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Role of Educational Institutes for Promotion and Development of Tourism and Hospitality Industry with Special Reference to the State of Himachal Pradesh

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Abstract- Hospitality and Tourism are deeply interrelated. An investigation on hospitality education is essential as employers have pointed out that students are grossly underprepared for the work. The practice oriented nature of hospitality management is most conducive for practice based learning as a method of transferring class room settings to work place. Hospitality higher education institutions offering such programs should have infrastructural built up which facilitates the effective learning of technical skills such as housekeeping practices, front office proficiency , F & B production and service to customers which students should demonstrate at the work situations. Efficiency in tourism and hospitality industry depends mostly on human resources. Educational institutes in the state of Himachal Pradesh plays an important role in supplying skilled human resources to the tourism and hospitality industry. This paper seeks to examine the growth and development of hospitality & tourism education in the state of Himachal Pradesh India with particular reference to the programmes, their modules, offerings, duration and nomenclatures in Hospitality & Tourism Education System of India. Further, this paper attempts to draw special attention to some significant issues of hospitality and tourism programmes available and measures that might be taken to solve them. This paper ends by inspecting the future of hospitality & tourism education in this growing industry.
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Key Words- Hospitality, Tourism Education, Educational Institutes, Hospitality Management, Front office.

1. INTRODUCTION

Hospitality and Tourism are deeply interrelated. The practice oriented nature of hospitality management is most conducive for practice based learning as a method of transferring class room settings to work place. Hospitality higher education institutions offering such programs should have infrastructural built up which facilitates the effective learning of technical skills such as housekeeping practices, front office proficiency , F & B production and service to customers which students should demonstrate at the work situations .Efficiency in tourism and hospitality industry depends mostly on human resources. Educational institutes in the state of Himachal Pradesh plays an important role in supplying skilled human resources to the tourism and hospitality industry. Government of India is taking many steps for ensuring promotion and development of hospitality & tourism both in terms of physical infrastructure & in terms of services by paying attention on uplifting physical products as well as manpower. Most of the developing countries are only depending on tourism from foreign income and thus creating employment and opportunities for development. In India there is significant increase in number of visitors. FTAs during the Month of September2015 were 5.40 lakh as compared to FTAs of 5.09 lakh during the month of September2014 and 4.54 lakh in September2013. There has been a growth of 6.1% in September2015 over September2014.

The Percentage share of Foreign Tourist Arrivals (FTAs) in India during September 2015 among the top 15 source countries was highest from Bangladesh (18.81%), followed by USA (10.99%), UK (7.96%), Malaysia (4.72%), Sri Lanka (4.69%), Australia (3.39%), China (3.37%), Japan (3.20%), Germany (2.89), Canada (2.51%), Nepal (2.44%), France (2.39%),Singapore (2.13%), Pakistan (1.61%) and Afghanistan (1.27%). These top 15 countries account for 72.37% of total FTAs during September 2015.

Authors are encouraged to have their contribution checked for grammar.

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2. OBJECTIVES OF THE STUDY

1. To find out Educational Institutes within the state which are offering courses in the field of Hospitality and Tourism Management

2. To give general suggestions to upgrade the course curriculum and pedagogy.

3. FOREIGN EXCHANGE EARNINGS (FEES) FROM TOURISM IN INDIA

FEEs during the month of September 2015 were Rs9, 512 crore as compared to Rs9, 057crore in September 2014. The growth rate in FEEs in rupee terms during September 2015 over September 2014 was growth of 5.0% .FEEs from tourism in rupee terms in January-September 2015 were Rs 91,737 crore showing a growth of 3.2% over the same period during2014

The above figures clearly show that India has become favorite destination for the tourism and hospitality investors. A large number of international chains are investing into the Indian hotel industry with the boom in economy. Hotels are the most visible and important feature of a country's infrastructure. Hospitality and Tourism are deeply interrelated. A number of factors like promotion of tourism and rapid industrial progress have given a boost to hoteliering.

The Prime Minister's National Skill Development Council has identified Tourism / Hospitality Industry, along with Health and Information Technology, for mass basing the skill training. The three sectors are recognized as larger generators of employment. This Council, it may be mentioned, is chaired by the Prime Minister and is at the apex of a three-tier structure and is concerned with vision setting and laying down core strategies. It is assisted by the National Skill Development Coordination Board chaired by the Deputy Chairman Planning Commission. At the third layer of the structure is the National Skill Development Corporation which is essentially for promoting private sector action for skill development.

Both Hospitality and tourism sectors are the generators of employment. As a highly labour intensive activity, tourism and hospitality industry creates a high proportion of employment and career opportunities for low skilled and semi-skilled workers, particularly for poor, female and young workers.

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3. HOSPITALITY & TOURISM EDUCATION IN HIMACHAL PRADESH

In the state of Himachal Pradesh there is one central university, Seventeen private and four state universities out of these some universities are offering various kinds of programs related to field of Hospitality and Tourism Management.

Other then these there are two Government IHMs and some private Colleges which are also giving education in the field of Hospitality and Tourism Management

List of Government institutes Offering courses in the field of Hospitality & Tourism		
Name of the institution	Website	Courses offered
Institute of Hotel Management Catering and Nutrition, Kufri, Shimla-171 012 (Himachal Pradesh)	http://ihmshimla.org	B.Sc. in Hospitality and Hotel Administration - Generic Craftsmanship Certificate Course in Food Production & Patisserie Diploma in Food & Beverage Service
Institute of Hotel Management Village Sasan, P.O. Jhaniari, Hamirpur – 177 001	http://www.sihmhamirpur.org	B.Sc. in Hospitality and Hotel Administration - Generic Craftsmanship Certificate Course in Food Production & Patisserie Diploma in Food & Beverage Service

List of Private Universities In Himachal Pradesh Offering Hotel & Tourism Management Courses		
Bahara University, Shimla	http://www.bahrauniversity.edu.in/	Bachelor of Hotel Management(BHM) Master in Hospitality & Tourism Administration
Arni University Kathgarh, H.P 176401	http://arni.in/	(BHMCT).

Indus International University	Www.iiue du.in	BHM
Maharaja Agrasen University, Baddi (HP)	www.mau. ac.in	BHM&CT ,MTTM PhD (Travel & Tourism)
IEC University, Baddi (HP)	http://iecu niversity.c om/	BHMTT
APG University , Shimla	http://ww w.agu.edu. in/	BHM
Sri Sai University Palampur (HP)	http://ww w.srisaiuni versity.org /	BHM MBA (Tourism and Travel Management)

List of Private Colleges Offering Hotel Management and tourism Courses		
Sheds College of Aviation , Hospitality Management (Solan)	http://www.she dscollege.in	BHM
Bells Institute of Management & Technology (Shimla)	http://www.bell s.ac.in/	BHM
Heritage Institute of hotel and Tourism	http://www.hiht world.com	BHM
HIET Shahpur ,Kangra	http://www.hiet. co.in/	BHM
MIT Polytechnic Bani, Hamirpur (HP)	http://www.mit hmr.com/	Diploma in Hotel Management

So these are the colleges/ universities in himachal Pradesh which are providing Hospitality and Tourism Courses. As per the demand of skilled manpower for Hospitality and tourism industry there is very less colleges/Universities in Himachal Pradesh which are focusing of these programs. There is lot of jobs in this field and comparatively institutions are very less which are providing education in this field. Out of 17 Private universities in state only few are offering courses related to Hospitality and Tourism and there are also very less Govt. as well as private colleges related to this field in the state of Himachal Pradesh.

4. SIGNIFICANT ISSUES PERTAINING TO HOSPITALITY & TOURISM EDUCATION IN HIMACHAL PRADESH

1. **Syllabus:** The syllabus of the colleges and universities in himachal Pradesh which are providing education in hospitality and tourism field is very much outdated and courses are not able to develop competent and knowledgeable personnel. Syllabus followed by these college / universities are all most same for Undergraduate and Post Graduate courses.
2. **International Linkages:** In today's global era International linkages both with industry and Institutional linkages is very important, but most of educational institutes in himachal Pradesh are lacking behind it.
3. **Internships:** In Hospitality and tourism management courses training of the students for a period of six to one year is compulsory. Students have to do internship in hotels and other tourism related organizations, but most of the institutes in Himachal Pradesh are not able to provide training in reputed hotels and a travel organization that's why employers have pointed out students are grossly underprepared for work when they join jobs after completing their studies.
4. **Nomenclature of the Degrees:** There lies a huge difference in nomenclature of degrees both at Under Graduate as well as Post Graduate level. In Hospitality programmes they are offering B.Sc (HHA), BHM, BHMCT, BHTM and at Masters level MBA (HM), M.Sc (HM), MHM similarly in Tourism the Under Graduate Programmes are offered under BBA (T&T) and at Masters Level MTM, MTA, MBA (Tourism) etc.
5. **Non availability of faculty resources**: In most of the institutes of himachal Pradesh there are limited faculty resources available. Senior faculty positions are almost nil in these institutions also there is no resources available in these institutions for updating and training existing faculty members
6. **Lack of Infrastructure and Labs**: Most of the hospitality and tourism management institutes are not having proper Infrastructure and labs to give more practical knowledge to the students and after completing degrees from these institutes most of the

students finds difficulty in getting jobs in reputed hotels and tourism organizations.

These are some of the issues pertaining to hospitality and tourism education in Himachal Pradesh.

5. SUGGESTIONS AND CONCLUSION:

1. Education institutes should modify their syllabus. The courses should be made industry integrated so that students can learn practical knowledge of doing work in hospitality and tourism industry.
2. Educational Institutes should strictly follow the nomenclature of Hospitality and Tourism degrees as specified by UGC.
3. Educational Institutes should develop their infrastructure in order to provide quality education to the students.
4. Internships to the students should be provided in reputed hotels and tourism organizations so that students can able to learn the ways of doing work in big organizations
5. More emphasis should be make international linkages with institutions as well as with the hospitality and tourism industry
6. Faculty resources should be upgraded. Faculty Development programs should be made compulsory part of teaching.
7. Educational Institutes should made students aware about the current trends in hospitality and tourism industry.

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