

# Hospitality and Tourism Education in Pune-present status, Challenges and opportunities

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## Abstract

*The Hospitality and Tourism Industry in Pune has experienced a tremendous growth in recent years. It is inextricably connected to the tourism industry and the rise in the tourism industry of India has fuelled the growth of the hospitality and Tourism industry. The flourishing economy and increased opportunities of business in India have also acted as a boon for hospitality industry and Tourism of Pune. Today, the hospitality and Tourism industry is changing towards technologically connected with products as well as services. To perform and remain fierce in the volatile business environment of hospitality and Tourism industry, graduates need a complex set of not only operational but also managerial skills, and to encourage constructive thinking for transferring the received skill and information into productivity as well as performance. In order to enable the provision of an efficient and skilled human resource for the industry, hospitality and Tourism Institutes in Pune should revisit certain problems faced by the industry and entice the right kind and type of aptitude to develop the right attitude for Hospitality and Tourism staff. During the last decade many hospitality and Tourism educational institutions in Pune have introduced education programs of hospitality and Tourism management to cater for the diverse requirements. In this context, the current article has a two-fold motive: to identify the present condition of hospitality and Tourism education in Pune and to explore the challenges faced by them hospitality*

**Key Words:** Hospitality, Tourism, Education, Curriculum

## Introduction

The education of Hospitality and Tourism has appeared as major enforcement for rising economies so it is considered as a source for their expected magnification. Pune city also have witness tremendous growth in the sector of hospitality and Tourism, as well as its associated sector development. The growth of hospitality and Tourism sector has given a lot of benefits to the city. The more important fact is that more efforts should be given for developing the new educational institutions to provide hospitality, tourism and its associated programmes. Pune is always considered as a finest place for good quality higher education and acquiring motion for programmes of hospitality and tourism to appreciable extent. Some private institutions as well as government institution and universities have come up in the last decade focusing programmes of hospitality and tourism. But very less institutions as well as universities have taken the initiative to commence programs, creating unpredictability for this programme. This aspect has done the slowdown in the magnification of education of hospitality and tourism. Nevertheless much inconsistency is found in the syllabus currently; this is the shortcoming to find the requirements of the hospitality and tourism industry, shortcomings to create good quality as well as well

updated professional, offering the purpose of this paper. Industry of Hospitality and tourism related experienced professionals come forward in creating the suitable as well as competent curriculum that fulfills the requirements of the industry.

### Review of literature

Educational institutions must focus on recruiting students who aspire to complete degrees and commit to hospitality industry career. A high attrition rate negatively impacts the educational institution capability to achieve its objective (Astin, 1993; Rudd et al., 2014).

Undergraduate student attrition is a condition created by students who enroll and fail to complete their hospitality and tourism studies (Tinto, 1982; Martínez et al., 2015).

In the same vein, studies proclaim that less fifty percent of the hospitality and tourism graduates always join the industry despite the fact that they have acquired a good quality professional hospitality and tourism education, which have the intention of develop them to undertake such a profession (King et al., 2003).

The career decisions of hospitality and tourism students and their main objective to join the industry after graduation is a major crucial. Hospitality and tourism graduates do not necessarily select to enter in the industry. Graduates may not accomplish to the industry of hospitality and tourism for the long term even if their career starting point was in this industry, thus it is causing in a greater than average rate of attrition. The end results are unfavorable, the industry of hospitality and tourism may witness a severe shortage of well-educated professions in the upcoming time, specifically at the managerial level (King et al., 2003; Chuang and Dellmann-Jenkins, 2010; Lo et al., 2014).

Various issues such as Internship experience and family influence create the commitment of students to a career in the industry. Researchers who have done research on the understandings of undergraduate hospitality and tourism graduates have witnessed that the graduates without job experience and training had neither a beneficial nor an unbeneficial understanding of professions in the industry. More significantly, students who have done with the industrial training or internship as well as related job experiences in industry had bad perceptions at the time they witnessed irregular duty timings, received low pay, less job security as well as less development and growth opportunities (Casado, 1992; Roney and Öztin, 2007).

Successful practices of training or internship increase the student's intentions to undertake careers in the hospitality and tourism industry after their graduation (Busby, 2003; Jauhari and Manaktola, 2006).

Evaluating the influence of parents as well as family on student's path of career is also very important. Students shape many of their beliefs about job and career with their communion with people who regularly interact with them and the most significant dominant impact in high school decision of professions of the students are parents as well as family, also counselors and teachers even friends were much less consequential in formatting attitudes of students and their selection of profession (Cothran and Combrink, 1999).

Nevertheless, extent of involvement as well as influence of family can differ, providing both influences which can be positive as well as negative. Absence of involvement of family in the process of career choice of the student can be of influence on inability of the student to take decision making about career (Lankard, 1995; Haven and Botterill, 2005; Ferry, 2006).

## Objectives

1. To understand the present status and potential of education related to hospitality and tourism in Pune.
2. To understand the upcoming challenges and opportunities of education in hospitality and tourism education in Pune.

## Research Methodology

The present research is based on Primary and secondary data, majorly based on literature review from renowned journals, ministry of tourism and reports of hotel association like FHRAI and MOT-GOI, as well as newspapers, magazines with world wide web. The major objective was to get insights of current education of hospitality and tourism, and to find out various challenges which are witnessed by this industry as well as educational institutes in Pune. Primary data is taken by the personal interview with faculty members as well as students of hospitality and tourism institutes, and managers working in the industry. (15 institutes and 10 five star hotels from Pune were taken as sample for this study)

## Magnification of human capital with the use of education provision: challenges and solutions

As our nation going towards being an economic power of globe, despite the slowdown of economy, the education with low standards creates a serious worry across our country because it will not manage to endure this rise without magnification of its human capital. Our country has 357 million illiterates, so it is a third of the entire population of illiterates in the globe. This is a data in which not huge number of people from our country would take joy. The improvement in human capital with use of education of good quality has the major to comprehensive magnification in such a rising economy of India. The structure of education, notwithstanding its appreciable procurements in the last 70 years, our country is still suffering with the deficiencies at elementary as well as higher level education, which hampers the nation from becoming the knowledge and information society. Creating our country into the knowledge and information society shall need, inter alliance expressing the challenges of development and incorporation in education at the time of constructing strategies for obtaining the same.

## Recent trends in education of hospitality and tourism: New challenges

The liberalization of economy in India, open sky strategies in the sector of aviation during the early period of 90's and later on the impact of globalization, created a huge boost to education of hospitality and tourism, though burgeoning of institutes of hospitality and tourism have created some challenge in the standard of education there are still many institutes and universities which are being functioning with improper infrastructure.

Customer satisfaction is associated with Customer service and they are now the major factor for the success of any service industry. Graduates passing out from institutes of hospitality and tourism found their significance not only in hospitality and tourism sector such as hotels, restaurants, railways, cruise and airlines but also in other industries like private banks, telecom industries, food packaging, hospitals, retail outlets, hospitals as well as BPOs. The arrival of more number of foreign institutions and universities are a real threat for institutes of hospitality

and tourism in the Pune. Universities and institutions from France, UK, USA, Australia, New Zealand and Switzerland are selecting Indian students of hospitality and tourism from wealthy family backgrounds who can speak effective English. To face such challenges many institutes of hospitality and tourism have developed strategic associations with different international universities for facilitating faculty and student exchange and student transfers programs sharing of curriculum and so on. Graduates from many institutes in Pune can complete their final year as well as internship in those foreign universities and institutions.

### Challenges of education of hospitality and tourism in Pune

Curriculum and contents are the major factors of success of any courses. The trends are getting rapidly changed in the hospitality and tourism industry and there is need of changing the curriculum as per the needs of the industry. The representatives with quality experience from industry (most preferably General Managers or operation managers) require being part of the committee of syllabus to assist in setting the syllabus.

For the provision of value based curriculum, the universities as well as AICTE have adopted the required steps to reorganize their curriculum. Fortunately, because of this, hospitality and tourism syllabuses are moderately uniform in Pune.

- New subject like call center management, retail store management, facility management as well as hospital management should be included in the curriculum. The proper association between the course approval bodies such as AICTE, NCHMCT, universities and others to form uniform curriculum. It will be a great thing to get the entire hospitality and tourism education under one umbrella for uniformity and proper monitoring.
- Use of technology in the hospitality and tourism industry has become a very significant. Information of these technologies specifically in property management is very essential. More focus on the use of computer as well as PMS software at the institute level is the equipment of the hour creating for teaching, presentations, research, etc. Curriculum should promote more use and information of modern equipment in housekeeping, front office departments, kitchen and restaurants

### Teaching methods

Hospitality and tourism management is always regarded as a skilled based programme, which is very true. Students, after passing out, are joining the areas of operation and gradually take up the responsibility of Executive Chef or General Manager. Therefore, teachers should put more focus on task or skill based classes of practical. At the same time curriculum must give due emphasis on management skills as well. Presentations, case studies, situation handling, panel discussions, demonstrations and other innovative teaching methods must be introduced in the process of developing the students.

### Faculty development

Faculty development must become a regular activity because they are the back bone of any institute's or university's success and it reflects on the attributes of the students the institute or university produces. Encouragement to gain higher education, attending workshops and seminars, undertaking research as well as publication, are a few areas to improve the skills and

knowledge of the faculty. Faculty Training of a minimum duration of 15 to 20 days in the hospitality and tourism industry to learn the changes in operation as well as management will broaden the knowledge of faculty and this will be beneficial for the students successively. Faculty exchange programs should offer international exposure under the renowned institutions, universities by attending international workshops and seminars by faculty members will add value to education of hospitality and tourism.

### **Student support activities**

One of the major challenges for the hospitality and tourism institutes is its support activities for students. Clean campuses, seminar rooms, well ventilated class rooms, laboratories with modern equipment, sports facilities, a well-stocked library, and gym and hostel facilities etc. For the overall magnification can create a perfect environment for learning of the students. Visit interaction of industry, regular organization of seminars, meetings with the industry professions, workshops and seminar for personal improvement, etc. helps in developing the overall quality of student and must be undertaken by the institute as well as university. The encouragement should be given to the students for participating in various inters and intra institute activities, be it in programs related to cultural or sports, which assists in student improvement. In house annual food festivals, theme parties, and such other activities conducted by the students assists them in strengthening the team building and developing leadership qualities, and improving skills to play in big platform. Commercially functioning hotels, restaurant and travel agencies associated with the institutes where students can gain job experience in their free time to gain professional skills, assists them in their building of confidence as well as good placement.

### **Teaching for the future**

Despite experiencing tremendous rise over the years, the Indian hospitality and tourism industry is countering a shortage of skilled manpower. To face this ever rising the gap of gap demand and supply, there is a need to create education of hospitality and tourism future ready to counter challenges, even though ensuring a sustained supply of manpower. There is need to understand current education and scenario of training in the hospitality and tourism industry of India and the initiatives taken for the upcoming period. Today, our nation, is regarded as a place of huge opportunities by the giant players of hospitality and tourism throughout the world. As a outcome, a large number of Indian as well as international brands are started to be established in the nation and have plans of large expansion carried out throughout the country. Nevertheless, with this growing supply comes a huge requirement for skilled human resource to offer them.

### **Getting future ready**

Today the hospitality and tourism industry is as enterprising as any other industry. Understanding the fact, the idea of improving the present curriculum to create it more effective has been propounded by the industry from time to time. The experts from the Industry say that along with industrial training for students, there is a requirement of integrate marketing and accounting to the study material. Also with behavioral training on the job training should be offered. Most companies of hospitality and tourism also demand multitasking manpower in order to save the costs and so students in today's era are required to be multi-skilled. In order to provide the supply of an efficient and skilled human resource for the industry, the institutes of

hospitality and tourism in Pune must consider certain challenges countering the industry as well as attract the good quality of talent and create the positive attitude. Ensuring sufficient supply of well educated, trained as well as motivated manpower is very critical. Programmes of education and training required being a balance of work of theory and practical that complements a market position and culture of operator. The Government must play a vital role in creating high standards in the hospitality and tourism industry of India. The Government must support this with accreditation of institutes of hospitality and tourism also offer employment opportunities to the graduates.

## Conclusion

The hospitality and tourism Industry is a key stake-holder as the resources of humans is produced for them. Hence, the jobs are offered to them developing robust linkages. The Curriculum must be well devised with consultation of industry to create employable and skillful manpower. Well qualified experienced professionals from the industry must be appointed as visiting or Adjunct faculty to have interaction with the students and faculty in various institutes, it may be promoted so as to inculcate the recent enhancements of industry. There is a huge provision of scope towards projects and research on different aspects of hospitality and tourism. These could be very meaningful, useful and innovative not only for the institutes but also for the Industry. Hence, bodies of higher education and research are needed to recognize it as significance and potential area for the study. Therefore, promotion in form of funding of finance and support is the requirement of the hour. There is an opportunity to create a program of hospitality and tourism at the bachelor's level which must be supported with the association of an international institution to improve the design of curriculum and facilitate the development of program. Finally, awareness of public is very important to enhance the image and the reputation of employment in the industry.

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