



## **THE DEVELOPMENT OF TOURISM AND HOTEL MANAGEMENT CURRICULUM FOR BETTER EMPLOYMENT IN THE INDUSTRY**

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### **Abstract:**

*The Hotel industry grew with travel, as people needed places for shelter and food along the route they travelled, whether by land, water or air. The hotel industry therefore is one of the oldest trade endeavours in the world. Budget hotels is an emerging industry quickly growing in the tourism market not only in Mangalore but also in the country. The growth of both Education and Tourism as Industries in recent decades has led to growing recognition of these Industries from both an Economic and Social perspective. Tourism and Hotel Education is given in the classroom study as Bachelor Degree and also a Diploma in Tourism and Hotel Management. The Education System which students get in regular curriculum is mainly focused upon theoretical basis; rather students need more practical oriented syllabus for better employment. It helps to prove themselves not only in India but also in abroad. Also students need excellent training in Tourism field and Hotel Industry such as Heritage Hotels, Resorts, Holiday Villages etc., So keeping it in mind, this paper mainly focus on the impact and trend of Tourism and Hotel Education in the curriculum, the Mode of tourist Education, training given to the students, employment opportunities etc.,*

**Index Terms:** Hotel Management and Tourism Curriculum, Education System, Training & Employment

### **Introduction:**

The growth of both education and tourism as industries in recent decades has led to growing recognition of these industries from both an economic and social perspective. As Roppolo (1996:191) notes, as countries become more interdependent, their success, growth and economic prosperity will largely depend on the ability of two industries-education and tourism-to create the avenues necessary to support international exchange and learning. The changes in the tourism industry over the last two decades coupled with the changes in education have seen the convergence of these two industries with education facilitating mobility and learning becoming an important part of the tourist experience. Smith and Jenner note that educational tourism has generated little excitement to date from the tourist industry and this is reflected in the gathering of research and data. They note that "very little research has been done because this segment is not seen as warranting it, yet because little research has been done the industry is unaware of the true size of the segment" (Smith & Jenner, 1997a : 60). Roppolo (1996) agrees and notes that there are many areas yet to be examined empirically concerning the links between education and tourism.

### **Understanding Education and Learning:**

Education has been defined as "the organized, systematic effort to foster learning, to establish the conditions, and to provide the activities through which learning can occur" (Smith 1982:37). The key word learning indicates some form of process. As Kulich (1987) states learning is a natural process which occurs throughout one's life and is quite often incidental, whereas education is a more Conscious, planned and systematic process dependent upon learning objectives and learning strategies. Education therefore can be considered as consisting of formal learning through

attending classes, language schools and so on or participating in further, higher or work based education.

### **Tourism Education Curriculum:**

Educational tourist is a person who is away from their home town or country overnight, where education and learning are either the main reason for their trip or where education and learning are secondary reasons but are perceived as an important way of using leisure time.

### **Subjects in the Tourism curriculum:**

In the tourism education curriculum students has to undergo the basics only which is not sufficient for the direct employment. In the tourism syllabus, students study about the introduction to tourism, historical background of tourism, the geographical condition of India etc. basically about the basis. But this level is not sufficient to withstand the competitive in the Industry. Education curriculum is more into theoretical, rather we need more into practical or Industry oriented.

### **Course Duration:**

As for as tourism and Hotel Management curriculum is Concern, there are

- ✓ 4 year BHM Program
- ✓ 3 year B.sc Program
- ✓ 2 year Diploma Course
- ✓ 1 year Craft Course

But all these program in class room teaching in concern, less Industry oriented more into theoretical.

### **Mode of Training:**

During their education curriculum, students were given various training program, initially students were taken to Industrial visit to the properties i.e Hotel visit, and in their 3 year program one full semester utilized for training (i.e) 6 months Industrial training. During these period students has to learn about the various departments in the hotel and after 6 months of their training program they are awarded with a training certificate which will help in their educational curriculum.

### **Problems Which Faced in the Curriculum:**

- ✓ Education system has to change more into practical nature.
- ✓ Practical should be conducted very oftenly.
- ✓ Prepare a schedule such a way that class room study has conducted in the morning and Afternoon class should be mostly into inter-active session.
- ✓ And also students need Training very oftenly to withstand in the Industry.

### **Update with Recent Technology:**

- ✓ To shine in the industry, always we have to up-date ourselves; always give the update information not the out-dated one.
- ✓ Update with recent technologies in the Industry.
- ✓ Recent technology will help us to withstand in the industry in the future.

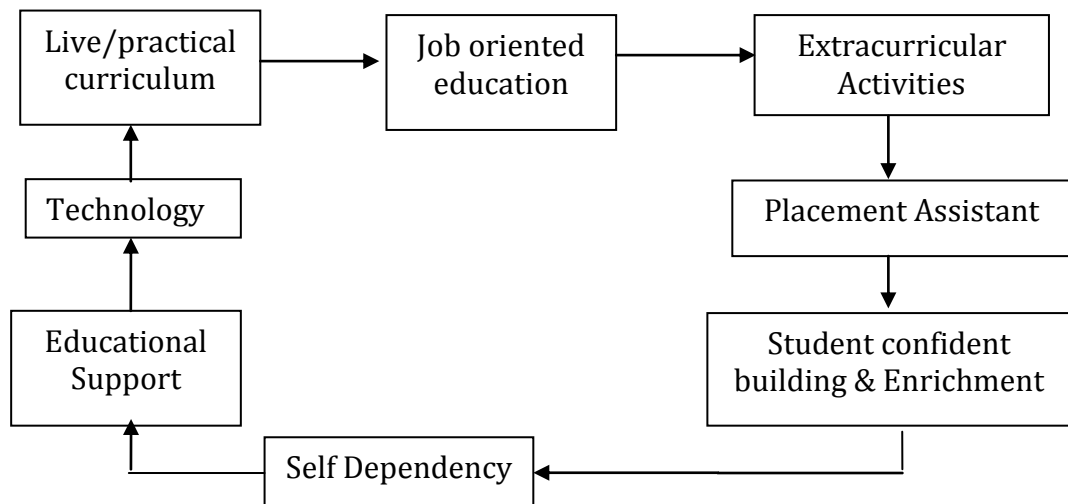
### **Job Oriented Syllabus:**

In the education curriculum, syllabus should be modified into job oriented, Frame syllabus more into practical oriented. System should has 70% of job oriented syllabus and 30% of theoretical.

### **Overlapping of Chapters:**

Also it has to check properly about the overlapping. In the same subject in between the chapters, same thing is given again and again. In the curriculum it has he be checked and frame properly.

**Tourism and Hotel Education Curriculum:**



**Conclusion:**

**Future Directions for Educational Tourism:**

- ✓ One of the largest impacts upon the future of tourism and educational forms of tourism is Technology.
- ✓ Technological advancements and the increased diffusion and use of technology in everyday life will have a major impact upon both tourist and educational experiences.
- ✓ All class rooms should have high - tech systems, Wi-Fi campus with all facilities
- ✓ Also the education curriculum if posses more practical oriented, then easy to get employment in Hotel & Tourism Industry
- ✓ Finally, doing all these steps with the perfect training gives the students direct employment not only in India but also abroad.

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