

ROLE OF HOSPITALITY EDUCATION IN PROMOTING TOURISM IN UTTARAKHAND

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1. INTRODUCTION

1.1 TOURISM IN INDIA

India absorbs the sixty-eighth rank amongst the crowned tourist destinations in the world for 2011. The latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC), states that the requirement for travel and tourism in India is anticipated to breed by 8.2 % between 2010 and 2019. India will therefore be able to position at the third position in the world. The travel and tourism sector of India is estimated to be the second largest employer in the world. The demand for travel and tourism has also grown with more disposable income (Hotels Sector Analysis Report – November 20, 2011).

Indian tourism has an immeasurable prospective to engender employment and stimulate revenue generation through the tourism industry due to its mesmerizing hoary mountains in the North, sizzling desert areas in Rajasthan, the soothing beaches of Goa. Also the country has also charmed the entire world due to its multiplicity in customs which are seen through the various cultures, faith in religion, assortment of languages, range of varieties of foodstuffs, and the different occupation.

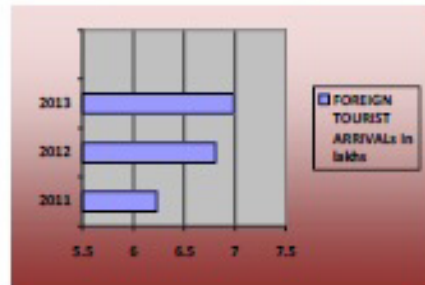
(As per the Press Information Bureau, Government of India the Ministry of Tourism states the following imperative findings concerning FTAs and FEEs from tourism during the month of January 2013):

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Foreign Tourist Arrivals (FTAs)

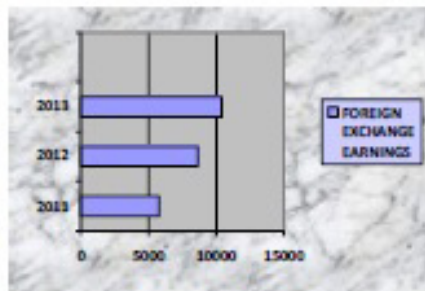
- FTAs during the Month of January 2013 were 6.99 lakhs as compared to FTAs of 6.81 lakhs during the month of January 2012 and 6.23 lakhs in January 2011.



- There has been a growth of 2.6% in January 2013 over January 2012 as compared to a growth of 9.4% registered in January 2012 over January 2011.

Foreign Exchange Earnings (FEEs) from Tourism in Indian rupee terms and US\$ terms

- FEEs during the month of January 2013 were Rs.10, 398 crore as compared to Rs.8, 623 crore in January 2012 and Rs.5, 777 crore in January 2011.



- The growth rate in FEEs in rupee terms in January 2013 over January 2012 was 20.6% as compared to 49.3% in January 2012 over January 2011.
- FEEs in US\$ terms during the month of January 2013 were US\$ 1.91 billion as compared to FEEs of US\$ 1.68 billion during the month of January 2012 and US\$ 1.27 billion in January 2011.
- The growth rate in FEEs in US\$ terms in January 2013 over January 2012 was 13.6% as compared to the growth of 32.1% in January 2012 over January 2011.

It is true then, that tourism is an important and flourishing industry in the country. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the easily the highest number of people compared to other sectors. According to the World Tourism

Organization, by the year 2020, it is expected that India will become the leader in the tourism industry in South Asia, with about 8.9 million arrivals.

1.2 TOURISM IN UTTARAKHAND

Tourism is one of the fastest growing industries of Uttarakhand. According to statistics maintained by the UTDB, the estimated volume of tourist visits to Uttarakhand during 2006 were about 18.99 million visits by domestic tourists and 0.1 million visits by foreign tourists. The share of Uttarakhand in the overall domestic tourist visits of the country in 2006 was however lower than its share in the earlier years of 2001 and 2002. In the case of foreign tourist visits, the share of Uttarakhand has been declining consistently since 2002 except for a marginal increase in 2005. The annual rate of growth of domestic tourist visits in Uttarakhand during the period 2001 to 2006 was 12.9 % as against 14 % growth at the national level. The foreign tourist growth rate achieved by Uttarakhand was 12.0 % as against 16.0 % growth at the national level. These estimates have the inherent problems of non-uniform coverage and aggregation of non-comparable sources. The State, in fact, does not have a proper statistical system on tourism. A snap short survey conducted by the consultants revealed that about 58.2 % of the foreign tourist visits were for holiday/sight-seeing, 21.9 % for health/yoga and about 19.4 % for pilgrimage/religious functions. About 59 % of the holiday tourists were attracted by scenic beauty, 51.3 % by trekking facilities and 52.1 % by spiritual centres. The major source markets of Uttarakhand are the United States of America, Israel, Australia, Italy, Germany and Nepal. The most popular destinations for foreign tourists to Uttarakhand were Rishikesh, Haridwar,

Gangotri, Uttarkashi, Kedarnath, Badrinath, Auli, Nainital and Gaumukh. For domestic tourists, the main purpose of 44.2 % of the tourist visits was pilgrimage/religious while that of 43.6 % was holiday/sight-seeing.

Uttaranchal is selected as the first tourism destination in India by Government of India (Nainitaltourism.com/Uttaranchal_Uttaranchal).

The state was awarded the prestigious National Tourism Award by the Government of India in 2003 in the category of "Best practices by the state government". (PHD Research Bureau, June 2011).

TOURIST STATISTICS

<i>S.</i>	<i>I</i>	<i>Year/ Period</i>	<i>Number</i>
1.	In Tourist Places (including	2 0	2,26,00,000
	(i) Indian Tourist	2	2,21,00,000
	(ii) Foreign Tourist	2	1,06,000
2.	In Important National Parks	2	1,99,043
	(i) Indian Tourist	2	18,3481
	(ii) Foreign Tourist	2	15,562

Source: <http://www.euttaranchal.com/uttaranchal/tourism.php>

Reference Period: April 2005–March 2006**Table: Month wise number of visitors in Uttaranchal**

Month	Domestic	Foreign	Day	Total
April	712088	7160	165911	885159
May	880148	5861	182432	1068441
June	1057988	19293	407481	1484762
July	783599	18043	211190	1012832
August	744845	7039	239191	991075
September	765926	10107	172128	948161
October	820110	10477	144142	974729
November	770733	7960	174538	953231
December	750305	7572	136628	894505
January	610809	4832	202647	818288
February	612597	5955	152516	771068
March	621231	4785	191190	817206
Total	9130379	109084	2379994	11619457

Trends in tourism Accommodation Units

In totality 1768 hotels having 31065 Rooms and 67973 Beds were available in the State

Table: Centre wise spread of Accommodation Units

Locations	Total Hotels	Total Rooms	Total Beds
Dehradun	131	2309	4574
Haridwar	828	17546	36252
Rishikesh	64	1310	2619
Mussourie	204	2387	5700
Badrinath	31	439	1575
Gangotri	61	478	1539
Yamunotri	77	542	1798
Nainital	135	3076	6488
Joshi Math	47	447	1348

Kothdwar	13	122	278
Corbett National Park	5	100	200
Pithoragarh	12	245	433
Almora	37	458	1010
Ranikhet	14	190	397
Pauri	18	154	369
Bageshwar	4	73	135
Kausani	13	158	322
Uttarkashi	74	1031	2936
Total	1768	31065	67973

Source (ACNielsen ORG-MARG Executive Summary—Collection of Tourism Statistics for the State of Uttaranchal E5)

1.3 STATUS OF HOSPITALTY EDUCATION IN INDIA

Hospitality management education offers noticeably skillful and practiced human resources due to which it is distinguished worldwide. Tourism higher education (THE) has been singled out by the World Tourism Organization (WTO) as holding a potential to achieve customer satisfaction and also improve the competitiveness of tourism businesses and regions if specific education and training are guaranteed (WTO, 1997).

Hospitality and tourism are ever-expanding fields with educational requirements that can range from simple on-the-job experience to master's level education. These fields not only specialize in creating a memorable experience for guests, but anticipating needs through preparation and careful planning. As fields become more competitive, businesses have shown an increasing preference for candidates with four-year degrees that display the latest knowledge of the hospitality or tourism industry to potentially give the business a much-needed edge over the competition.

Since the focus of hotel management is primarily on catering to the needs of guests the term 'hospitality industry' has now become popular (Warrier, 2008). The hospitality industry is defined as the activity of providing lodging, fooding, beverage and recreational services, which not only include hotels but motels, restaurants, clubs, casinos, theme parks, rest houses, guest houses, hostels, hospitals, industrial canteens, ships and airlines, (Dutta, 2008). The industry is growing rapidly, thanks to the unprecedented advances in tourism and international business, and consequent travel which have enhanced the demands of hotels managed by competent professionals (Warrier, 2008). If we analyze the growth of professional higher education institutions in India, the institutions providing Hotel Management course have been increased from 41 in 1999/2000 to 70 in 2005/06, witnessing a growth of 70%.

National Council for Hotel management and Catering technology (NCHMCT) is one of the largest network of 51 hotel management institutes in the world that have been established with great academic tradition enriched by their faculty, administrators and of course, the students.. The NCHMCT has a partnership with the Indira Gandhi National Open University for award of degree. Following are the courses offered by NCHMCT.

Table : Courses offered by NCHMCT

Course	Duration	
1.	M.Sc. Hospitality Administration	2 Years
2.	Post Graduate Diploma in Accommodation Operation and Management	1½ Years
4.	Craftsmanship Course in Food Production	1½ Years
5.	Craftsmanship Course in Food and Beverage Service	24 weeks
6.	Certificate Course in Hotel and Catering Management	6 Months
7.	Diploma in Food Production	1½ Years
8.	Diploma in Food and Beverage Service	1½ Years
9.	Diploma in Front Office	1½ Years
10.	Diploma in House Keeping	1½ Years
11.	Diploma in Bakery and Confectionery	1½ Years

These programmes are in turn affiliated through the state Universities in the respective States.

Table : Number of AICTE approved hotel management institutes in India

S. No.	Region	No. of Hotel Management Institutes
1	Central region	9
2	Western	22
3	Southern	9
4	Northern	27
5	South central	2
6	South western	24
7	North western	27
8	Eastern	14
	Total	134

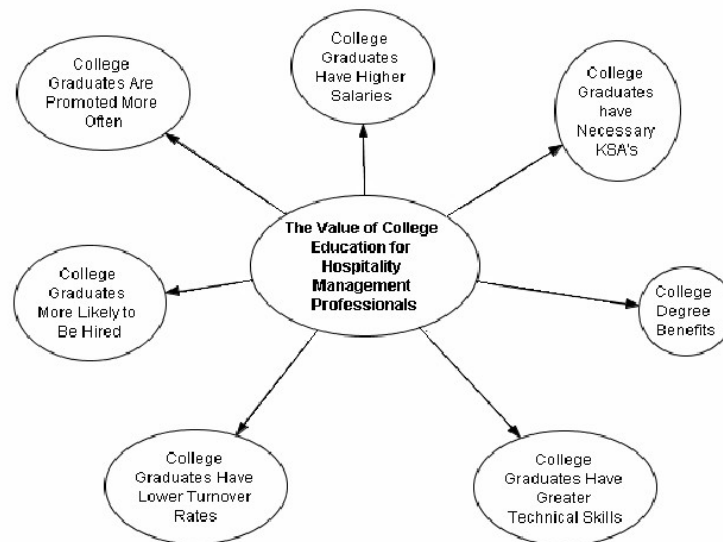
(Source – <http://www.aicte-india.org/downloads/mis/HMCT.htm>)

Table : Number of AICTE approved hotel management seats in India

Program	Level of Course	Intake Approved for 2011-2012	Seats 2010- 2011	Seats in 2009- 2010
HOTEL MANAGEMENT AND CATERING	Diploma	2985	3095	2745
	Post Graduate	156	36	60
	Under Graduate	6575	7050	6160
Total seats		9716	10181	8965

(Source: <http://www.aicte-india.org/statistics.htm>)

As per the Press Information Bureau (December 2012), Minister of Tourism states that acknowledging the importance of possessing a Degree by its hospitality students, the National Council for Hotel Management and Catering Technology– NCHMCT has renewed its pledge by extending its MoU with Indira Gandhi National Open University – IGNOU for its 3-year B.Sc. and 2-year M.Sc. Programs for a period of five years. The fresh renewal of MoU will provide greater recognition to the hospitality programme in the country, which is witnessing major tourism growth and consequently requires large number of trained personnel.



Source: *Theoretical Model of Value of College Education to Hospitality Industry Leaders*
(SUZZETTE SHAW GOLDMON-2011)

Table: Programmes available in hospitality training in Uttarakhand

S. No.	Programmes Nomenclature	Duration	Approved/Regulated	Affiliated By	Centers
1	Master of Hotel Management (MHM)	2 Years	UGC/DEC	Uttarakhand Open University	Various study centers
2	Master of Hotel Management (MHM)	2 Years	AICTE	Uttarakhand Technical University	At various affiliate Institutes
3	Bachelor of Hotel Management and Catering Technology (BHMCT)	4 Years	AICTE	Uttarakhand Technical University	At various affiliate Institutes
4	Bachelor of Hotel Management and Catering Technology (BHMCT)	4 Years	AICTE	HNB Garhwal University	At University campus
5	B.Sc in Hospitality and Hotel Administration (B Sc –HHA)	3 Years	NCHMCT	Indira Gandhi National Open University	IHM-Tapkeshwar
6	BBA in Hore lManagement (BBA-HM)	3 Years	UGC	HNB Garhwal University	12 Private Institutes
7	3 Years Diploma in Hotel Management (DHMCT)	3 Years	AICTE	State Technical Board, Roorkee.	3 private Institutes
8	Bachelor of HotelManagement (BHM)	3 Years	UGC/DEC	Uttarakhand Open University	Various study centers

1.4 STATUS OF HOSPITALTY EDUCATION IN UTTARAKHAND

Hospitality management education in Uttarakhand began in the late 1984, by setting up of Government Institute of Hotel Management and Catering Technology under the aegis of State tourism department offering three year diploma in hotel management. The first private owned hotel management institute approved by AICTE and affiliated to HNB Garhwal University started in year 2009, offering 4 year- Bachelor in Hotel Management and Catering Technology (BHMCT). From year 2000 to 2010 there has been spurt of various hotel management training institutes and various hotel management programmes ranging from 3 year Diploma in Hotel management, 3 year degree in hotel management (with various nomenclatures) to various one year hotel management programmes.

Uttarakhand being one of the tourism economy based state has enormous need for skilled manpower. Hotel management graduates have the wide application in the diverse fields of tourism. In fact the tourism state policy of Uttarakhand focuses on the manpower development through training.

Table List of Institutes offering degree Course in Hotel Management

S.No.	Name of the Institution	Place	No. of the Seats	Affiliating University
1	Amrapali Institute of Hotel Management	Haldwani	60 seats (BHMCT)	UTU
2	Govt. Institute of Hotel Management	Dehradun	60 (BHMCT)	UTU
3	Govt. Institute of Hotel Management	Almora	60 (BHMCT)	UTU
4	Kukreja Institute of Hotel Management	Dehradun	90 (BHMCT)	UTU
5	Ram Institute of Hotel Management	Dehradun	90 (BHMCT)	UTU
6	Hermes College of Hotel Management	Roorkee	120 (BHM)	UTU
7	Maya Institute of Hotel Management	Dehradun	60 (BHM)	UTU
8	Graphic Era University, Dehradun	Dehradun	60 (BSC HM)	GEU
9	Renaissance College of Hotel Management	Ramnagar	60 (BHM)	KU
10	Institute of Hotel Management and Catering Technology	Dehradun	120 (Bsc HM)	IGNOU
11	Amrapali Institute of Hotel Management	Haldawani	90 (BHM)	KU
12	Kukreja Institute of Hotel Management	Dehradun	120 (BHM)	UTU
13	Ram Institute of Hotel Management	Dehradun	60 (BHM)	UTU
14	Kukreja Institute of Hotel Management	Dehradun	120 BBA (HM)	HNBGU

15	Baba Farid Institute of Technology	Dehradun	40 BBA (HM)	HNBGU
16	Doon PG College of Agriculture Science	Dehradun	40 BBA (HM)	HNBGU
17	Alpine Institute of Management Studies	Dehradun	40 BBA (HM)	HNBGU
18	Institute of Media Management	Dehradun	30 BBA (HM)	HNBGU
19	Institute of Education Leadership	Dehradun	30 BBA (HM)	HNBGU
20	Culinary Institute of Hotel Management	Dehradun	30 BBA (HM)	HNBGU
21	DASS Institute of Management	Dehradun	30 BBA (HM)	HNBGU
22	HIT	Dehradun	60 BBA (HM)	HNBGU
23	Sheetal College of BioMedical Sciences	Rishikesh	60 BBA (HM)	HNBGU
24	Baburam Degree college	Roorkee	60 BBA (HM)	HNBGU
25	IHMS	Kotdwar	60 BBA (HM)	HNBGU

Historically, Uttarakhand is believed to be the land where Vedas and the Shashtras were composed and the great epic Mahabharata was written. Rishikesh is widely considered as the Yoga capital of the world. (Nainitaltourism.com/Uttaranchal_Uttaranchal)

REVIEW LITERATURE

Tourism has been described as the world's largest industry (Goeldner and Richie, 2003). The responsibility of developing tourism and hospitality management human resources lies within the hospitality organizations and within the education system of the country (Christou, 1999). Narendra Sharma (August, 2011) in his article mentions that a survey states that Uttarakhand is presently catching the attention of 4.1 per cent of domestic tourists due to its grandeur environment. Abdul Naik, Subita Sharma, Rajni Sharma (July, 2012) interrogated approximately 1000 tourists during their study and observed that 90 per cent tourists ranked Uttarakhand as a paramount on comparison with other places to visit whereas only 10 per cent considered Uttarakhand as an average tourist destination. Tourism is considered as one of the mean sector for revenue generation of the state, thereby leading to financial growth and development.

As per Pavesic (1991), hospitality education has revolutionized and made momentous transformation in curriculum so that the industry's alleged needs are achieved. The number of institutes have been steadily increasing focusing more on the professional, learned and experienced faculty as well as on the industry – institutes interaction among themselves. According to Umbreit (1993), the tourism and hospitality education aspires to reach and fulfill the requirements of the erratic and changeable globe. The accountability of emerging tourism and hospitality management depends on the hospitality institutions and the academic structure being followed by the state or country (Christou, 1999). Baum and Nickson (1998: 79) recommended that a well built educational foundation should be developed in the hospitality – tourism curriculum for the students generally those areas with which students usually deal.

Nationwide, most medium to large college placement offices host an average of 348 companies annually, and 56 per cent of graduating seniors register with college/university placement officers (Fiertag, 1998). Professional as well as academic qualifications have become progressively more important in the hospitality industry and at the same time operational experience is viewed as less important than specific or generic business management skills for hospitality graduates (Farkas, 1993) (Fiertag, 1998).

Brenner, (1993) and Powers & Riegel, (1992) indicated that the hospitality industry had given some guidance to hospitality education. Industry did provide input that a systematic modification of existing hospitality programs was needed to strengthen the core competencies of future hospitality-management. Carey and Franklin, (1991) noted that training professionals have argued that the only way to limit attrition is through continuing in service training and education that produces well-trained, motivated and satisfied employees. This applies to both hourly and salary positions.

OBJECTIVES: Upon completion of this study, the following objectives shall be identified using the acknowledged studies:

- To investigate the impact of existing system of hospitality education on development and progression of tourism and vice versa.
- To diagnosis on the expansion scenarios of the tourism industry in the study area.
- To explore the growth trends of tourism sector in the Uttarakhand Region.
- Generate consciousness amongst the residents for tourism in particular to understand the probability for increase in employment.
- Attain a considerate and conscious state of the importance of hospitality education with respect to hospitality industry in the region.

HYPOTHESIS

Null hypothesis $\mu_0 = \mu_1$

The quality of Hospitality Education is decisively contributing in promoting tourism in Uttarakhand.

Alternative hypothesis $H_1 \mu_0 > \mu_1$

There is no impact of Hospitality Education on promoting Uttarakhand tourism.

Alternative hypothesis $H_2 \mu_0 < \mu_1$

Other reasons and factors contribute in promoting Uttarakhand tourism.

RESEARCH METHODOLOGY

In order to comprehend the procedures and guidelines within Uttarakhand, secondary data base research has been conducted through a survey of tourism and hospitality research journals, papers, newsletters, newspapers, magazines, articles and internet.

IMPLICATIONS

The study shall notify how hospitality education can help in breeding tourism thereby leading to employment for the local inhabitants.

CONCLUSION

The rationale behind the study was to: (1) establish the degree to which the general benefits of a college education convey and contribute to the success of hospitality incumbents resulting in flourishing tourism; (2) to ascertain the perceived value of hospitality education in the hospitality industry from the perspective of increasing tourism; and (3) assess whether skilled education helping the state in promoting tourism.

According to the data collected and reviewing the previous research this study explored the perception and most current relationships between the hospitality educators, hospitality industry and flourishing tourism. The review of literature suggests that soliciting feedback from hospitality industry leaders and hospitality educators determine the perceived value of a college education for a successful career in the hospitality industry complimenting the tourism growth and tourist satisfaction.

As it is seen from the above statistics and findings a progressive growth is observed in both academic as well as in the tourism of Uttarakhand. Adding from the Empirical study it is found that hospitality scholars are joining the native Hotels and resorts establishments and many more showing interest which is resulting in giving suitable service satisfaction to the tourists.

Tourism is increasing in Uttarakhand at a very steady pace and it can be said that there is a sure effect of technical exposure received from the hospitality study to the service providers which is satisfying the perceived service level of the tourists and compelling them to give more visits again and again.

Only concern is that in today's scenario when the passed out incumbents have enough of options and opportunities in the state still preferring to go out of Uttarakhand to work. This can be sort out if little effort can be done in improving the H.R policies of the establishments.

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