

A STUDY OF STATUTORY ROLE IN HOSPITALITY EDUCATION SYSTEM : GLOBAL PERSPECTIVE

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Abstract:

Education is the key to success in any discipline. If the education system is strong enough it support the entire nation to develop and show increase in economical growth. It also helps to improve the living style of the people and per capita income. It helps the people to live happy life and create knowledgeable individuals. In India there are two main apex bodies govern all the education system and to promote technical education and maintain the standard.

Hospitality education is also the integral part of the education system. There are almost 22 courses run all over India in 633 different colleges. All these colleges are approved by the education bodies like AICTE, UGC, universities, NCHMCT, IGNU AND YCOMU, and other open universities. They are having many different types of course ranging from under graduate degree courses to master degree and higher education like PhD in some cases.

Hospitality is service sector and part of tourism business.Travel & Tourism generated 10.2% of global GDP and 292 million jobs in 2016

At present, 1 in every 11 people worldwide is employed by the tourism sector. Total contribution by travel and tourism sector to India's GDP is expected to increase to Rs 32.05 trillion (US\$ 492.21 billion) in 2028. India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017. So job market for the hospitality graduates are booming . It needs to be backed up by the hospitality education system. In general terminology it is call as hotel management and catering technology and tourism management colleges which are creating the backup system for this growth.

Key Words: Statutory Bodies, Hospitality, Education System, Manpower, Research.

Introduction:

Any education system compiles good universities, infrastructure, and college and good teachers, these are few basic things. Teachers play a vital role in development of nation building. That's way it is called as noble profession. Country like India is developing nation at its pace and it required good education system to support the same.

As per world travel and tourism Council (WTTC), India is one of the favorite tourist destinations from the year 2009 and will continue to be one of the favorite till 2020. As current scenario there is lot of jobs available in the hospitality and tourism. This required good backup by the skilled manpower. And good manpower is created by the education system.

There are 22 courses which belong to hotel management to which a person is eligible to pursue after 12th, Graduation, Post Graduation. They can get admission in all the affiliated Universities spread across the states of Delhi, Maharashtra, Tamil Nadu, Andhra Pradesh, Telangana, Punjab, Madhya Pradesh, Gujarat, etc. There are 633 colleges offering hotel management that a student can take admission in throughout India. AICTE is main body which governs all affiliated colleges throughout India. All India council for technical

education (AICTE) was set up in November 1945 as a national apex advisory body to conduct a survey on the facility available for technical education and to promote development in integrated manner. After that The University Grants Commission (UGC) came into existence on 28th December, 1953 and became a statutory Organization of the Government of India by an Act of Parliament in 1956, for the coordination, determination and maintenance of standards of teaching, examination and research in university education.

National Council for Hotel Management and Catering Technology (Society) was set up in the year 1982 by Govt. of India as an autonomous body for coordinating growth and development of hospitality management education in the country. Through the Council, these institutes offer 11 (eleven) different professional programs leading to award of Certificate, Diploma, Post Graduate Diploma, Bachelor and Master Degree. Through this system only 21000 hospitality graduates pass out annually and requirement is much more. Hospitality industry contributes 8.78% of total employment in India. Planning commission of India show the second largest developing sector of Industry and also the big job provider employment to skilled and unskilled people.

Aim: Aim of the study is to bring the focus on hospitality management studies and suggestion to update the educational channels for the global market prospective.

Objectives:

1. To overview the current education system of hospitality industry.
2. Understanding of hospitality industry as job market.
3. To understand the role of governing bodies in setting up institutions.
4. Slippage of hospitality education system.

Methodology:

The study is based on the direct interview with the hospitality professionals, Students and teachers in hospitality education field also information from the major statutory body like AICTE, UGC, DTE and University and Private Colleges.

Review of literature:

Hospitality education in Maharashtra:

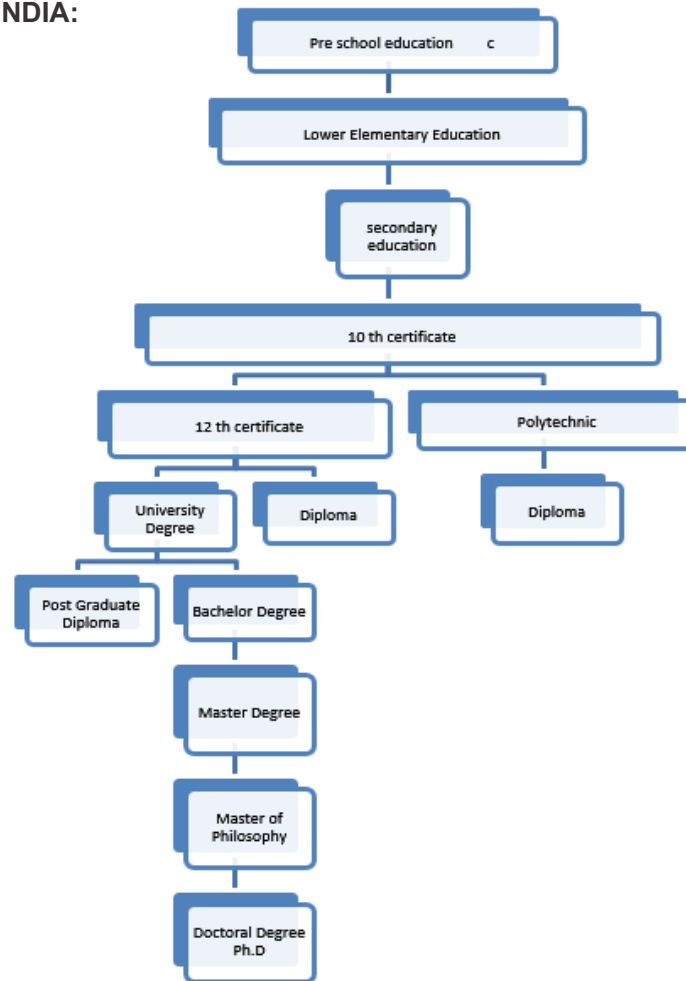
In Maharashtra there is only one institute is affiliated to NCHMCT. Other student's enroll for the MAH HMCT CET exam which is conducted by the Pune University. There are only 11 affiliated institute having only 530 seats over all. All NCHMCT affiliated colleges award the degree from the IGNOU open distance learning university of Delhi .Other colleges are affiliated to different universities in Maharashtra and comes under UGC rules. Some other colleges also come under YCMOU, open distance learning university of Maharashtra. They have various courses Bsc HSCS , Bsc HOCS , Bsc Aviation and hospitality mgt, and post graduate Msc in distance learning mode .All together this make the complex situation who wish to choose their career in hospitality and tourism industry .

Duration for some courses like BHMCT is Bachelor degree in 4 years and other colleges comes under UGC have BSc degree complete the curriculum in 3 years time at same time few government colleges award diploma in hotel management in 3 years time.DTE that is director of technical education deliver the diploma in 2 years time .More over the entire course fees are different starting from 30000/- to 1.5lakh per year. For students it is very difficult to judge what course they should opt for their better future. Looks like all the authorities run their courses as per their convenience and colleges are allowed to charge as they can get the approval from the authority. Lack of synchronization among the different statutory bodies makes it more difficult task to choose the best.

Following are the few courses available in hospitality and tourism under the various faculty of different university.



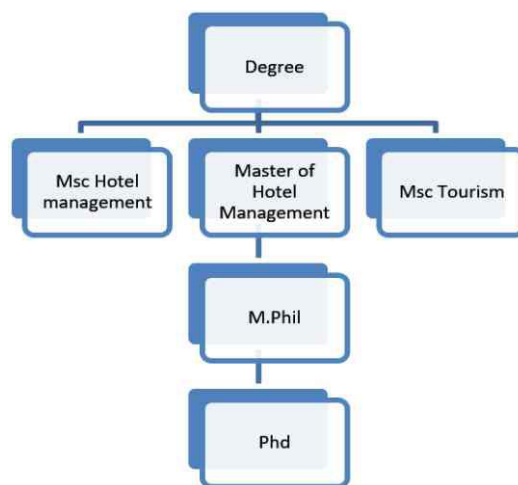
EDUCATION SYSTEM IN INDIA:

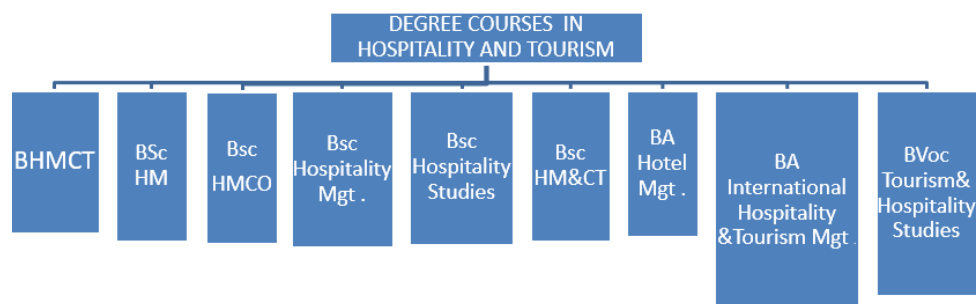


<https://wenr.wes.org/wp-content/uploads/2018/09/WENR-0618-Country-Profile-India.png>

Chart above can explain the flow of education; it does not include all the awards and study patterns.

Post Degree Education chart:





State wise list of AICTE colleges and total no. of colleges for degree and diploma:

State	Degree	Students	Diploma	Students	Total students
1. Madhya Pradesh	1	60	0	0	60
2. Chhattisgarh	0	0	0	0	00
3. Gujarat	1	60	0	0	60
4. Mizoram	--	--	--	--	--
5. Sikkim	--	--	1	60	60
6. West bengal , Kolkata	2	120	10	780	
7. Tripura	--	--	--	--	--
8. Meghalaya	--	--	--	--	--
9. Arunachal Pradesh	--	--	1	20	20
10. Andaman&Nicobar	--	--	1	20	20
11. Assam	--	--	--	--	
12. Manipur	--	--	--	--	
13. Nagaland	--	--	--	--	
14. Orissa	2	120	1	60	180
15. Jharkhand	1	60	1	45	105

Students prospective in comparison

Above system is set by the various statutory bodies for the 12+ level of education, within that student need to choose the given options which is degree and diploma. This is offered by the various colleges approved by the government of India that is AICTE, UGC, all national and state level university, NCHMCT, DTE, private bodies. Following are the various courses offered by the above told bodies as a option for the

12th passed students. As per rules of the university above courses are offered by different stream like management science and science. There are almost 30 no. of courses available in various colleges and universities which can cater large group of people students around India.

Things to point out all the courses have different course titles like BHMCT, Bsc. Hospitality mgt, Bsc HM, Bsc HOCS and many others. General criteria for the admission for the following course is 12th any stream (arts/commerce/science).NCHMCT is the statutory body which conduct nationwide entrance test for the selection of the students and all together intake for the same is 1200 students in 104 affiliated colleges.

Drain of hospitality resources to international market:

There is huge market for Hospitality and tourism professionals. Due to less restriction to get student visa and

16. Bihar	--	--	2	180	180
17. Uttar Pradesh	7	350	3	270	
18. Uttaranchal	4	300	3	140	440
19. Chandigarh	--	--	--	--	
20. Haryana	1	60	--	--	60
21. Himachal Pradesh	--	--	--	--	
22. Jammu & Kashmir	--	--	--	--	
23. New Delhi	3	210	--	--	
24. Punjab	2	120	--	--	
25. Rajasthan	3	180	--	--	--
26. Andhra Pradesh	--	--	6	290	290
27. Pondicherry	--	--	1	20	20
28. Tamil Nadu	--	--	13	810	810
29. Karnataka , Bangalore	20	1395	--	--	1395
30. Kerala	2	120	4	300	420
31. Maharashtra	11	530	19	1185	1715
32. Goa	--	--	2	120	120
33. Daman & Diu, Dadar, N.H.	--	--	--	--	--
Total colleges	60	3685	63	4020	7,705

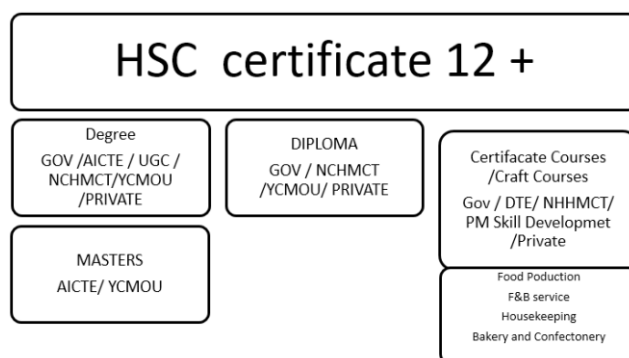
National Council for Hotel Management and Catering Technology.

NCHMCT State wise list of colleges and no. of total colleges for degree and diploma

The Council regulates academics in the field of Hospitality Education & training that is imparted at the 21 (twenty one) Central Govt. sponsored Institutes of Hotel Management, 19 (nineteen) State Govt. sponsored IHMs offering Degree level program; 3 (three) State Govt. sponsored IHMs offering Diploma/Craft Certificate level programs, 1 (one) PSU owned Institute, 13 (thirteen) private Institutes and 9 (nine) Food Craft Institutes that function in different parts of the country. (The last two programs are in collaboration with Indira Gandhi National Open University).

Courses	Central Gov	State Gov	Private	Food craft institute	PSU	No of seats
MASTERS	4	--	--	--	--	100
PG DIPLOMA	1+5	--	--	--	--	30+120=150
Bsc DEGREE	20	20	12	9	1	4988+2059+64+1168=8279
DIPLOMA	10	12	--	--	--	1030+730+220+200+230=2410
CRAFT COURSE	11	1	2	--	--	529+30+60=619

EDUCATION SYSTEM IN HOSPITALITY MANAGEMENT AND TOURISM:



work visa it is very easy to travel around the world for hospitality professionals. International companies provide good facilities and better opportunities, money. Because of this reason many skilled professional are choosing to travel abroad for their bread and butter. On the other side of coin it is found through survey that there are lot of misconception about hospitality field .Even educated people do not have good vision about the carrier in hospitality. Country of 1.35352 billion people needs lot of manpower in the field of hospitality to provide the services like food, accommodation, housekeeping and other basic needs.

Job Market in USA:

Globally 212 Million people were employed in hospitality industry. In 2016 US Market had 596000 open jobs in hospitality industry and unemployment rate was 10.3%. It states that the jobs no. given above remains vacant. At the same time 768000 people were fired from the jobs. Travelers spent almost 255 Billion Dollars on food, drinks, and other tourism facilities in 2015 which supports 1.9 million jobs in US. Rather than this many non-hospitality businesses are hiring hospitality professionals to build up an beneficial relationship with their customers and make them feel at home.

View of job provider:

In growing market of India almost all the hospitality industry are privatized and companies look for the cheap work force. This industry is specifically service provider to huge market available to all types of local, national and international customers. While seeking the growth rate of Profit Company they hardly pay any attention to the educational qualification of the employees. They have set criteria of choosing the candidate for the specific job available. For them all the degree diploma candidates are same. Because of this few students passed their one year diploma get the good pay scale than the student passed 4 year degree. Due to the private sector they go for best and cheap solution of man power which can create huge backlog of the graduates and down grade the pay packages of degree students.

More over that there is almost no jobs available in the government sector. Few departments like Indian railways (IRCTC), military canteens, central government canteen around the state assemblies and parliament house in Delhi provides job for the hospitality graduates. Their selection criteria for the job are below the class 4 level that is 8th pass and 10th pass. And class 2&3 is diploma holder. Government have the policy of privatized the hospitality services all over and not interested in the matter of this students education level and their pay scale .

For the candidates wish to join the teaching profession in hospitality few master level courses are available but seats are very limited. In Maharashtra there are only 2 institutes serving the Msc hotel management or Msc hospitality management having on intake of 40 students. For further studies M.phil or PhD they need to opt for the other stream of management science or tourism management .There is no further studies available in the field of hospitality .To become university professor it important to pass Net or CET exam but the hospitality subject is not available. So they also don't get paid as per the UGC guide lines. Though it look very attractive and flourish industry HRD Ministry and education department hardly pay any attention to set thumb rule entry system for the growth of the hospitality professionals .

Hospitality is the service sector and these pass out graduates are employed in many sectors as follows:

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Star category hotel• Standalone restaurant• Fast-food companies• Flight kitchens• Cruise industries• Industrial canteens• Institution canteens | <ul style="list-style-type: none">• Mall management• Entertainment theaters• Theme parks• Aviation industry• Air port staff• Hospital management | <ul style="list-style-type: none">• Food manufacturing industry• IRCTC Railway canteens• Military service• Hotel restaurants bar• Housekeeping agencies• Event management industry |
|--|---|---|



Result and Discussion:

Hospitality professionals are required by almost all the industry because of no set rules are defined about job market .This market is very volatile. Very few people got good pay scale and large no of hospitality graduates did not. It is not only industry and pay scale but also our education system, the way we adopt the hospitality professionals. Current education system is just meant to serve the basic requirements of hospitality job market. There is no set rules the define the status of the hospitality professional. Due to lack of governance this sector ending up working 12 to 14 hour shift this is reality. To strengthen the system it need to start form the footing of the structure that is education system. It need to synchronized to show the same level of education like other study

Role of Government Industrial linkages and HRD:

Basically research talks about current situation of hospitality education .But looking at bigger picture of education sector there are lot of reform are introduced by the Mr. Prakash Javadekar the incumbent Union Minister of Ministry of Human Resource Development (MHRD), Government of India. There is no post such as Education Minister as of now.Tourism ministry do not support any research work in the field of hospitality or nether create any committee to set norms for higher education. Like other fields there is no Mphil or Phd available in the field of hospitality and no exams were conducted for the like NET or SET for junior researcher or university professor.

Conclusion:

Hospitality and tourism are the service base industries and need lot of employment. And to providing skill employment is the main job of the education field. According to a report by KPMG, growth rate of the hospitality in India is 16.1 per cent CAGR to reach Rs 2,796.9 thousand corers in 2022.The hospitality sector encompasses a wide variety of activities within the services sector and is a major job provider both direct and indirectly. It needs to support by the very skilled man force to sustain the growth rate. Good skill force is created by the very clear vision that required the alignment of the hospitality education with the global hospitality market.

Limitation:

Hospitality and tourism industry developing very fast and most of it participates are private companies. On other side education field is in developing in very slow pace. Due to lack of resources and funds there are lacunas in the setting up the one single body to look after this education sector.

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