

O. HUMAN RESOURCE DEVELOPMENT FOR TOURISM IN INDIA

G. Raveendran

1. Introduction

The importance of ensuring high standards of quality and efficiency in tourism services to develop international tourism is well-recognised. It is particularly important in the case of developing countries intending to promote tourism as an instrument for economic development. It can, however, be achieved only by initiating specific measures for human resource development in various segments of the tourism industry. Hotels, restaurants, travel agents, tour operators and other providers of tourist services require professionally trained personnel in various trades at all levels. Taxi drivers, coach operators and other grass-roots level workers need to be trained to make them skilled and personable.

2. Institutional arrangements

Over the years, a large number of institutions were developed in the government sector to give training in tourism trades. However, the private sector has also become active in recent years. The present institutional arrangement consists of:

- (a) the government-run National Council for Hotel Management and Catering Technology with 20 hotel management institutes under its control;
- (b) a number of food craft institutes under the control of the central and state governments;
- (c) the Central Apprenticeship Councils set up by the Ministry of Labour at Delhi, Faridabad and Meerut to provide training in cooking, baking, confectionary, stewardship and housekeeping;
- (d) hotel management and catering technology institutes run by some of the major hotel chains;
- (e) about 35 private institutes, some of which are affiliated to universities or recognised by the All India Council for Technical Education (AICTE);
- (f) the Indian Institute of Tourism and Travel Management (IITTM), with chapters at Calcutta, Calicut, Delhi, Lucknow and Thiruvananthapuram and a branch at Bhubaneswar;
- (g) colleges and departments in some universities which run undergraduate and postgraduate courses in tourism and tourism administration;
- (h) the National Institute of Water Sports at Goa;
- (i) the Institute of Skiing and Mountaineering at Gulmarg; and
- (j) the Departments of Tourism of the central government and the state governments which run guide training courses.

3. Hotel management and catering technology

India has recognised the need for training in hotel management and catering technology during the initial years of tourism development. The first Hotel Management Institute at Bombay was established in 1954. It was followed by another institute at New Delhi in 1962 and one each at Calcutta and Madras in 1963. At the present time, there are 20 government-run hotel management institutes under the Council for Hotel Management and Catering Technology.

These institutes conduct three-year diploma courses in hotel management, a few post-diploma courses and some craft-level courses. There are also 13 food craft institutes within the control of the central government which conduct craft-level courses. These institutes now admit about 1,600 people annually, and this is proposed to be increased to about 4,000 by the year 2000. In addition, there are a few craft-level institutes run by the state governments with a capacity of about 250 trainees per year.

Hotel management institutes run by the hotel chains include:

- (a) the School of Hotel Administration at Manipal run by the Welcome Group of Hotels which has capacity to admit 100 trainees;

- (b) the Indian Institute of Hotel Management at Aurangabad run by the Taj Group of hotels, with an annual capacity to accept 60 trainees;
- (c) the Oberoi School of Hotel Management at Delhi with an annual capacity to admit 40 trainees; and
- (d) the Academy of Culinary Education run by Cidade De Goa Beach Resort at Goa.

Private institutes affiliated to universities award degrees in hotel management and those affiliated to AICTE award diplomas. These institutes can admit about 1,000 trainees every year. There are also some other institutes which have links with the American Hotel and Motel Association or Swiss hotel schools. These institutes train about 250 students every year. Central Apprentice Councils provide basic training in cooking, baking, housekeeping, etc. and have about 1,600 trainees each year. The total number of people trained at all hotel and catering technology schools in India is thus about 5,000.

Efforts to upgrade the technical capabilities of training institutes include replacement or addition of laboratory and kitchen equipment, provision of modern computer facilities, etc. This is a continuous process and adequate budgetary provision is being made.

Future plans include setting up more hotel management and catering technology institutes and food craft institutes and establishing a culinary institute and an institute of advanced hotel management. These are efforts apart from strengthening and modernizing the existing institutes. The culinary institute is intended to provide specialized training to chefs and to document various forms of Indian cuisine. The institute of advanced hotel management would provide regular postgraduate courses to faculty members and others.

It is also proposed to strengthen the National Council for Hotel Management and Catering Technology to standardize course materials and accredit private institutes. Formulation of competency standards and certification on the basis of those standards are also proposed to make qualitative improvements in the existing stock of personnel in the tourism industry.

4. Indian Institute of Tourism and Travel Management

The Institute and its chapters have a mandate to produce trained manpower for the travel industry. It is also responsible for giving training to central and state government officers involved in tourism development, training of industry personnel and grass-root level workers such as immigration officers, taxi drivers, guides, etc. The courses now being offered by the Institute include:

- (a) part-time Management Development Programmes;
- (b) diploma in Travel and Tourism Industry Management;
- (c) language training programmes in French, German, Spanish, Japanese, etc.;
- (d) in-service training for people in the tourism industry and the government; and
- (e) training for grass-root level workers.

During the Ninth Plan, it has been proposed to expand the activities of IITTM and its chapters to include:

- (a) a Master degree of Business Administration (Tourism Management);
- (b) a Diploma in Tourism Marketing Management;
- (c) research, documentation and publications;
- (d) faculty exchange and faculty enrichment programmes through training in India and abroad;
- (e) student exchange programmes; and
- (f) setting up an audio-visual training facility.

5. National Institute of Water Sports

The Institute was set up at Goa in 1990 to promote water sports activities in the country. The Institute is presently working under the administrative control of IITTM with the specific objective to provide training to water sports entrepreneurs and enthusiasts and to spread awareness about water sports. It provides training in sailing, windsurfing, water skiing, power boat handling, outboard motor maintenance and rescue and life saving techniques.

6. Institute of Skiing and Mountaineering

The Institute of Skiing and Mountaineering at Gulmarg was set up in 1968 to provide training in adventure sports such as skiing, paragliding, mountaineering, trekking, rock climbing, etc. Since 1992, the Institute has started organizing such training programmes at other destinations such as Patnitop and Sanasar in Jammu and Kashmir and Auli in Uttar Pradesh.

7. Guide training

The availability of trained guides at tourist centres and monuments is a major requirement to promote tourism. The Department of Tourism is, therefore, giving considerable importance to guide training. A three-tier training programme at the national, state and local levels has recently been drawn up and is being implemented through the Government of India Tourist Offices, state/U.T. governments and others. These courses include programmes for new tourist guides and language and refresher courses for those already engaged in guide services.