

EKPTTC AN APPROACH TOWARDS BETTER HOTEL MANAGEMENT EDUCATION AND ITS IMPLEMENTATION:

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ABSTRACT

This paper outlines the merits of taking a holistic view of EKPTTC (Enhancing Knowledge through Practical Training and Technical Communication) style of different kind teaching which will enhance practical as well as theoretical knowledge of the students, with the help of personal interviews from different stakeholders

This paper analyse the issue of teaching of ethics in hotel management education with specific reference to an argument on educational involvement in India and the United Kingdom. It describes, among others, the style of teaching at Queen Margaret University of Scotland to teach ethics to Hotel management students as well as the effort made by the Amrapali Institute of Hotel Management, Haldwani. The study also highlights the importance of the practical training for better career growth of the aspirants in the field of hospitality. It is debated that all these pedagogic initiatives can help us to be more reflective about the dilemma of ethics in our practice of management. Careful choice of right kind of curriculum can make a significant difference to students in enhancing their skills.

Key Words: Enhancing Knowledge through Practical Training and Technical Communication (EKPTTC) curriculum design, Educational Barriers, Industry's expert's comments.

INTRODUCTION

Understanding the present status of hospitality

By 2020 The travel and tourism industry will be an industry worth US\$ 431.7 billion (Source MOT) which will be nearly double the size of Information Technology industry with an

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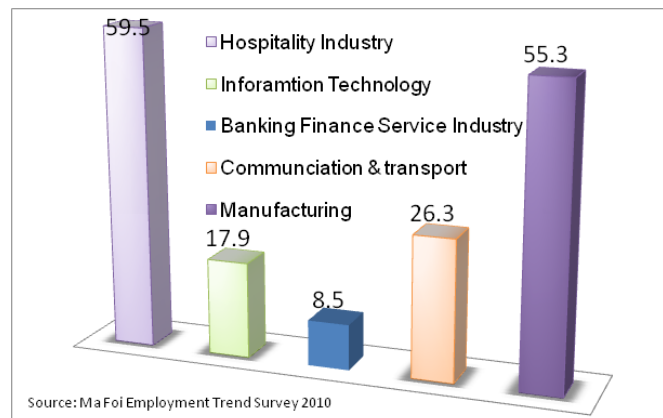
earning of US\$225 billion (source NASSCOM). Still, we do not give it the importance that we do to I.T. India shares only 1.25% of the total world tourism market in revenue and 0.58% in FTA; therefore there is enormous opportunity and scope to expand it to ten times the present scenario.

Tourism is the largest service industry in India and contributes 6.23% in the National GDP and 8.78% of the total employment in India. One tourist results in the employment of nearly 2 to 4 jobs. Every Rs.1 million invested creates:

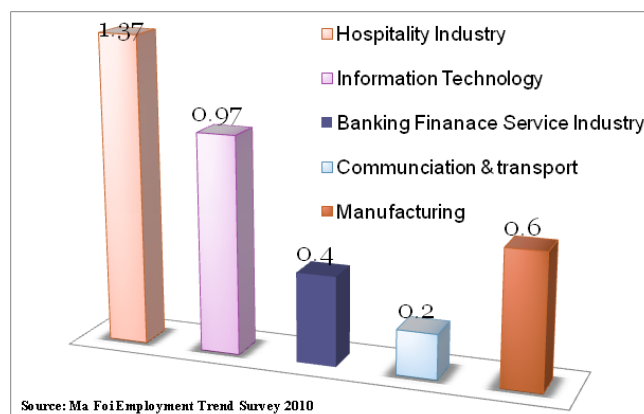
- Tourism (directly) 47.5 Jobs
- Tourism (indirectly) 89 Jobs (sub-sector of hotels and restaurants, transportation etc.)

Source: Annual Report 2009-2010, Ministry of Tourism, Government of India

Total Employee base in India (in lakhs):



New Jobs available (in lakhs)



Requirement of manpower in Hospitality Industry

It is rightly said the success of any industry depends to a great extent on the quality of manpower it is operating with. Hotel industry is labour intensive industry, which provides employment to skilled, semi-skilled and unskilled workers directly and indirectly.

Most of the skill required for hotel industry is highly personalized, and no amount of automation can substitute the style of personalised service provided to the guests. The development of Manpower in the hotel industry normally includes manpower training in two main areas: (1) hospitality and (2) catering sector.

Pre-requisite for career in Hotel Industry

With the growing demand for well-trained professionals in Indian hotel industry, it has become mandatory to receive formal training in the hotel industry. The eligibility criteria for hotel industry courses at the undergraduate level are 10+2. For courses at postgraduate level; the eligibility is graduation in any discipline with 50% for general category and 45% for SC/ST students. Duration of these courses may vary from 1 year to 3 year depending on the course.

The various courses of hotel industry would help in making students more confident. It gives a lot of essential information i.e. food and beverage operations, Accommodation operations, food costing, personality development, basic etiquettes etc. Apart from the professional degree, the hotel industry places great emphasis on excellent communication skills, good presentation skills, good listening skills, technical skills etc.

Role of Hospitality Education:

- The educational system supporting the Hospitality Industry by creating entry level managers and supervisors.
- Hospitality managers today need to work harder in handling new areas of specialization and processing information at a more sophisticated level than did their predecessors.
- The industry's organizational structures has changed drastically, demands more competencies for management.
- Employees need to work harder with less support and to accomplish more without sacrificing quality.

Status of Hospitality education in India:

- About 180* approved Institutions granting certificate or diploma or degree courses in hotel management.
- 52 Institutes of Hotel Management and Catering Technology (NCHMCT) and 15 Food Craft Institutes (FCI).

- About 80% Institutes of hotel management are in the private sector.
- Most of them have the 3-year diploma/degree. Many colleges grant a 4-year bachelor degree, some also award a 3-year degree.
- Around 10, 000 students pass annually.
- Cumulative data from different sources – AICTE, NCHMCT and other universities website.

It is quite known that many services in hotel and catering sector are now highly personalized. Customer satisfaction is the prerequisite foremost key area for a smooth and successful operation in the hotel industry, requiring professionally trained and highly skilled personnel. A comparative study is done between Universities of Developed countries and Indian Hotel Management Institutes to understand the issues.

In Indian Hotel Management Institutes (As per AICTE approved curriculum) more focus is on the lecture delivery (Theory part) where students come to the institute for six days and study in class room for 8 hours daily (48 hours in a week). Whereas the students of Queen Margerate University of Scotland or Cornell University or Ecole Hoetliere Lausanne, attend lesser number of classes in college in comparison to the Indian Hospitality education and rest of the days they are in the industry to enhance their practical skills within the different areas of Hotel industry. While in industry, they also do their research work where the problems become the query for them, to clear either from the industry experts, as they see them handling, on the spot itself, or by clearing it from their faculty members for better solution.

After analysing the data it is observed that being more in the industry the students of Queen Margerate University of Scotland, Cornell University and Ecole Hoetliere Lausanne are updated with smallest updates of the industry on regular basis and they are very confident to attend their first interview for the final placement where as the finding says that the students of Indian Hotel Management Institutes, are less confident in their final placement interview in the industry because they do not remain in the industry on regular basis as compared to the students of Queen Margerate University of Scotland, Cornell University and Ecole Hoteliere Lausanne. The finding also indicates that the students of European or American Universities are more confident to adopt their first job in the industry and become familiar very fast. Whereas the students of Indian Hotel Management Institutes are less confident to adopt their first job in the industry and become familiar little later in the comparison.

What Stake Holders assert:

In a recent survey conducted by FHRAI, the issues found were:

- HM aspirants are not up to the required standards.
- Spoken English is a big issue.

- Most students and parents are not aware of job requirements, job nature and the career graph.
- Poor quality Industrial Exposure Training by hotels.
- Hotels treat the students as cheap labour.
- Low Salary structure for fresher.
- Lack of good faculty.

What Industry people assert in India

- Students passing out are not up to the required standards and are generally unemployable.
- There is big mismatch between what students are taught at college level and what is required at the hotel.
- Spoken English and Attitude are big issues.
- Most students have high expectations.
- Less than 2% of the students get recruited on managerial positions.
- Lack of standards in the curriculum as well as the format of the education process.

The Curriculum

It is been observed and pointed that all hotel management colleges in India have a rigorous curriculum to follow with a huge syllabi which covers everything from operation, supervision, planning and management aspects of hotel operations in different years. It is already been discussed that less than 2 % students get the Management Trainee position and they get trained by their respective hotels for the management skills. If the majority is joining on operational level, then what is the point of teaching things which will not be practised by them for years to come? As a result the aspirant cannot focus more on the operation part, which is his actual requirement to get a job and are not found job fit or employable at the time of interviews. The curriculums which are practised today for under graduate or post graduate level have no difference rather in most cases the curriculum of post graduate programme is inferior to its predecessor. The curriculum which are practised are not been updated for a very long time, where as the industry is updating itself on a very fast pace.

Industrial Exposure Training

The Industrial Training of the students is for a period of five to six months. In this period students are exposed to the industry operations to get trained for the skills. They also get to observe changes during the off-season in the hotel industry. Mostly the training is arranged in different 5-Star hotels. These hotels have to go by the training schedules that are set for students. But the serious students are not contented with five or six months programme and have the zeal to go for another six month specialised training programme in the final semester, which could

also be followed by the offering/accepting the job in the same organisation, if the students are really performing well.

EKPTTC (Enhancing Knowledge through Practical Training and Technical Communication)

Innovative approaches and new strategies using EKPTTC to deliver education and training are urgently needed so that the students who are trained with **EKPTTC Curriculum** may be called professional “**hotelier**” rather than just “**aspiring hoteliers**”. Presently the emphasis in teaching is – on learning content, teaching material and resources but there is an urgent need to focus on more of practical training to develop better skills for the next generation of hotel management graduates. The demand of the industry is to get the trained graduates with at least minimum skills to start with, so that the time and wastage may be saved.

Industry's Views

The students gaining knowledge while performing on practical training or using **EKPTTC curriculum** will be much more skilled and knowledgeable than the students learning through the traditional style where the emphasis is just on teaching with the available resources.

There is a need for an education strategy to prepare students to use **EKPTTC curriculum** and become a strong acceptance for the industry. There is a shortage of real Professional Hotelier which is hindering the productivity and best result in performance. There is an urgent need for **EKPTTC Curriculum** to be followed for the up gradation of the Hotel management graduates.

The Common expert's views: Chef Ravi Saxena – Corporate chef – Hotel Claridges, New Delhi, Chef Ramit – Executive Chef – Hotel Crown Plaza - Okhla, New Delhi, Chef Rakesh Kaul – Executive Chef Hotel Claridges – Faridabad, Mr. Sanjeev Tiwari – General manager – Country Inn and Suites – Gurgaon, Mr. Devesh Rawat – F&B Manager, The Leela Bengaluru, Mr. Aditya Sharma – F&B Director Radisson Blue Hyderabad, Mr. Chhavi Katara – H R Manager, The Lalit Jaipur, have expressed their views about students following the **EKPTTC Curriculum** will definitely be benefited more in comparison to the students following the traditional method. They added that when students are there in the industry for a prolonged IET, they blend themselves with the culture of professional world in the hotel and learn to follow the basic requirements of the industry. With the fear of losing the training, further followed by job, make them remain away from misconduct. Due to friendly atmosphere in the hotel they develop the interest to learn quite more and most of the things they learn just because these things keep on coming on their way in a daily routine. By the time they are actually suppose to join the industry after writing the final year exams; they actually becomes potential product for the hotel industry. They say that the student's recruitment programme should be based on industry's need rather than institute's need. This way the industry recruit and select the students as per their need and take challenge to train them in an appropriate manner. When it comes to the need of the industry, they select more number of students rather than the selecting

only handful. They added that this kind of activity may be done with the final year students and the curriculum should be design in such a manner that it is mainly on self-learning basis. The students may be provided with the quality questionnaire (By the faculty members) which may be completed by the real efforts of the students while they are actually performing that job.

Comparative views report of different stakeholders (188) who believe in following the EKPTTC programme for better skill set.

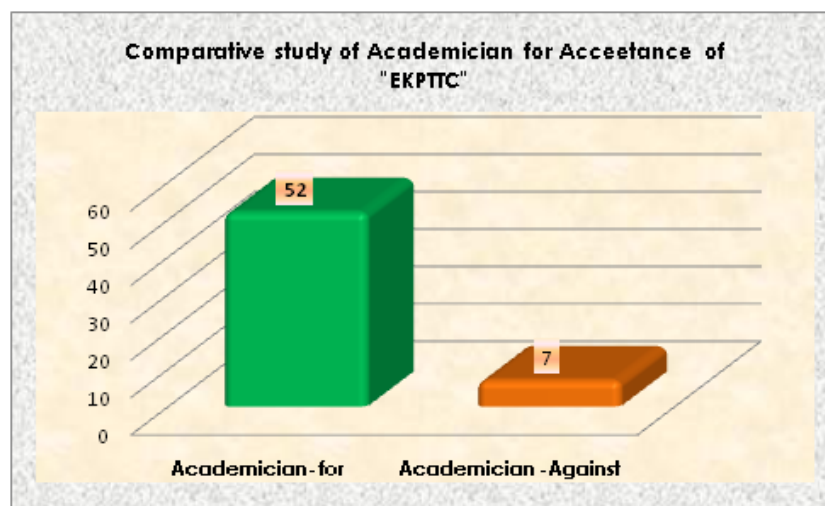


Figure 1.1 Comparative study of Academician for Acceptance of "EKPTTC"

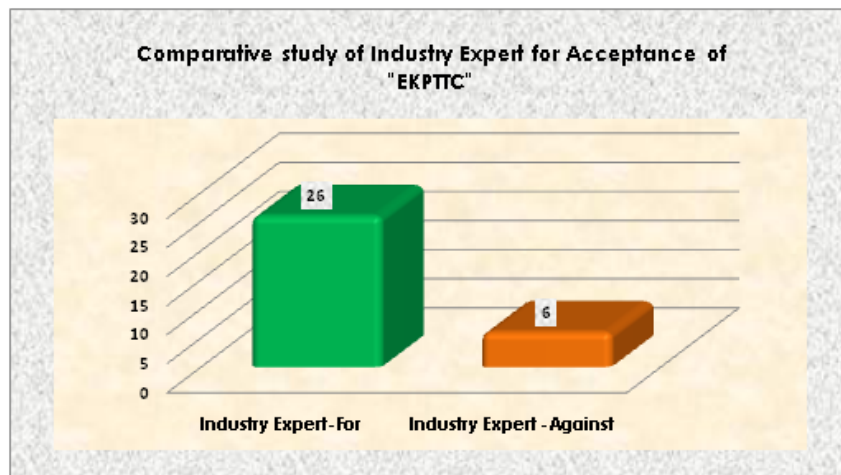


Figure 1.2 Comparative study of Industry Experts for Acceptance of "EKPTTC"

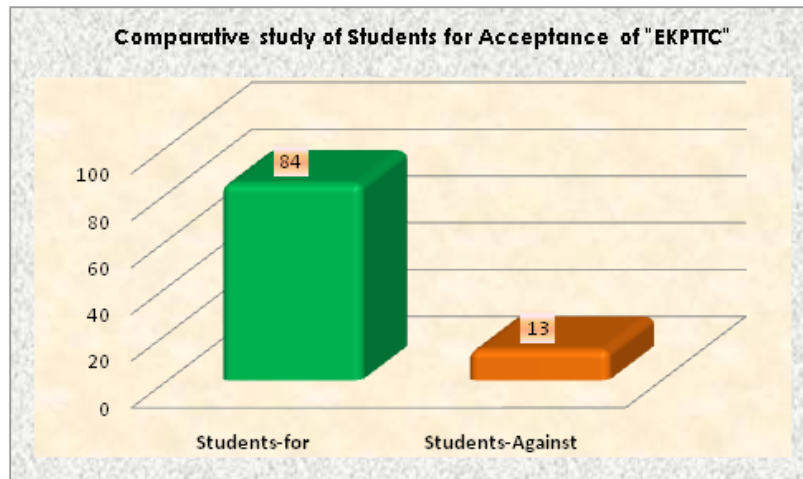


Figure 1.3 Comparative study of Students for Acceptance of "EKPTTC"

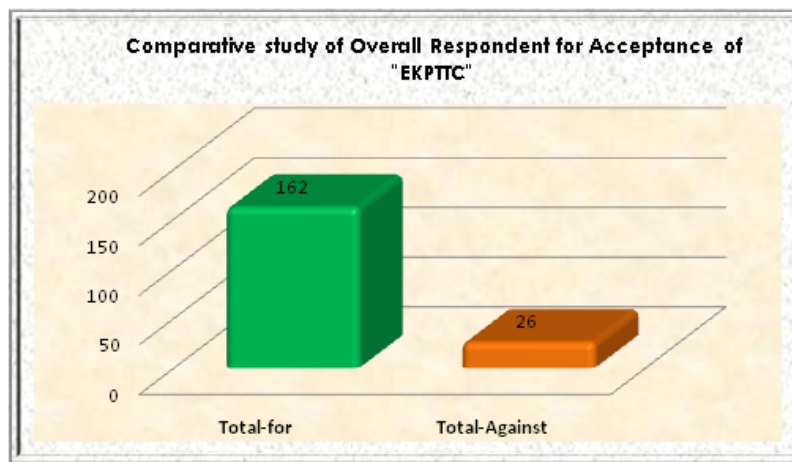


Figure 1.4 Cumulative Comparative study of all for Acceptance of "EKPTTC"

EKPTTC?

There is no definitive agreement on what EKPTTC is and how it is going to be described. EKPTTC can cover a range of activities of supporting learning, a combination of practical training and enhancing the knowledge and skills. The student is learning not by force but by his own interest, which is the most important key.

The Illustrated table may assure the difference between the EKPTTC and A traditional type of teaching/Learning.

Tabulate Difference of EKPTTC and Traditional teaching/learning programme.

EKPTTC	Along with the required theoretical knowledge the students also learn more of practical knowledge and built good amount of self confidence.	The responsibility helps the student to show their calibre and appreciation prepares him to develop further.	The student is prepared to take the departmental responsibility before he is actually supposed to get in to the industry.
Traditional teaching/ learning programme	As teaching is mainly theoretical and from books, it becomes dull.	The ownership factor is always missing and the student is always on to preparing the theoretical knowledge.	He is already late by 8 to 10 months which keeps him behind throughout, other than the exception.

Class Room versus EKPTTC

	Traditional classroom teaching	EKPTTC
Advanta	• Immediate Feedback. • Being familiar to both instructor and the students. • Motivating student's cultivation of a social community.	• Act of responding the situation. • Being familiar to the terminology and the system of the hotel operations. • As an employee the student get motivated when perform excellent job and get better chances to get promoted even.
Disadvantage	• Instructor cantered. • Sitting and listening becomes dull, if the teacher is not making the class interesting. • Student's excitement of going to industry becomes a barrier to concentrate and be regular in the class.	• Some time too much of work make you feel exhausted. • Students loose the college life.

The hotel Industry is suffering with the availability of low cadre manpower. The Actual educated skilled manpower is really difficult to see in the hotel industry. Availability of right kind of manpower at right time is the biggest limitation for the Indian hotel industry. Most of the Hotels need to recruit in the month of August, September—so that they may have enough trained staff at the peak time of the operations in the month of September to March.

If Institute does not allow students to join the hotel prior to finish their exam it might become a huge problem for the student and for industry as well. The industry does not wait and recruit the staff from some other resources and fill the vacancies. Now when the students actually finish writing the exam in the month of April or May and look for the job in the market, they do not get anything as the vacancies are full.

RECOMMENDATIONS

1. Tie-ups with Industry for required curriculum

It is the duty of the academicians along with the industry experts to come together on the same platform to decide the practical, substantial and useful curriculum for the hotel management graduates to fill the skilled manpower requirement gap.

2. Continuous Training at various intervals:

There is a need of continuous training to at various intervals for every hotel management graduate, to be a potential employee for an organization. The students get enormous confidence and perform as per the expectation of the industry experts.

3. Identifying the current trends

Credit for the change in hospitality education today, goes to the industry. Hospitality operators have realised that to stay on top, they have to stay ahead of the game. This means identifying emerging trends faster than the competitor, developing new methodology and practices to deliver enhanced quality services to their customers.

4. Importance of Interaction with the Industry

Colleges have realised the importance of better interaction with industry. During recruitment, companies have been known to influence change in curriculum. By keeping the views of the Industrialist the academicians will be able to communicate with the Educational governing body, about bringing significant change in hospitality education for better future prospectus of the students as well as the industry.

5. Adopting the latest Technology and Trends as per the Industrial Requirement

Industry helping Technology based education, through their software and procedures should be adopted by the academic Institutes.

6. Less Emphasis on Classroom teaching

Industry helps to educate and train the students through IET, can be further developed on more regress training on day to day basis, where there will be less emphasis on classroom teaching.

7. Preparing different curriculums for Under graduate and post graduate level

The Under graduate programme should focus more on the operational level and the students should be trained to handle the day to day operation of hotel Industry for which they should be made equipped with the required skill. All the management aspects should left for the post graduate programme, in which students can be trained to handle the management functions.

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