

# Hospitality Education – Creator of Future Leaders

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## ARTICLE DETAILS

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## ABSTRACT

*With the second largest Gross Domestic Product contributor in India, service sector has been gaining popularity in India. Hospitality industry contributes approximate 45 per cent in GDP. Hospitality education prepares students for critical thinking, flexibility, entrepreneurial spirit, management skills, innovations and many other qualities which are essential in building stronger connections with stakeholders and makes them a good leader.*

*The main objective of the study is to focus on the hospitality education and its requirement in today's service world. It also highlights the qualities which hospitality education inculcates among students. Thereby prepares them to become a future leader. This industry is growing to a wide extend and it creates limitless opportunities for these sector students. The researcher came across the fact that candidates from hospitality industries are demanded by a variety of industrial sectors. Hospitality education makes them versatile to get fit into any area of industry.*

## 1. Introduction

Hospitality industry has become the biggest employer in the service sector. It includes hotel management and tourism management. The status has increased and they expect greater standards of work from their employees. They search for the qualities like a keen attitude, critical thinking, innovations, management skills, personal hygiene, confidence, willingness to work, good communication etc which is taught by hospitality education. Hotel industry includes four main sectors of education - food production, food and beverages, front office and housekeeping but management subjects are also the part of their education which assist them to be future leaders in their industry.

Hospitality education contributes in GDP to a very large extent and a big contributor to world's economy.

There are three main sectors in our Indian economy. They are primary sector, secondary sector and territory sector. Primary sector deals with agriculture, secondary sector deals with industrial and territory is related to services. When we study the year wise growth of service sector then it is seen that there is a gradual increase. Indian tourism and hospitality has become key factors in growth of service sector. As per data released by Department of Industrial Policy and Promotion from 2000-2018 hotel and tourism sector has attracted around US\$11.39 billion of Foreign Direct Investment. In related to employment generation in India it contributes around 8 per cent of the total population in India, nearby 41.6 million people during the same year and is expected to rise to around 52.3 million jobs by 2028. International hotel chains are increasing which contributes 47 per cent share in the tourism and hotel industry of India by 2020 and 50 per cent by 2022.

Government is also supporting this hospitality industry and taking initiatives to make India a global tourism hub. Few initiatives by Government are as follows:

- In October 2018, world's highest statue of Sardar Vallabhai Patel known as "Statue of Unity" was inaugurated of 182 metre.

- Government is putting efforts to gain 1 per cent share in world's international tourist arrival by 2020 and 2 per cent by 2025.
- Under Swadesh Pilgrimage Rejuvenation and Spirit Augmentation Drive (PRASAD), the Government has allotted a budget of 1,250 crore for integrated development of tourist circuit.

By this Government has achieved seven projects of Rs.384.67 crore sanctioned under Swadesh Darshan Scheme. This industry contributes around 9.4 per cent in India's total GDP.

## 2. Objective of the study

1. To study the growth of hospitality studies.
2. To study the requirement of hospitality education in today's service world.
3. To see the gradual contribution of hospitality studies in GDP.
4. To study the pattern of hospitality education.
5. To learn the qualities needed by the leader.
6. To learn how hospitality education inculcates leadership qualities in students.

## 3. Importance of the study

Service industry is growing to a great extend. There are many service industries but hospitality is becoming famous day by day. Hospitality industry creates versatility in students to work in any industry and also creates future leaders. It generates employment opportunities to many people. The education pattern in hospitality not only builds leadership qualities in students but also helps to create entrepreneurs in the nation. This industry has a great contribution in world's economy. The leadership qualities in hospitality industry helps to create mutual respect in the work environment even if the work environment is critical. The skills they acquire helps them to deal with their guest in a very polite manner. Problem solving skills helps to solve conflicts and take effective decisions related to management for the smooth working of the industry. These skills also include computer technology, book keeping

patterns and management functions by which the leader is not said to be a complete package. It also attracts Foreign Direct Investments.

**4. Scope of the study**

The study is regarding the hospitality industry growth and also to prove that they are the creators of leaders. This study cover the facts and figures of India's hospitality industry. The research has been basically done with the help of primary and secondary data both and hence reached to the conclusion. For primary data have selected a sample size of 10 people taking into consideration the time available for the research. There is a questionnaire prepared to gather the primary data which consists of open ended and closed ended questions. The researcher has tried to cover the questions related to the objective and the importance of the study with respect to tourism and hospitality industry and it's education pattern. The research paper includes some graphs and tables that shows the growth of hospitality industry in India.

**5. Research methodology**

Researcher has used a descriptive methodology for he study of this topic. The researcher has tried to deal with the topic scientifically and logically finding out the suggestions on the same. For this research the researcher has used a methodology of gathering a primary data by creating a sample design of 50 people linked with hospitality education and gaining answers on the questionnaire prepared. The maximum part of the study is done by secondary data by referring certain website links and books. The hypothesis test is being taken that whether the hospitality education truly are creator of future leaders. This study has qualitative and quantitative approach of

study. There are some logical findings and suggestions given on the problem related to hospitality education pattern.

**6. Review of literature**

Vinnie Jauhari highlights various career opportunities in hospitality industry. The purpose of the paper is to link between industry competency requirements and the current provisions for various management education.

Vinnie Jauhari shows the potential of Hospitality industry and its contribution in economic growth. It relates to the growth of hospitality industry in India. Researcher provides a backdrop to Worldwide Hospitality and Tourism in India and is based on the roundtable which was conducted in 2008.

**7. Research Gap**

This study is done with the study of past researches done. The above reviews relate to the competencies require in hospitality industry and the growth of hospitality and tourism industry. In the research paper the researcher has focused on the hospitality industry growth and also the current education pattern and few suggestions so that India creates future leaders and entrepreneurs in this industry.

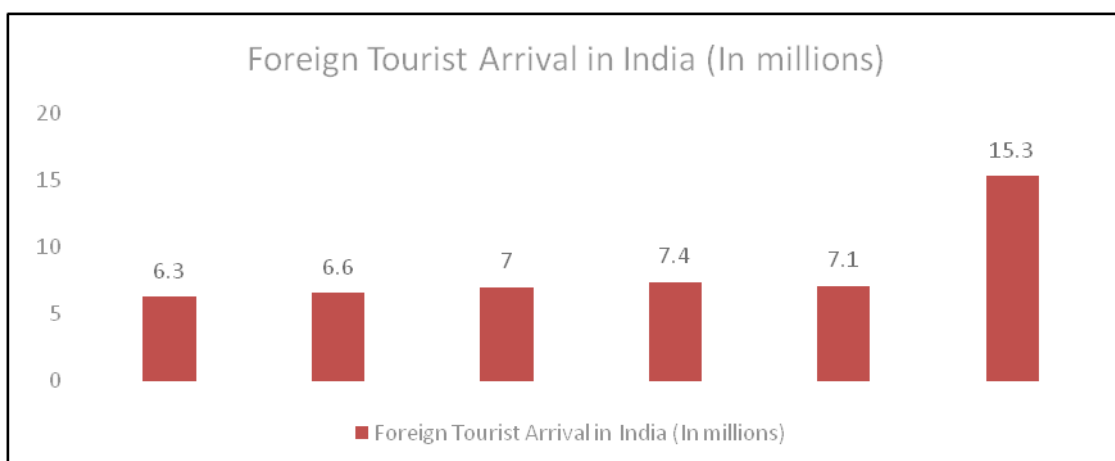
**8. Sector wise contribution in GDP and growth of hospitality industry**

According to CIA Facebook sector wise GDP contribution for the year 2017 is as follows:

Agriculture - 15.4 per cent, Industry - 23 per cent and Service - 61.5 per cent

Years	Foreign Tourist Arrival in India (In millions)
2011	6.3
2012	6.6
2013	7
2014	7.4
2015	7.1
2025	15.3

Table 1 Foreign Tourist Arrival in India (In millions)



Graph1 Foreign Tourist Arrival in India (In millions)

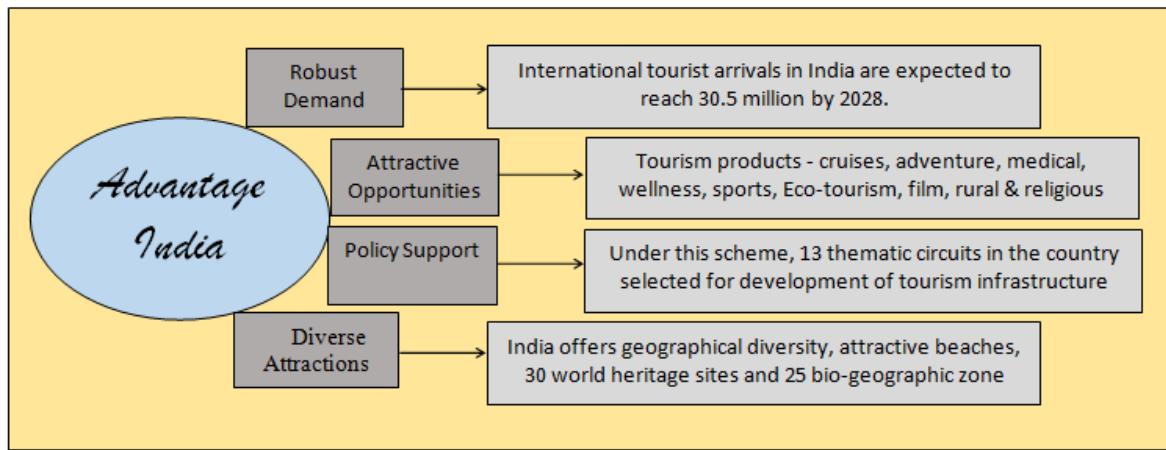
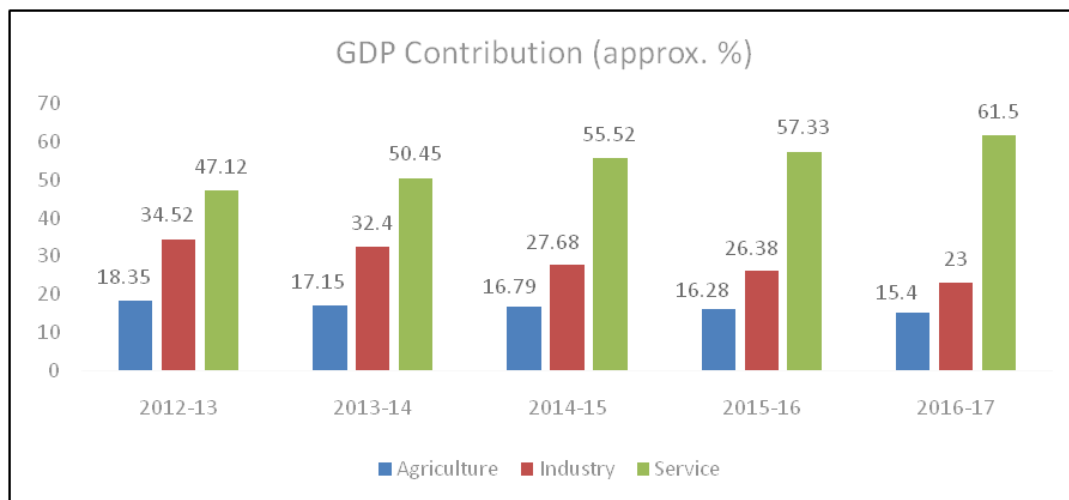


Chart 1 Tourism Management

Years	GDP Contribution in % (approx.)		
	Agriculture	Industry	Service
2012-13	18.35	34.52	47.12
2013-14	17.15	32.4	50.45
2014-15	16.79	27.68	55.52
2015-16	16.28	26.38	57.33
2016-17	15.4	23	61.5

Table 2 Sector wise GDP contribution in percentage (approx.)



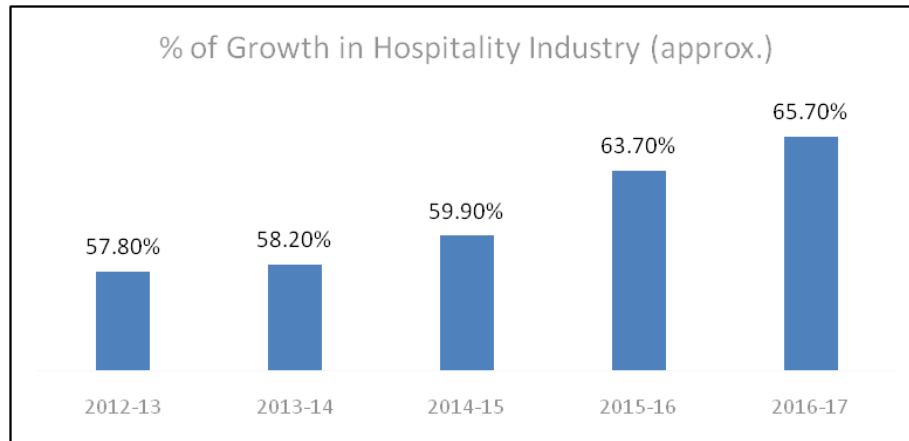
Graph 2 Sector wise GDP contribution in percentage (approx.)

GOVERNMENT INITIATIVES	
<b>Swadesh Darshan</b>	▪Based on themes, Government has identified circuits like Buddhist circuit, Krishna circuit, Himalayan circuit etc.
	▪Tajmahotsav a 10 day celebration provide a platform to India's overall culture
<b>Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)</b>	▪Under Budget 2018-19, Government allocated Rs. 1,250 crore for tourist development
	▪Implemented by the Ministry for enhancing infrastructural development in cities.
	▪In March 2018, total amount sanctioned by the Ministry of Tourism for this section scheme was Rs. 5638.87 crore since 2014-2015
<b>National Tourism Policy 2015</b>	▪Encourage citizens of India to explore their own country as "MUST SEE" destinations to global travelers.
	▪Under budget 2017, USD 14.87 million was allocated for promotion and publicity of various programme and schemes in tourism ministry
<b>STATUE OF UNITY</b>	▪Statue of Vallabhai Patel, known as "STATUE OF UNITY", was inaugurated in October 2018 of the height of 182 metre which boost tourism sector and put India on world tourism map.

Chart 2 Government Initiatives in Hospitality Management

Years	% of Growth in Hospitality Industry (approx.)
2012-13	57.80%
2013-14	58.20%
2014-15	59.90%
2015-16	63.70%
2016-17	65.70%

Table 3 Hospitality Industry Growth for last 5 years



Graph 3 Hospitality Industry Growth for last 5 years

## 9. Findings of the study

- Hospitality education pattern is moderate and needs improvement in the same.
- Hospitality industry can create future leaders and entrepreneurs.
- The researcher finds that the Foreign tourist rate is increasing and it is expected to be 15.3 per cent till 2025 as showed in Table 1 and Graph 1
- Currently service industry contributes approximately 61.5 per cent in GDP and India ranks 11<sup>th</sup> in hospitality industry as showed in Table 2 and Graph 2
- Growth in hospitality industry is increasing year wise depicted in Table 3 and Graph 3
- Government has taken initiatives to develop this industry.
- Hospitality industry attracts Foreign Direct Investments in India.

## 10. Suggestions of the study

- In future the hospitality education needs to focus on management subjects giving equal importance as given to their core subjects and on communication skills.

- While providing education to candidates there should be motivating factors that encourages them to be leaders and entrepreneurs.
- India should concentrate on service sector and more on hotel and tourism industry so that the GDP amount increases and soon this industry will be able to reach on first rank.
- Government can develop more schemes and projects that creates easy entry to this industry people.
- More hotels like Oberoi, Taj, Hyatt, JW Marriot etc. can be constructed and designed.

## 11. Conclusion of the study

After completion of the study the researcher concludes that the service sector is growing year to year and hospitality industry plays a very important role to increase GDP and FDI. The tourism industry is growing which has resulted in attracting tourists from many countries of the world. Government has also started to show their keen interest in the development of hospitality industry. The Government has attain few achievements related to their efforts. As per the answers received by the sample has proved a great help to reach to this conclusions.

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