

A study of the steps taken by Ministry of Tourism, for creating and training competent talent in tourism sector, through various skilled based programmes.

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INTRODUCTION:

Tourism plays an important role in employment generation and economic growth of the country. It is accepted as the potent engine for social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy.

Tourism sector has a very high employment potential with approximately 90 jobs creation per Rs. 10

lakhs of investment. There is high scope for profuse employment generation and related activities in the form of accommodation projects, food oriented projects, amusement parks and water sports etc.

Current Scenario of Indian Tourism
(Year 2014-2015)

No. of Foreign Tourist Arrivals in
India - 8.03 Million - with Annual
Growth Rate 4.5%

No. of Indian Nationals Departures

from India - 20.38 Million - with Annual Growth Rate 11.1%
No. of Domestic Tourist Visits to all States/UTs - 1432 Million - with Annual Growth Rate 11.6%
Foreign Exchange Earnings from Tourism: In INR terms - 135193 Crore - with Annual Growth Rate 9.6% (Source: Annual Report 15-16 by Ministry of Tourism, Government of India)

India's Position in World Tourism: (Year 2015)

" Share of India in International Tourist Arrivals is 0.68%

" India's rank in World Tourist Arrivals is 40th

" Share of India in International Tourism Receipts (US\$ terms) is 1.71%

" India's rank in World Tourism Receipts is 14th
(Source: Annual Report 15-16 by Ministry of Tourism, Government of India)

The year 2015 witnessed a growth of 4.5 % in Foreign Tourist Arrivals (FTAs) in India, this growth was equivalent to the medium growth rate of 4.5 % witnessed in International Tourist Arrivals, globally.

The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1, 35, 193 crore with a growth of 9.6 %.

Future Potential of Tourism in India:

The World Travel and Tourism

Council (WTTC) along with its strategic partner Oxford Economics conducted the Tourism Satellite Accounting (TSA) research in March, 2009. In accordance with the survey the future of Indian Tourism has some bright prospects.

The demand for tourism in India is expected to grow by 8.2% between 2010 and 2019 which will place India at the third position in the world. Indian tourism is expected to employ over 40 million people by 2019.

ROLE OF MINISTRY OF TOURISM, INDIA TO MEET POTENTIAL DEMAND OF SKILLED MANPOWER

It has been the endeavour of this Ministry to put in place a system of training and infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively.

CHALLENGE OF SERVICING THE SECTOR

1. Servicing the Sector with skilled manpower effectively is a prerequisite for the actualization of tourism specific expectations. This is both an imperative and a challenge.

2. The task of creating a skillful service is inherently challenging because of two reasons, first because of the huge skill gap that obtains in the Sector, and second, because the Sector is not averse to taking raw hands and leaving them to acquire

function-related skills on the job. Hence to address this challenge, government has to take initiative.

MEASURES BY MINISTRY OF TOURISM, GOVT. OF INDIA.

1. Hospitality Educational Institutes: As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 9 Food Craft Institutes (FCIs), which have come up with the support of the Ministry. These institutes were set up as autonomous societies with a specific mandate to impart hospitality education/ conduct training in hospitality skills.

India Tourism Development Corporation (ITDC) is the only public sector undertaking under the charge of the Ministry of Tourism.

The Ministry also has the following autonomous institutions:

- (i) Indian Institute of Tourism and Travel Management (IITTM).
- (ii) National Council for Hotel Management and Catering Technology (NCHMCT); and
- (iii) The Institutes of Hotel Management (IHMs).

2. Incentive Provided to Hotels by the Government :

To encourage the growth of hotels, on the request of Ministry of Tourism, a Five- Year Tax holiday was announced in the budget of 2008-09 for two, three and four star hotels that are established more than 100 years

ago are declared "World Heritage Sites". The Government has recently announced the extension of Investment Linked Tax incentive under section 35 AD of the Income Tax Act to new hotels of 2 star category and above anywhere in India. This will facilitate the growth of accommodation in the country.

3. Ministry of Tourism's Skill Development Strategy

Besides the regular institutional academic effort leading to award of diplomas and degrees, Ministry of Tourism has put in place the following strategy to meet the Sectoral skill requirement:

- institutionalizing skill testing and certification
- commissioning pre-service skill development training programmes of short duration.

The ministry is also alive to the fact that many of the service providers have cognizable skills which needs to be tested.

The Ministry has, therefore, put in place a mechanism for skill testing, under which the service providers undergo a 5-day orientation programme and on the 6th day their skills are tested.

As of now, 45 institutes - 21 Central IHMs, 17 State IHMs and 7 FCIs -- have the authority to test and certify skills in four hospitality trades namely food production, food and beverage service, bakery and housekeeping. Since the inception of this programme

and till the close of January 2016, the over 89000 service providers have been tested.

Pre-service Skill Development Training Programmes of short duration - Hunar Se Rozgar Tak. The Ministry of Tourism (MoT) had, in the year 2009, launched an initiative, christened Hunar Se Rozgar Tak, to impart, through short duration training course, employable skills in certain hospitality trades. The growth of the initiative has been phenomenal, and by the close of January 2016, a total of over 2.38 lakh persons stood trained.

The features common to the training programmes under the HSRT initiative are

- (i) The trainees should be in the age group of 18-28 years;
- (ii) Each training programme is of short duration;
- (iii) No fees chargeable to the trainee;
- (iv) Each trainee entitled to incentives comprising free lunch, a set of uniforms and stipend;
- (v) Training cost met by MoT;
- (vi) The implementing institutes entitled to payment of 5 % of the respective programme cost to cover the administrative expenses.

While the initiative is in the nature of an umbrella programme to cover training areas and trades in the Sector on a sweep, the actualization so far has been largely relating to four hospitality trades namely food produc-

tion, food and beverage services, housekeeping and bakery.

The PM Shri Narendra Modi's Skill Development Mission enjoins upon the Ministry of Tourism and the Industry to raise a skilled work force of 5 million persons by the year 2022. Hence, it has been made mandatory for hotels to participate in the Skill Development initiative to meet the manpower needs of the tourism and hospitality industry. The amended guidelines for classification of hotels requires a classified hotel to train a specific number of persons in every calendar year in the short duration skill development course under "Hunar Se Rozgar Scheme".

Following are the schemes/programs promoted under skill development mission.

a. Guides Training Programme: Guides Training Programme for Regional Level Guides through the Indian Institute of Tourism & Travel Management (IITTM) is initiated by the government.

Selection and Training of Regional Level Tourist Guides is an ongoing process and the Ministry conducts the training programmes through the Indian Institute of Tourism & Travel Management (IITTM). The selection of Regional Level Tourist guides is done based on the guidelines for selection and grant of guide license to Regional Level Tourist Guides (RLG) of this Ministry which is in place with

effect from 22nd September 2011. There are 2740 Regional Level Tourist Guides in India. Regional Level Guide Training Programme has approved by the Ministry of Tourism on 31.12.2015 and 912 seats have been estimated across the country for this course.

b. Setting up of

IHM/FCI/NCHMCT/ IITM:

" NCHMCT: For steering and regulating the academic efforts of the IHMs and FCIs, in 1982 the Ministry had set up the National Council for Hotel Management & Catering Technology (NCHMCT). The mandate of the NCHMCT is to co-ordinate the growth and general advancement in the development of hospitality management education through its affiliated institutes. The NCHMCT also conducts Joint Entrance Examination (JEE) on all India basis for admission to the 1st year of the 3-year B.Sc. programme in Hospitality studies.

Admission to M.Sc. in Hospitality Administration is centrally carried out by the Council. In the case of other course, i.e. P.G. Diploma in Accommodation Operation, P.G. Diploma in Dietetics and Hospital Food Service, Diploma in Food Production; Diploma in Food and Beverage Service; Diploma in House Keeping Operation, Diploma in Bakery and Confectionery, Craftsmanship Course in Food and Beverage Service.

" IHM: With the growing realization that it would be necessary to reinforce efforts to bridge the skill gap obtaining in the hospitality sector, the Ministry has put in place the following five-pronged strategy:- Efforts to increase the annual pass out of trained persons by expanding and strengthening the institutional infrastructure for training.

- i) Asking the existing IHMs to start craft courses.
- ii) Broad-basing of hospitality education / training.
- iii) A Scheme dedicated to the training and up-skilling of the existing service providers.
- iv) Hunar se Rozgar programme for creation of employable skills.
- v) Skill testing and certification for existing service providers.

During the year 2015-16, in-principle approval has been accorded for the setting up of three new State Institute of Hotel Management (SIHMs) i.e. one each at Ramnagar (Uttarakhand), Jhalawar (Rajasthan) and Sawai Madhopur (Rajasthan) with the Central Financial Assistance of Rs. 16.50 crore.

In addition in-principle approval has been accorded for the setting up of two Food Craft Institutes (FCI), at Dholpur and Baran (Rajasthan) with the Central Financial Assistance of Rs. 7.50 crore.

" IITM: Indian Institute of Tourism & Travel Management : Indian Institute of Tourism and Travel

Management (IITTM), set up in 1983, is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry. It currently offers the following post-graduate diploma programmes.

- i. Two-year Post Graduate Diploma in Management (Tourism and Travel) - from Gwalior and Bhubaneswar.
- ii. Two-year Post Graduate Diploma in Management (International Business) - from Gwalior and Bhubaneswar;
- iii. Two-year Post Graduate Diploma in Management (Service Sector) - from Gwalior;
- iv. Two-year Post Graduate Diploma in Management (Tourism and Leisure) - from Delhi;
- v. Two-year Post Graduate Diploma in Management (Tourism and Cargo) - from Nellore;
- vi. In order to tap the potential that India's coastline offers for water-based and adventure sports, the Ministry had established the National Institute of Water Sports (NIWS) in Goa. The administrative control of NIWS stands entrusted to the IITTM.

" AIHT: Ashok Institute of Hospitality & Tourism Management (AIH&TM) is Human Resources Development division of India Tourism Development Corporation Ltd. This institute came into existence in 1971 for in-house training of staff and executives in ITDC hotels.

c. A 6 - Month Programme Of Training In Hospitality Trades
In order to give vertical skill mobility to the HSRT pass-outs, the MoT has started a six-month Programme of training in four hospitality trades, namely food production, food & beverage service, housekeeping and bakery exclusively for the HSRT pass-outs. The MoT sponsored IHMs, FCIs and KITTS have been authorized to implement the Programme. A total of about 650 persons were trained in 2015.

d. New Initiatives Launched On National Youth Day
Training programme for Delivery Boys for Fast Food Chains
A 06 days training programme has been launched to prepare Delivery boys to deliver food at home with skill, style and civility and to upscale the Sectoral skills for 10th pass candidates in the age group of 18 to 28 years. The programme is implemented by the IITTM, IHMs & FCIs. 50 candidates have been trained till January 31, 2016.

e. A Programme Of Training To Bring Up 'Paryatak Mitra'
10 days training programme has been launched to inculcate appropriate tourism traits and knowledge amongst the trainees to enable them to act / work as Tourist Facilitators (Prayatak Mitra). Young men and women so trained acts as catalyst/ resource persons in turn for similar effort. To

gradually work towards a tourism-sensitive citizenry for college going students including those enrolled with NCC & NSS in the age group of 18 - 28 years. This programme is implemented by IITTM. 59 candidates have been trained till January 31, 2016.

f. **Sensitization Programme For The Existing Service Providers At Varanasi**

A 4 days sensitization programme has been launched for the existing service providers . It was a furtherance of the Swatchh Bharat Abhiyan. This programme covers the sensitization of Boatman, Rickshaw Pullers, Pandas, Porters, Shopkeepers and Street Vendors (in and around Ghats and Kashi temple). This programme is implemented by IITTM. 50 boatmen have been trained till January 31, 2016.

g. **Training Programme To Bring Up Tourist Facilitators In The North East:**

A 6 weeks training programme has been launched for 10+2 pass-outs in the age group of 18-28 years. The primary objective of the programme limited to the North East, will be to achieve better tourist satisfaction in terms of availability of skilled tourist facilitators.

This programme will be implemented by IITTM.

FURTHER EFFORTS BY MINISTRY OF TOURISM TO MEET

THE SKILL GAP BY BROAD-BASING OF THE HOSPITALITY EDUCATION:

The Ministry has also decided to bring hospitality education into the mainstream through Government vocational schools, Industrial Training Institutes (ITIs), polytechnic institutes, Government colleges, Universities and Public Sector Undertakings. The Central assistance will be available to all. The assistance can be utilized for creation of infrastructure necessary for the conduct of courses / trainings. Under the policy of broad-basing of hospitality education, grants have so far been provided to 31 ITIs, 7 degree colleges, 4 Polytechnics, 77 Schools and 15 Universities to start new hospitality courses.

Conclusion:

Skill development in Hospitality sector is a major need of the Nation. Due to the wide gap between the availability and requirement of skilled manpower, the focus of AIH&TM is towards reducing the gap between demand and supply and providing skilled manpower to the Hospitality industry through the various training programmes of MoT.

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02-05
