

Tourism –Skill Development For A Better India!

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Abstract - Skill development as a critical strategy for achieving faster, sustainable and inclusive growth by providing decent employment opportunities to the growing young population in India. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of world of work. Government of India appreciates various initiatives and efforts for skilling of the youth which have created a positive impact in making them employable and enabling sustainable livelihoods. However, there is a need to further develop and empower the human capital to ensure the nation's global competitiveness. After "Digital India" & 'Make in India', the Government of India is to launch yet another programme. The new programme, called "Skill India", is supposed to be a dream project of Government of India. India's Travel & Tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, shows a new report by the World Travel & Tourism Council (WTTC). According to the new data, Travel & Tourism generated INR14.1 trillion (USD208.9 billion) in 2016, which is the world's 7th largest in terms of absolute size, the sum is equivalent to 9.6% of India's GDP. Additionally, the sector supported 40.3 million jobs in 2016, which ranks India 2nd in the world in terms of total employment supported by Travel & Tourism. The sector accounts for 9.3% of the country's total jobs. India's Travel & Tourism sector was also the fastest growing amongst the G20 countries, growing by 8.5% in 2016. A further 6.7% growth is forecast for 2018

Keywords: Employment opportunities; Foreign versus domestic tourists; GDP; Tourism industry, Skill Development initiatives.

INTRODUCTION

The challenge faced by some countries presents a great opportunity for some developing countries, such as India. India can target this shortage by providing remote services to these countries and also by importing customers and servicing their needs in India. The contribution of remote services alone, which is the main focus of this report, will be \$133-315 billion of additional revenue flowing into the country and the addition of 10-24 million jobs (direct and indirect) by 2020. Further, importing customers into India (medical tourism, educational services, leisure tourism) could add \$6-50 billion in revenue and create 10-48 million jobs (direct and indirect) by 2020

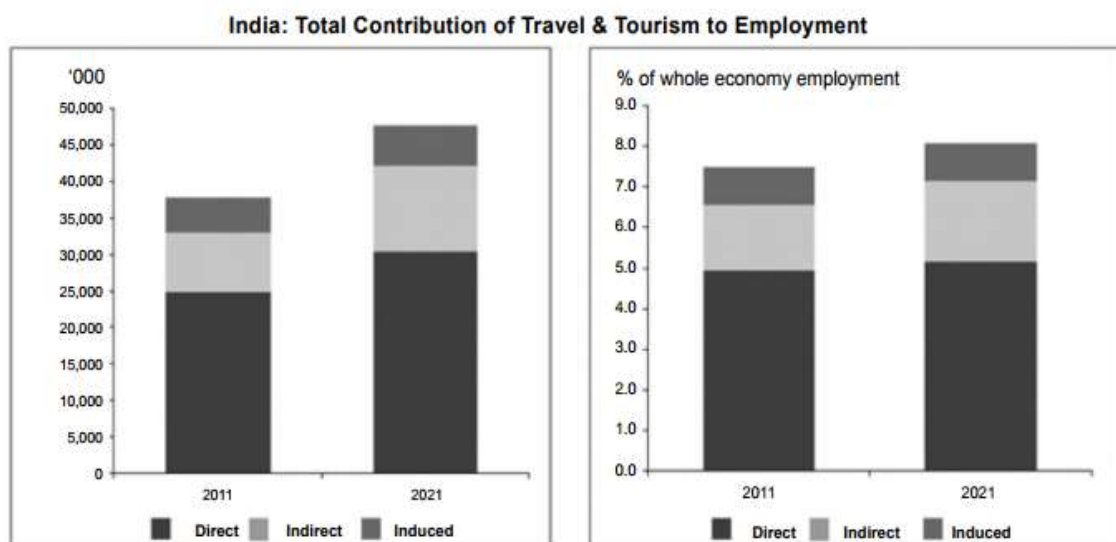


Figure 2: Total contribution of travel and tourism to employment.

(Source: World Travel and Tourism Council's Economic Impact 2017, News Articles)

METHODOLOGY

The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

INITIATIVES BY THE GOVERNMENT OF INDIA FOR TOURISM PROMOTION

The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

In the Union Budget 2017-18, the Government of India announced some initiatives to give a boost to the tourism and hospitality sector such as setting up of five special tourism zones, special pilgrimage or tourism trains and worldwide launch of Incredible India campaign among others.

Tourism and Hospitality Skill Council (THSC):

Tourism and Hospitality Skill Council (THSC) is a Not – for – Profit Organization, registered under the Societies Registration Act, 1860. The Tourism and Hospitality Skill Council (THSC) is promoted by the Confederation of Indian Industry (CII) with inclusive representation of the Government, Industry, Industry Associations and Training Institutes across India, with financial support by National Skill Development Corporation (NSDC).

Tourism and Hospitality Skill Council (THSC) which is formed by the Industry and for the Industry to tackle the skilling of large manpower to fulfil the industry requirement plays a crucial role in bridging this ever-growing gap. THSC is mandated to create a robust and sustainable eco-system for skill development in the industry. THSC caters to all the sub sectors of the Industry, namely, Hotels, Tour Operators, Food Service Restaurants, Facilities Management and Cruise Liners.

Hunar Se Rozgar' Programme:

A special initiative was launched in 2009/10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18- 25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism

Table No. 1

S.No.	The training programmes will be conducted to cover any or more of the following skills:	Duration
1.	Food & Beverage Service	6 Weeks
2.	Food Production / Bakery	8 Weeks
3.	Front Office	6 Weeks
4.	Housekeeping	6 Weeks
5.	Skill of heritage conservation and stone masonry	6 Weeks
6.	Driving skills	6 Weeks
7.	Skills to befit a Golf Caddy	6 Weeks

Creation of World Class Tourism Related Infrastructure:

Swadesh Darshan scheme was launched by the Ministry of Tourism for the development of theme based tourist circuits to cater to both mass and niche tourism. Under this scheme that aims to develop world class infrastructure to promote cultural and heritage value of the country and enhance the tourist attractiveness, 27 projects for Rs. 2261.50 crore have been sanctioned for 21 States and Union Territories since its launch in January 2015.

The National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme was also launched by the Ministry for the development and beautification of pilgrimage sites to tap the growth of domestic tourists driven by spiritual/religious sentiments. The scheme seeks to augment tourism infrastructure at places of pilgrimage to provide better facilities to pilgrims/tourists and enhance their experience.

Under the Swadesh Darshan scheme, thirteen thematic circuits have been identified, for development namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit.

Under the PRASAD scheme thirteen sites have been identified for development, namely: Amritsar, Ajmer, Dwaraka, Mathura, Varanasi, Gaya, Puri, Amaravati, Kanchipuram, Vellankanni, Kedarnath, Kamakhya and Patna.

Growth in Tourist Footfalls:



(Source: World Travel and Tourism Council's Economic Impact 2017, News Articles)

The contribution of the top ten States/ UTs during 2016 stands at about 84.2% to the total number of Domestic Tourist Visits as against 83.62% recorded in 2015.

Table: 2 Top Ten States/UTs of Foreign & Domestic Tourists Arrivals (2016-17)

Top Foreign Destinations	Tourist	Share (%)	Top Domestic Destinations	Tourist	No. of Tourists(In Millions)
Tamil Nadu			Tamil Nadu		344.3
Maharashtra			Uttar Pradesh		229.6
Uttar Pradesh			Madhya Pradesh		184.7
Delhi			Andhra Pradesh		158.5
West Bengal			Karnataka		129.8
Rajasthan			Maharashtra		115.4
Kerala			West Bengal		74.5
Bihar			Telangana		71.5
Karnataka			Gujarat		42.8
Goa			Rajasthan		41.5

Indian hospitality and tourism industry has moved up 13 positions to 52nd rank from 65th in Tourism & Travel competitive index and is expected to create 13.45 million jobs.

The biggest challenge being untrained efficient workforce. Though many institutions provide knowledge, lack of practical training has hit the industry hard. But soon this issue would be resolved as the government is taking special initiatives under Skill India to promote practical exposure.



(Source: World Travel and Tourism Council's Economic Impact 2017, News Articles)

Ease of Doing Business:

Ministry of Tourism has set up a Web-based Public Delivery System for recognition of Travel Trade Service Providers and for classification of hotels in order to ease the process of filing applications by Travel Trade Service Providers seeking recognition from the Ministry. This is also to bring in transparency in granting the approvals. This online process has also been integrated with payment gateway with effect from January 2016.

Introduction of a Mobile App:

The Ministry of Tourism launched a mobile application called Swachh Paryatan on February 22, 2016, which will let citizens report any hygiene issues at various tourist destinations across the country.

Multilingual Tourist Helpline:

The Ministry of Tourism launched the 24×7 Toll Free Multilingual Tourist Helpline in 12 languages on February 8, 2016. It can be accessed on Toll Free Number 1800-11-1363 or short code 1363. The languages handled by the Tourist Helpline include ten international languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

Adarsh Smarak:

ASI has identified 100 monuments to be developed as Model Monuments. These monuments would be provided necessary tourist facilities including Wi-Fi, security, signage, encroachment free area, interpretation centres showing short films about the importance of monuments and signboards of Swachh Bharat Abhiyan. Some of the monuments included in Adarsh Smarak scheme are Leh Palace (Leh), Humayun's Tomb (New Delhi), Red Fort, (Delhi), Shore Temple (Mahabalipuram), Elephanta Caves (Mumbai), Taj Mahal (Agra), Rani-ki-Vav (Gujarat) among others.

Promoting the North-Eastern Region:

Promoting the North-Eastern Region: The International Tourism Mart is organized every year in North-Eastern States with the objective to highlight the tourism potential in the region. The 4th International Tourism Mart was organized from 14-16 October, 2015 at Gangtok in Sikkim.

Pradhan Mantri Kaushal Vikas Yojana (PMKVY):

Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification Scheme is to enable a large number of Indian youth to take up industry-relevant skill training that will help them in securing a better livelihood. Individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL). Under this Scheme, Training and Assessment fees are completely paid by the Government.

Provide short skill based training in the field of:-

- (a). Bar Bending.
- (b). Food Production.
- ©. House-keeping.
- (d). Hotel Front Office, Tourism & Hospitality.

Other Initiatives:

Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

- (a). The Ministry of Environment, Forest and Climate Change, Government of India, is planning to revise India's coastal regulation norms aimed at opening up the 7,500 km long coastline for developmental activities like tourism and real estate.
- (b). The Central Government has taken a number of steps for smooth transitioning to cashless mode of payment to ensure that no hardship is faced by the tourists and the tourism industry remains unaffected from government's demonetisation move.
- (c). Maharashtra Tourism Development Corporation (MTDC) has come up with a unique tourism experience of visiting the open cast coal mine of Gondgaon and underground coal mine of Saoner, which are near Nagpur and part of Western Coalfields Limited.
- (d). A Tripartite Memorandum of Understanding (MoU) was signed among the Indian Ministry of Tourism, National Projects Construction Corporation (NPCC), National Buildings Construction Corporation (NBCC) and Government of Jammu and Kashmir for the implementation of tourism projects in Jammu and Kashmir.

SKILL DEVELOPMENT MISSION/ STRATEGY

The formal skilling specific to the tourism sector is inherently difficult since this sector is not averse to taking raw hands and leaving them to acquire function-related skills on the job. This flexibility is possible, especially in the Indian situation, given the fact that a tourist by definition could be a person with very limited means and, therefore, with just about minimal service expectations. For the selfsame reason, the liability of the Industry towards employees' remuneration is less. The endeavour of MoT is to reduce the skill gap in the sector in terms of the following multi-pronged approach:

- (a). Opening new Institutes of Hotel Management (IHMs) and Food Craft Institutes (FCIs).
- (b). Strengthening and upgrading the infrastructure existing central IHMs and running of craft courses
- (c). Broad-basing of hospitality education / training through Universities, Colleges, ITIs, Polytechnics, Schools;
- (d). Skill Development under Hunar Se Rozgar initiative through the
 - (i). Existing IHMs/FCIs controlled by MoT/NCHMCT
 - (ii). Other IHMs/FCIs recommended through the State Govt.
 - (iii). Classified Hotels v) Skill Certification of existing Service Providers

RESULT & DISCUSSION

The characteristics and the organisation of the hospitality & tourism industry are subject to on-going re-structuring and evolutionary change. There are major labour market and skills implications of such change as businesses re-shape the range of services they offer (Hjalager & Baum, 1998), or respond to fashion and trend imperatives in the consumer marketplace (Warhurst et al, 2000). Vertical diversity in hospitality work is represented by a more traditional classification that ranges from unskilled to semi-skilled and from skilled to supervisory and management. This 'traditional' perspective of work and, therefore, skills in hospitality is partly described by Riley (1996, p. 18) in terms that suggest that the proportionate breakdown of the workforce in hospitality & tourism is as follows:

Managerial – 6%

Supervisory – 8%

Craft (skilled) – 22%

Operative (semi skilled and unskilled) – 64%

The article addresses the skills debate in hospitality in four key theme areas:

1. The nature of work and skills in hospitality;
2. De-skilling within the hospitality workplace;
3. The technical/generic skills debate within hospitality;
4. Skills and the education/training process in hospitality.

CONCLUSION

Creation of 'Special Tourism Zones' anchored on Special Purpose Vehicles (SPVs) in partnership with the States was announced in the Budget for 2017-18. Ministry of Tourism has formulated the guidelines for implementation of the new scheme in consultation with the State Governments and Private Sector and is in the process of completing other formalities before launching the scheme. Creation of Special Tourism Zones would lead to overall development of the areas and offer diverse tourism experiences which would help in creating livelihood and improve standards of local communities living in those areas.

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