<td>164</td>
<td>220</td>
<td>273</td>
<td>109</td>
</tr>
<tr>
<td>Total</td>
<td>4514</td>
<td>5798</td>
<td>7172</td>
<td>2631</td>
</tr>
</tbody>
</table>

Source: NSDC report, 2011.

**Tourism and Hospitality education and skill development initiatives in India:**

The national policy on skill development in India was formulated by the ministry of labour and employment in February, 2009. Its main objective is to create a workforce empowered with improved skills, knowledge and internationally recognized qualifications to gain access to decent employment and ensure India’s competitiveness in the dynamic global labour market. In tune with the national policy, the ministry of tourism has come up with different schemes like skill development in the fast growing tourism sector.

In the accommodation and hospitality sector, the training programmes are broadly of two types. The first is the statutory apprenticeship program for certain categories of trades like stewards, housekeeping staff, cooks, front office personnel and the like. The second one is the formal structured programme offered by the government.

Tourism & Hospitality Skill Council (THSC), is a Not-for-Profit Organization. The Council has been promoted by Confederation of Indian Industry (CII) and Industry Members representing the sector, financially supported by NSDC to tackle the skilling of large manpower to fulfill the industry requirement plays a crucial role in bridging this ever-growing gap. THSC is mandated to create a robust and sustainable eco-system for skill development in the industry.
As of now there are 29 institutes of hotel management (IHMs), comprising 21 central IHMs, and 8 state IHMs, and 5 food craft institutes (FCIs), which have come up with the support of the ministry. These institutes were set up as autonomous societies with specific mandate to impart or conduct hospitality education/skill training. In addition now there are 12 private IHMs.

In order to harness the resources and also to provide a central thrust to the programme, ministry of tourism also established the National council for hotel management and catering technology (NCHMCT) in the year 1982.

Training and education in tourism and travel trade in India saw a pivotal growth in1980’s. It was only in 1972 in India that tourism course was started for the very first time at the university level by the Delhi university as part of BA vocational studies programme. The Indian institute of tourism and travel management (IITTM) established by the ministry of tourism in 1983, has been a major development in the field of professionalization of tourist services. It has signified the new awareness and importance attached to tourism education and training. It offers various courses in tourism and travel trade i.e., management diploma programmes, diploma, language training in French, German, Spanish, Japanese etc. training for grass root level workers. With the consistent efforts of IITTM masters degree in tourism administration and P.G. diploma in travel and tourism were introduced by various universities in India.

Through IITTM ministry of Tourism has launched a new training program called PARYATAK MITRA to sensitise young men and women with regard to basic traits and knowledge towards hospitality and Tourism. This training program enables the trainees to act as tourist facilitators (paryatak mitra). To sensitize the college going students about tourism specially those enrolled with NSS/NCC short term training is provided by IITTM. This training program also encompasses the existing service providers. The main objective in doing so is eventually to provide an improved tourist specific ambience and a furtherance of the Swatchh Bharat Abhiyan. This programme covers the sensitization of Boatman, Rickshaw Pullers, Pandas, Porters, Shopkeepers and Street Vendors. This program is aimed at enhancing better tourist satisfaction by providing the skilled tourist facilitators.

Apart from the regular institutional academic effort leading to award of diplomas and degrees, Ministry of Tourism has put in place the following strategy to meet the sectoral skill requirement:

- institutionalizing skill testing and certification- many of the service providers have cognizable skills which need to be tested and certified. This increases self confidence and better chances in the job market.
- commissioning pre-service skill development training programmes of short duration.

In Karnataka the Department of Tourism has funded 5 colleges to start five year integrated PG course in Tourism Administration (MTA) in 2007.

National institute of water sports was set up at Goa in 1990 to promote sports activities in the country.

Institute of skiing and mountaineering was set up in1968 to provide training in adventure sports.

Guide training: the availability of trained guides in tourist centers and monuments is a major requirement for tourism promotion. The Department is conducting a three tier training program at national, state and local levels.

Initiatives of the ministry to meet the skill gap

With growing realization that it would be necessary to reinforce efforts to bridge the skill gap in the hospitality sector, the ministry has put in place the following five pronged strategy:

1. Efforts to increase the annual pass out of trained persons by expanding and strengthening the institutional infrastructure for training. Asking the existing IHMs to start craft courses.
2. Providing central financial assistance for setting up of new IHMs/FCIs. Financial assistance is also extended for up gradation of institutional infrastructure such as construction of hostels and modernization of laboratories.
3. Bread basing of hospitality education: the ministry also has decided to bring hospitality education into the mainstream through government vocational schools, industrial training institutes, polytechnics, government colleges, universities and public sector undertakings. The central assistance is available to all.
4. Capacity building:
Towards fulfillment of the ministry of tourism’s mission of reducing the skill gap the ministry has put in place a scheme of “capacity building for service providers” for upgrading the skills and capacity building of service providers of the industry. Under this scheme trainings are undertaken to cover a wide range of services like health and personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values etc., it inter-alia covers service providers such as porters, servers, waiters, helpers front office staff, reception and counter staff, food kiosk and dhaba staff, personnel engaged in handling tourists, airport security staff, immigration officials and customs officers.
For the promotion of rural tourism the ministry of tourism extends assistance for capacity building in selected villages.
5. **Skill development under hunar se rozgar initiative:**
The ministry of tourism launched a special initiative called “hunar se rozgar tak” in 2009-10, for creation of employable skills amongst youth belonging to economically weaker strata of the society. The program is fully funded by MoT. the basic objective was to reduce , through this initiative , the skill gap that afflicted the hospitality and tourism sector. Another objective is to put in place a dispensation to ensure that the economic benefit of a growing tourism reached the poor. Initially the initiative covered hospitality related trades such as food production, food service, housekeeping, bakery. Later it is also offering training related to driving skills. This is in response to the huge demand of trained and tourist friendly drivers for the tourism transport sector. Extending its scope and sweep , the hunar se rozgar tak also offers training programs to revive the languishing skill of heritage conservation and stone masonry and to impart skills to befit a golf caddy.

**Conclusion:**
The accelerating growth towards globalization necessarily affects education, training and academic research in tourism. India is although endowed with rich attractions for tourism it is not tapped to its fullest possible extent. There are many reasons for this and tourism education and training is one among them. trained manpower ensures better tourism planning, effective marketing and optimal use of existing resources. Through proper education and training it is possible to improve the image of India in the global market and to realize a higher ranking in international tourist arrivals and to spread the economic benefits of tourism even to the lower strata of the society. Hence tourism education and training means tourism development and undoubtedly it can be the key to success. It can ensure global competitiveness of the Tourism and Hospitality sector.

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7. http://www.tourism.gov.in