

CONTRIBUTION ON TOURISM EDUCATION IN CREATING WORKFORCE FOR TOURISM INDUSTRY: A CRITICAL ASSESSMENT

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ABSTRACT

Therefore, educational tourism as a term relates to common themes such as formal education, travel, tourism, and skills, but exact characteristics are yet to be established. The ongoing discussion is on the student's drive, the link between formal and informal learning, and tourist industry connections. Today, discussions on this subject have grown in both developing and developed nations, in particular for decreasing unemployment rates by educating young people and contributing to education through the tourist sector. A study of the tourist industry and processes to empower them starts with the analytical framework since the tourism sector is considered to be one of the agents of socio-economic changes in developing nations. We examine in this article the answers and suggestions to enhance the quality of tourist education. There are a large number of issues such as infrastructure for education, up-to-date curricula, quality of education, education, administration, skills, tourist education, placement, employment opportunities, growth of employment and job satisfaction, etc. the image of tourism education remains declining.

Keywords: *Tourism Education, Tourism Industry, Job Satisfaction, Unemployment, Formal & Informal Learning.*

Introduction

Tourism has become a major science taught in higher education. For the first time, tourism education has been taught in the form of vocation school then in the development it evolved to be taught as a study in more academic nuances. This means that tourism education has been developed to balance the tourism development demand for fulfilling the broader perspective of managing tourism. The industry needs more comprehensive analysis than just providing skilled graduates to be able to work in the tourism business. This notion is in line with proportion which stated that "Balancing the vocational and liberal aspects of tourism education is vital to producing a well-rounded graduate (Malihah & Setiyorini, 2014). This balance develops students who are broadly educated and knowledgeable about, and responsible in, tourism development as well as occupationally functional in tourism. Concentrating on just the vocational impoverishes students and renders them less likely to be able to respond to stakeholders in a developing tourist society."

In higher education, tourism has now become an important science. Tourism education was originally taught as a vocation school, later it evolved into a more intellectually complex study. This implies that tourism education has been created to balance the need for tourist development to meet the broader prospects for cultural tourism (Jones, 2019). The sectors must be examined more completely than just to enable skilled graduates to work in tourism. This concept is in accordance, "The production of a fully-rounded graduate needs to combine vocational and liberal aspects of tourist education. This balance produces students who are thoroughly educated, competent, and responsible for both tourism and tourism. Concentrating only on vocational development empowered and makes it less likely to react to stakeholders in a developing tourist society." Education is a type of learning that translates the knowledge, skills & behaviors shared by a group through teaching, training, or research from a generation to the next one. Education is often conducted under other people's guidance, but sometimes

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autodidactic. The United Nations World Tourism Organization (UNWTO) has noted the potential of tourism (higher) training to achieve customer satisfaction via the growth of tourism companies in various areas. For this, specialized training and education programmers, higher institutions, or the tourist sector itself are needed (Sanjeev & Birdie, 2019). In any definition of education tourism, education tourism and travel is a fundamental aspect since it plays a major role in the entire experience: travel fulfills the need to learn about the culture and traditions of a place. During the journey, tourists actively participate in their 'cognitive, emotional and corporal dimension,' which allows them to define the difference via 'identification.' Based on the desire to travel and the benefit of leaving the area of comfort and reflecting on and after the trip, he suggested the creation of a separate travel biography for learning purposes. Education tourism may be transformative and linked with experience, referring to the value of experience, where education also involves learning and personal development (Pine & Gilmore, 2013). Professional knowledge and skills can be developed through various channels, such as government-sponsored or enterprise-sponsored training programs, trade associations, community colleges, or universities.

Formal education is the mainstream. It prepares students who desire to work in one of the broad groups of professions that make up the hospitality and tourism industry, which plays a crucial role in affecting the supply of talents in the future labor market. Vocational training is particularly important in this field of study because of the characteristics of the industry. This paper aims to evaluate the quality of hospitality and tourism programs in China in terms of the six quality standards identified. Recommendations and insights are provided in the final section on how academic standards can be enhanced and what professional offerings can better suit the industry's needs in terms of six dimensions (Shen et al., 2015). Different channels, such as government or corporation training programmers, business associations, schools, or universities may develop professional skills and knowledge. Formal education is the mainstream. It trains students to work within one of the broader professions in the hospitality and tourism sector, which is of crucial important factor when it comes to influencing the supply of talent in the future labor market. Due to the characteristics of the sector, vocational training is especially important in this area. It seeks to assess the quality of hospitality and tourist programming in line with the quality standards set (Horng et al., 2009). The last part provides recommendations and ideas on how to improve the academic quality and what services the industry has in terms of six dimensions that may result in its requirements.

Literature Reviews

(Tomasi et al., 2020) Based on an extensive review of educating tourism literature – a type of tourism in which the primary or secondary objective of travelers are learning – this study provides a summary of the perspectives on how institutions of higher education (HEIs) can promote local development in education tourism. The findings show that international students may be seen and their stay can be beneficial to all of them and their location. In such a context, the university may actively facilitate relationships between visitors and regional stakeholders to encourage learning at their destination and enhance the sustainability of the local economy. For the opportunities offered by the location to achieve learning goals, we are arguing that the tourist component should be taken into consideration by any institution organizing or administering educational programmers. In specifically, the article focuses on HEI-related educational tourism in international mobility programmers, which are educational tourists since their entire experience at the destination includes leisure and tourism. For the formulation of intervention models, more study is required.

(McGladdery & Lubbe, 2017) The literature doesn't examine educational tourism. This article aims to suggest that the reason for this is the lack of agreement as a theoretical concept and market sector on the nature and scope of educational tourism. This article proposes an alternative conceptual model of educational tourism, which is driven by processes and results. It sets a direction for future study in educational tourism in schools and internationally and offers a typology to help hybridize the phenomenon with other sectors. It discusses, finally, the possibility of educational tourism to promote peace by integrating global learning in tourist behavior.

(Rahman et al., 2017) this study aimed to examine empirically the key factors that affect the perspective of foreign students in selecting an academic tourist destination. The first is the limitation since just 5 constructions were investigated in this research. Other kinds of factors may be included in further study in exploring the history of educational tourism location selection. Second, there were only 220 samples and just a few universities were responders. Larger sample size and a more varied sample should be explored in the future. This study is one of the first efforts of Malaysian researchers in the field of spirituality education tourism.[8]

Research Methodology

Research is a fundamental part of any academic work. Research generates knowledge and the field consists of knowledge. The creation of knowledge and the activity of research go hand in hand constantly. A lot of techniques connecting with the paradigm and philosophy of research are necessary. Research and methodology for knowledge creation are also required in tourism and hospitality. Therefore, a significant number of leading tourism and hospitality academics have studied and created many ideas to build better theories for the understanding of tourism. The research methodology literature refers, or challenges, to research as an activity that creates or generates new knowledge or contributes to current knowledge. The types of words common to be used in the defiance of research, research, new facts, and the advancement of knowledge – all of which suggest that research is likely to be an awkward task to undertake and create the feeling that all research is a very difficult, complicated and demands a high degree of intellectual skill. Methods of study involving the style of data collection, processing, and interpretation provided for their studies.

Objectives

- Understanding the tourism industry's ideas and categories.
- To offer some solutions and suggestions to improve the quality of education imparted in tourism.
- To bridge the gap between the skills needed and education provided in the tourism industry.
- To explore the idea and future potential of education in tourism.

Results and Discussions

Therefore, educational tourism as a term relates to common themes such as formal training, travel, tourism, and skills, but exact characteristics are yet to be established. The continuing discussion is about how the tourist motivated learner/traveler, the relationship between formal, informal, and the connection between tourism and education. Analyze the quality of education in the tourism industry:

Table 1: ANOVA Test on the Quality of Education in the Tourism Industry

ANOVA			
	Mean Square	F	Sig.
Helps the student to understand the meaning and nature of tourism	4.68655	10.55579	0.00
Education on tourism should include dimensions and issues related to measurement.	6.221637	6.917949	0.012
Marketing of tourism is an essential part of increasing tourism in the country.	5.912865	32.45848	0.01
Tour planning and development in regards to the destination, site seeing, financial implications or benefits, etc. should be part of education.	3.296199	6.820144	0.0022
As a part of education or competencies, topics like Interpersonal and intercultural communication, integration within interdisciplinary teams, use of creativity within different organizational scenarios, understanding the complexity of the globalized world	1.707602	3.167653	0.025

In above table shows the quality of education in the tourism industry. The study revealed that inadequate education resource input is a quality of education in the tourism industry. With a help of the student to understand the meaning and nature of tourism, it has shown a significant impact the value of sig is 0.00 its less than 0.05. (0.05 is a statistical significance cutoff. The value is set to 0.05 in one-way ANOVA). Education on tourism should include dimensions and issues related to measurement shows the significant impact a value of sig is 0.01 its less than 0.05. Marketing of tourism is an essential part of increasing tourism in the country's sig value is 0.01 it's also significant. In the tourism industry tour planning and development in regards to the destination, site seeing, financial implications or benefits, etc. should be a part of education it also shows the positive impact on financial benefits, its sig value is 0.002 its less than 0.05. As a part of education or competencies, topics like Interpersonal and intercultural communication, integration within interdisciplinary teams, use of creativity within different organizational scenarios, understanding the complexity of the globalized world its significant, sig value is 0.025. The economic and social benefits of educational tourism for the host nations. As stated earlier, the presence of study-international programs offers local entrepreneurs more opportunities, economic advantages for small jobs and industries for local citizens. The degree of contact with foreign students may affect local perception.

Conclusion

The present study has discussed the foremost issue of understanding tourism as a separate stream of education. It has started with a discussion of the fundamentals of education and requirements of tourism to be considered as an education refereeing to the benefits of tourism for the economy and community. Further, it has highlighted the current situation of tourism education in India by providing a short evolution of tourism education. It has presented a clear picture of curriculum and subjects which are being followed the quality of education in the tourism industry. To Understanding the tourism industry's ideas and categories and some solutions and suggestions to improve the quality of education imparted in tourism. As stated above, the existence of a study program overseas offers local entrepreneur's additional possibilities, economic advantages to small enterprises, and jobs for local people. Interaction with international students may affect locals' perceptions.

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