



Tourism Education in India Need Quality People

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ABSTRACT

A business goes where it is invited but permanently stays, where it is respected. Tourism Culture influenced by globalization has engineered a sound foundation for the development of Tourism industry in India. The increasing domination of Tourism industry in the process of economic transformation has been injecting new strength to the countries economics. Poor supply of quality people and lack of infrastructural facilities of this industry negating in providing the quality. The institutions and universities are failing in transforming soft skill of people through latest measures. Against this background the present paper makes an attempt to discuss different facets of tourism education in India.

KEYWORDS : Economic Growth, Motivation, Performance Appraisal, Tourism, Quality People.

Backdrop

Tourism industry is growing at a phenomenal rate. There is plenty of requirements of talented Human Resources in tourism sector world-wide. As per UNWTO report, tourism industry is among the world's top creators of jobs, requiring right types of skills. Tourism industry has been emerging as a big service industry it has an impressive record of creating job opportunities, needs change in behavioural profile of Human Resource. It accounts for 30% of the world's export services. The UNWTO is expecting to provide 296 million jobs up to 2019. The WTTC have currently notified India as one of the fastest growing tourist economics in the world. The growth of Indian Tourist Industry in terms of tourist arrival and foreign exchange earning is remarkable. In yester decades this industry registered a growth over 107 % from 2000 to 2010 in terms of foreign tourist arrivals. In 2002 Government of India introduced new tourist policy in which focus has been given on the position of tourism as a major engine of economic growth. The Eleventh Five Year plan outlines strategic objectives for developing this sector.

An annual growth rate of 8.90% over the coming decade has been predicted for tourism industry in India. The projection shown for India is top in the world list, with a target to reach a figure of 10.7 million tourist arrival by the year 2014. It's contribution has been estimated up to 9,30,000 crore and this industry will employ near about 9.5% of total employment. This indicates, there will be huge demand of skilled and trained manpower in this industry. It has been also reported that there is a big gap between demand and supply of manpower in this sector. This gap is proposed to reduce by-

- ✓ Formulation of proper policy and strategy
- ✓ Regular assessment of skilled manpower
- ✓ State of art infrastructure for training
- ✓ Regulating academic efforts.

Tourism education: Indian perspective

Tourism industry in India is encountering an acute shortage of right type of manpower. Most of the people working in this industry are unproductive, unskilled, uneducated and unmotivated. Unattractive payment package and long working hours unstandardized HR practices, lack of vision, absence of clear career path and growth opportunities are resulting dissatisfaction in employees. Improper training and education programs of tourism sector is discouraging right type of skilled and talented people.

Indian Tourism Industry has created a positive image of India as a top tourist destination in the mind of travellers.

Against this back ground, Government and Industry people should take initiative to promote tourism industry among the youth talented generation and to attract them to join for capitalising this industry. The quality of the courses in Tourism Management being offered by the institutes and universities requires to be improved. The courses offered are not practical in nature and hence do not fulfil the sectorial need. The courses needs to be revised and updated. The Tourism Education courses offered in the private, government institutions and universities are hybrid in nature and lacking skill specialization. There is a skill shortage in this sector and requires fair blending of information and communication technology. It is high time to provide a sound understanding of Real Time Data Base System (RTDBS) along with E-commerce, Customer Relation Management to the students for increasing practical solution to the business.

Shortcomings in Tourism Education

This sector is requiring 3.5 million people by the year 2020. A report found that huge volume of students are being trained in this sector by government, affiliated and privately owned institutions but it is interesting that major portion of people of them are pursuing careers in other services.

The report indicates that there is an alarming shortage of trained manpower in tourism industry resulted in big gap between demand and supply of trained people. This industry requires various strategies related to Human Resource for the development of this sector. Apart from this the industry is lacking a fair manpower planning, Job description, job specification and proper career planning at different level in the organization. Low payment, long working hours, lack of professional growth and training and development facilities has been the fate of this sector. Better corporate culture, healthy professional ethics and sound operational practices must be considered in this regard. In spite of several efforts Human Resource practices still lacking of professionalism in this industry. Major shortcomings in tourism education may be enumerated as

- This industry have not any full proof recruitment policy
- This industry lacks competent and specialist people, having no specific degree requirement
- This industry lacks professional ethics, sound operational practices & specialisation
- There is no clear cut career path and the payment package offered are minimal
- The courses taught at institutes & universities are not up to date, need to be improved in the light of current developments

- The syllabus designed are faulty and not attracting right types of candidates
- Acute shortage of competent faculties.

Quality people – Need of the hour

The tourism industry have been facing a series of problems and the most effective way of resolving the same is making available to them quality people. The government policy makers and the institutions bear a responsibility of promoting excellence, which may create and establish a conducive environment for prosperity of this Industry. We cannot accept managerial proficiency from those who themselves are lacking quality. The falling dimensions of development of quality people draws priority attention:

• **Recruitment:**

This dimension is concerned to the recruitment and selection of quality people. The traits considered to be essential for the quality people need not to be underestimated.

• **Training:**

Development is on-going process, change is a natural phenomenon. During yester decades, we find a large scale domination of techniculture in all most all arias. The techno-driven information system are found very much instrumental in shaping the operational efficiency of Tourism Industries. The increasing trend of unlawful and unethical practices makes it essential that the

traits like personal touch, ethics, humanism and ethos must be maintained to transform non-performer into star-performer.

• **Motivation:**

Incentive becomes instrumental in motivating and shaping the people. Particularly in the present time, where consumerism has been found changing the lifestyles of general people, we cannot keep Tourism Industry in isolation. This requires a fair blending of financial and non-financial incentives.

• **Performance Appraisal:**

To get good result, it is essential that an evaluation is made of the performance of individual or a group.

Conclusion

This Industry needs star-performer. Nothing good is possible, when we continue with a pool of non-performer and nothing is impossible when we peak a team of star-performer. Presently we find tourism industry of India is facing image problem. Increasing the number of star performers need top priority in this sector. The apex institutions in India have stopped to offer specialisation in Tourism Education courses. This has resulted complete negative effect over the fate and future of tourism education and supply of right kind of people. Therefore immediate attention of Educational institutes, public and government is required in this regard to capitalise this industry.

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