

A Critical Study on Market Demand of Culinary Professionals with Reference to Training Facilitation in National Level Hospitality Schools in Madhya Pradesh

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Abstract

Indian hospitality industry has expanded rapidly over the past decade and are well poised to keep up a faster pace in the coming years braced by the government support, increasing level of income and diverse national and international sports events. 'Incredible India' campaign launched by the Indian government in year 2002 has also resulted in good success. Demand for the skilled professionals is increasing day by day and with new technology and trends it has become very challenging for hospitality schools to fulfil the demand. The training being provided does not seem much useful for the hotels, because the training being provided to the culinary professionals is not updated according to demand. Curriculum which is in force need to be updated time to time.

In this study, two different mutually related areas will be considered, hospitality schools and hospitality industry, to critically examine the demand and supply of culinary professionals in Madhya Pradesh region.

Keywords: Hospitality Schools, Culinary Professionals, Demand, Supply, Training, Hospitality Industry

Introduction

"India has enough talent people here have the natural sense of hospitality," this statement was made by Chris Molony, former Chief Operating Officer (South West Asia) of InterContinental Hotels Group. This doesn't come as a surprise. The concept of Atithi Devo Bhava (Guest is God) is ingrained in our psyche and this attitude is reflected in Tourism and Hospitality sector's contribution to GDP

at a whopping Rs 15.24 trillion (US\$ 234.03 billion) in 2017(TOI). No wonder, job potential in this sector is equally huge. Hospitality sector in India has shown a continuous employment growth and has been projected to continue growing in coming years. The hospitality sector is vast with diverse, encompassing different types of hotels, restaurants, bars, retails, fast food, hospital catering and more. It has been distinguished in recent decades by the bloom of an increasing range of highly segmented products and services. Due to globalisation hospitality industry has become highly competitive and because of this, hospitality employers have an urge to have highly trained and skilled employees. Recognizing the basic qualities, which are expected in a hospitality graduate is proviso for the industry as well as the academic institutions, for the industry it suggests hiring the right candidate and for institutions it detects whether the training given by them is useful to fulfil the objective of supplying the needed manpower. Employers have always demanded that hospitality graduates possess appropriate competencies and management skills required to endure competition. This emphasizes the critical role of the education experience and the importance of curriculum development in shaping the industry's future leaders (Tsai, Chen & Hu, 2004).

Hospitality training and skills provided by the education institutions are unique to the sector, it is the milieu and combination of said skills that initiate distinctive attributes. Therefore, the discussions about skills issues, in the context of hospitality, is enlightened by wider, generic consideration about skills in the terms of

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changing employment, technology, trends and vocational training, within both types of economies developed and developing.

One of the major departments of hospitality industry is culinary department. Culinary in hospitality industry plays a pivotal role, sometimes it becomes the centre of attraction for the customers. Culinary is not only about the preparation of food, it has evolved as a combination of artistic and scientific job which requires lots of skills and training. Most of the revolutions, if we talk about the hospitality industry, are seen in culinary only. Veegan food practices, molecular cooking, are few of the examples. People are becoming more and more health conscious therefore culinary personnel need to be aware of the latest healthy food trends.

Culinary professionals are not only expected to innovate and create new recipes and new food trends but also to have a mastery in the heritage culinary practices. The biggest challenge for the industry, as on date, is the paucity of skilled talent. Both domestic and international hotel companies are flooding the market with new inventory, thereby creating an unprecedented demand for talent. The hotel management institutes have also become a 'happy hunting ground' for talent by non-hotel companies too. This further widens the demand-supply gap for talent in the Industry.

A Society created under MOT, Government of India, National Council for Hotel Management and Catering Technology is regulating Hospitality Education & training at the 21 Central Govt. sponsored, 19 State Govt. sponsored IHM, 13 private Institutes and 9 Food Craft Institutes that function in different parts of the country. NCHMCT focuses on streamlining and developing the hospitality skills and training to fulfil the industry demand of skilled employees, there are some well known and leading hospitality institutes which are run and managed by the hotel chains to meet their demand of desired skill, for example- The Oberoi Centre of Learning and Development (OCLD), Welcomgroup Graduate School of Hotel Administration, Institute of Hotel Management, Aurangabad, Taj etc. The Indian Culinary Institute (ICI) came into form under ministry of tourism, GOI, in Tirupati and Noida, to preserve, document, promote and disseminate Indian Cuisine.

Madhya Pradesh being the central state of India, has an easy reach to other parts of country. The state, also known as Tiger state is full of tourism places to attract International and National tourists round the year. In 2017 total 15.05 crore tourists, including 3.63 lakh foreigners, visited Madhya Pradesh (Times of India) and the state ranked third in domestic tourist inflow MoT, GOI. Movement of visitors is continuously increasing, creating demand of good accommodation facilities. Considering the scope of business, there has been steep increase in hotel and restaurant ventures in Madhya Pradesh. To cater such a huge tourist flow and maintain the hotels and restaurants, good strength of skilled hospitality personals especially culinary personals is needed. To meet the need an increase in the number of hospitality institutes is seen. It is the only state having two central IHMs one in Bhopal and another in Gwalior. Hospitality courses are being run in Government and private universities, also there are Food Craft Institutes providing training to the students who wants to make their career in hospitality sector.

However, with the increased number of hospitality institutions and education programmes, criticism of training and skill curriculum also evolved, as it is not fulfilling the actual need of industry.

New trends and technology has really created a challenge for the hospitality institutions to meet the demand of expected skilled manpower for the industry. It may be fulfilled in different ways which include, the updating curriculum time to time, more and more frequent industry visits for the students, by calling the hospitality expert for the guest lectures or by organising workshops for the new trends like vegan cuisine, molecular cooking etc.

Literature Review

The hospitality sector has a documented data of bearing a serious shortage of skilled personals with food preparation skills, vocational skills and qualifications, and evidence of 'hard-to-fill' vacancies can be seen everywhere. The hospitality industry's characteristics and organisation are of nature which demand on-going re-structure and evolutionary change. As businesses re-shape the range of services they offer (Hjalager & Baum, 1998), or respond to fashion and trend imperatives in the consumer market

place (Warhurst et al, 2000) they face major implications of such change as labour market and skills.

Originally, skills in hospitality were seen specifically in terms of their technical demand, and this created the basis of training guidelines pursued by colleges and institutions worldwide in the developing countries through funded aid programmes, for much of the 20th century. Jobs in hospitality industry, likewise, were created on the basis of an accumulation of skills needed for particular technical job (International Labour Organization, 1979). Customer expectations, the impact of technology and changes in the nature of work have made a fundamental re-evaluation of the roles technical and generic skills in the hospitality work.

Skills shortage in hospitality industry is seen increasingly in terms of generic rather than specific technical competencies. Studies of employer expectations of graduates (Tas, 1988) note demand for communications, people management and problem solving. Despite the growing number of people who want to take up cooking as a career, restaurants both in hotels and standalones continue to face a talent crunch. According to a recent study and as reported by the Economic Times, India is expected to have a talent surplus of 245 million workers by 2030.

Global operators of hospitality industry are much more interested in opening their hotels in India, hotels groups like intercontinental, Starwood and Hyatt are few of the examples. It shows that demand for the hotel personals is going to be high. Some data sources say that hospitality sector in India needs 2 lacs professional every year and only 18000 graduates are being produced annually.

As per the employer skill survey (2015), almost 1/4th of the hospitality business had vacancies out of which 22% were the chefs/culinary professionals. Employers those interviewed said that 38% of the positions were hard to fill out of which 36% o were culinary professionals. When hard-to-fill vacancies were analysed then findings were like 64% can't find the applicants having required skills out of them 45% were the culinary personals.

It is commonly seen that the number of students leave the industry in the very first year of their working as culinary personal. The reason generally given behind it is the long working hours. As in college during their studies

they did not expect those long working hours, which can have negative impact on the relationship with family and friends.

Methodology

The purpose behind this study was to find out the gap between the industry expectations from a culinary personal and the skills of a culinary student. The study considers both aspects training schools and industry. To answer our research questions descriptive research method is used. A questionnaire survey was performed to collect the data.

Survey Instrument, Sample

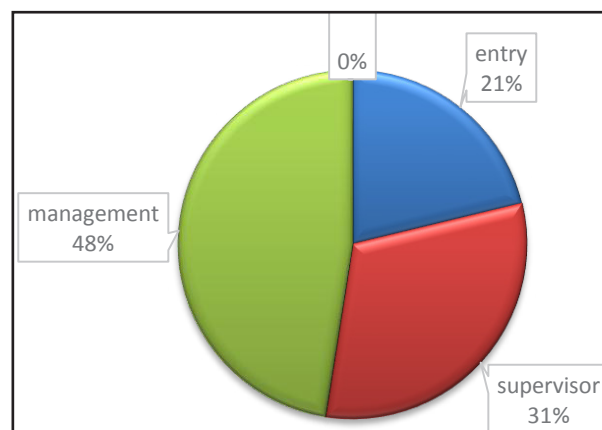
The survey was made for both hospitality industry personals and culinary students. The questionnaire survey was developed consisting of 09 questions and some basic demographic questions. For this survey the sample size was 80.

Data Collection

Various tools were used to collect the data like telephonic interview, e-mails, personal visits etc. Collecting data through the questionnaire survey was an interesting experience. The response of the people was very pleasant. Participation was voluntary and unidentified in this research. We distributed 90 questionnaires and managed to collect a total no. of 80.

Analysis & Interpretation

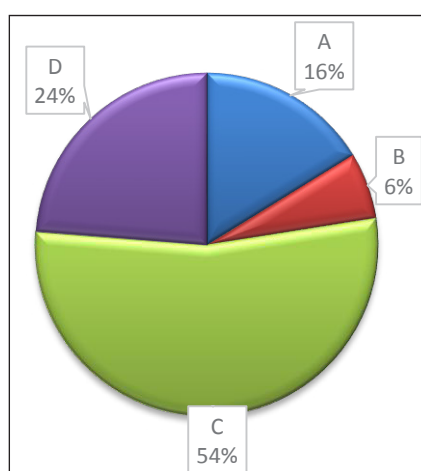
Analysis 1: Vacancies and their fulfilment;



Personnel category	Yes	Percentage
Entry level	17	21%
Supervisor level	25	31%
Management level	38	48%
Total	80	100%

Among the 80 participants, who were asked for the feedback, 48% found difficulty in filling management level, 31% in filling supervisor level and 21% in filling entry level positions.

Analysis 2: Reasons for the difficulties to fill vacancies in culinary department?

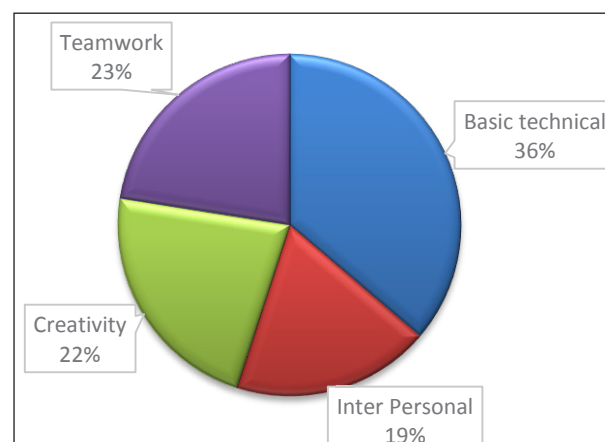


Reasons	Yes	Percentage
The training level of applicants was too low (A)	13	16%
The training level of applicants was too high (B)	05	6%
The content of the training of applicants did not match with what was demanded (C)	43	54%
The applicants did not dispose of the demanded work experience (D)	19	24%
Total	80	100%

Among the 80 participants asked for the reasons for difficulties in filling the various positions 16% of them said that training was too low, 54% said that training given to them did not match with the demand and 24% responded that applicants did not dispose of the demanded work experience however according to 6% respondents

training level of applicants was too high.

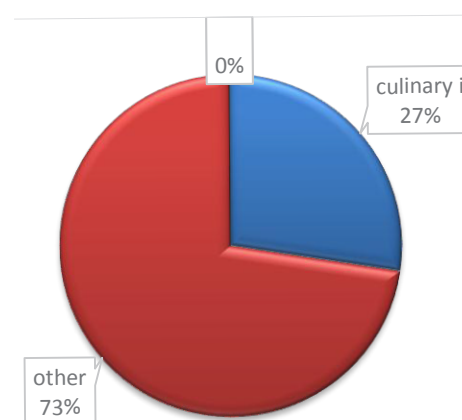
Analysis 3: Skills missed in the culinary personals:



Skills	Yes	Percentage
Basic technical skills	29	36%
Inter personal communication skills	15	19%
Creativity/Initiative	18	22%
Teamwork	18	23%
Total	80	100%

Out of the 80 respondents 36% believed that there was lack of Basic training skills, 19% believed that applicants were lacking in inter personal skills, 22% and 23% said that applicants were lacking in creativity/initiative and teamwork respectively.

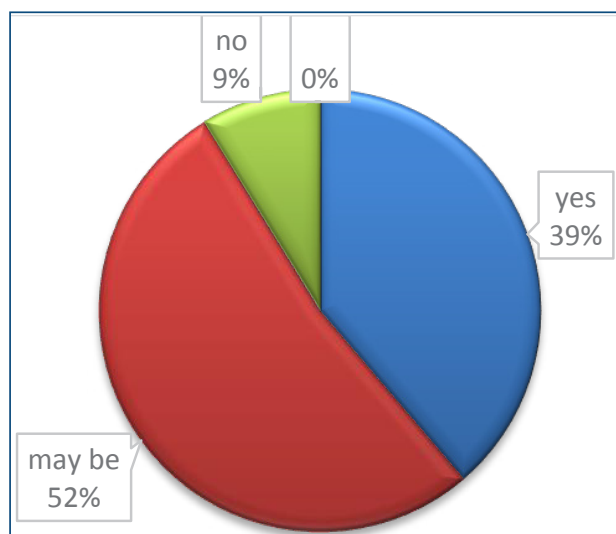
Analysis 4: Departments in a company (a) experiences the largest increase in skills requirements and (b) the largest skills shortages?



Departments	Culinary	Other	Culinary Percentage	Other Percentage
Largest increase in skills requirements	10	31	12%	34%
Largest skills shortages	12	27	15%	39%
Total	22	58	27%	73%
Grand Total	80		100%	

Based on the feedback asked to 80 participants it shows that 27% of increase in skills requirement and skills shortage is alone in culinary department if we distribute the rest 73% among other departments, we will see that the highest is in the culinary only.

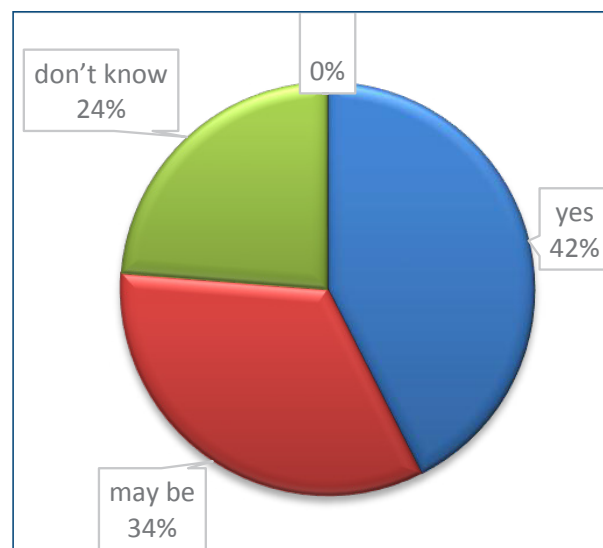
Analysis 5: Training provided by the training institutes is fulfilling the objective;



	No. of participants	Percentage
Yes	31	39%
May be	42	52%
No	7	9%
Total	80	100%

Among the 80 participants asked for the feedback that whether training institutes are fulfilling the objective? In their response 39% were said yes, 52% may be and 9% no.

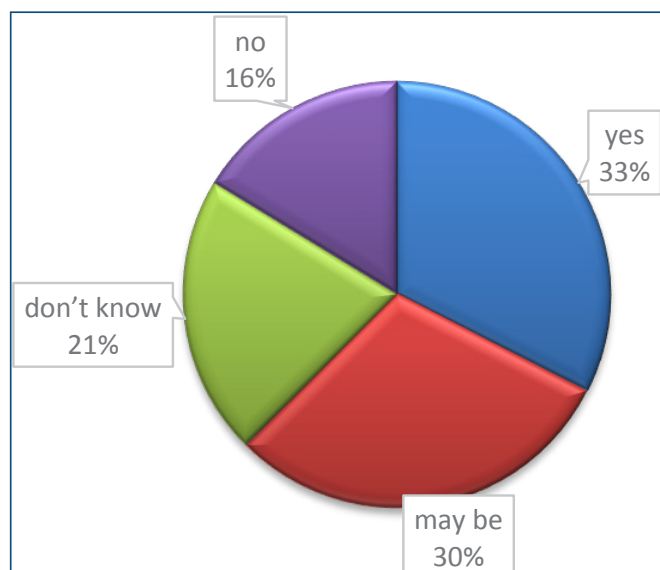
Analysis 6: An update to the curriculum is required time to time;



	No. of participants	Percentage
Yes	34	42%
May be	27	34%
Don't know	19	24%
Total	80	100%

Among the 80 participants asked for the feedback that Do you believe an update to the curriculum is required time to time? 42% responded in yes, 34% had no clear idea, said may be and 24% said they don't know.

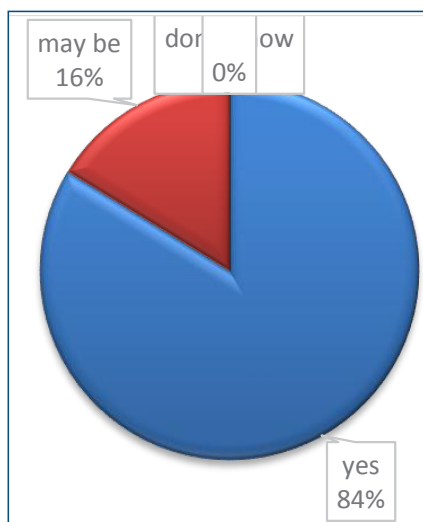
Analysis 7: High attrition and change of profession are also responsible for skill shortage;



	No. of participants	Percentage
Yes	26	33%
May be	24	30%
Don't know	17	21%
No	13	16%
Total	80	100%

Among the 80 participants asked for the feedback that Do they think high attrition and change of profession is also responsible for skill shortage? 33% responded in yes, 30% had no clear idea said may be, 21% said they don't know and 16% responded that it is not

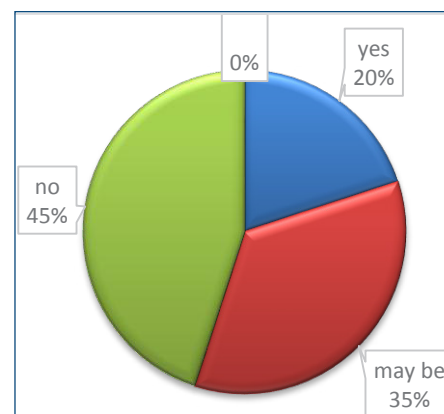
Analysis 8: More exposure of new trends and technology to be encouraged in the form of workshops, seminars and guest lectures by the industry professionals;



	No. of participants	Percentage
Yes	67	84%
May be	13	16%
No	00	00%
Total	80	100%

Among the 80 participants asked for the feedback that Do they think more exposure of new trends and technology to be encouraged in the form of workshops, seminars and guest lectures by the industry professionals? The reply of was 84% yes, 16% may be and 00% no.

Analysis 9: Training being provided by the training institutes match with the industry level;



	No. of participants	Percentage
Yes	16	20%
May be	28	35%
No	36	45%
Total	80	100%

Among the 80 participants asked for the feedback about the training being provided by the training institutes match with the industry level? The response of 20% was in yes, 35% said may be and according to 45% it does not match.

Conclusion

Based on the analysis of questionnaire responses and literature taken in consideration conclusion has a belief that the training being provided by the institutions need to be updated time to time to meet the industry demand which arise because of new trends and technology. However, there is good number of training institutions in Madhya Pradesh to produce culinary personals but after analysis a point arises that it is not meeting the required number. Many vacancies remain vacant due to high attrition rate and change of profession but it cannot be ignored that desired skills are not found in applicants. A good suggestion can also be added that more of the workshops, seminars and guest lectures from industry expert can be included to overcome this gap of demand and supply in the form of culinary professionals.

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