



Department of PG Studies and
Research in Tourism
Administration

Kuvempu University,
Shankaraghatta-577451
Shimoga, Karnataka, India
www.kuvempu.ac.in



National Level Symposium on

***“Tourism Employability Vs Tourism Education-An interface between
Academics, Professionals and Students”***

We, Department of PG Studies and Research in Tourism Administration, Kuvempu University, Shankaraghatta, are happy to announce that a ***National Level Symposium on “Tourism Employability Vs Tourism Education-An interface between Academics, Professionals and Students” is going to be organized on 21st November 2015.*** The theme has been chosen after a deep thought and realization that there are lots of lapses between the tourism industry human resource requirements and contents of the academic curriculum. Whether the existing Tourism Education System is capable of creating employable graduates? National level debates are going on the issue of employability of graduates. It is reported that around 70% of the higher education graduates in India are unemployable! According to Aspiring Minds, an employee assessment service provider's 2012 National Employability Report about 83% of engineering graduates are unfit for employment. National Association of Software and Services Companies' (NASSCOM) survey of 2011 showcased that over 75% of IT graduates are not ready for jobs and further brought into notice how India's \$60 billion outsourcing industry is spending almost \$1 billion a year training them to be fit for jobs. So, the Department has identified that there is a need for a joint interaction between all the stake holders of the tourism industry such as Academics, Industry Professionals and Students Community for preparing suitable educational strategies to enhance the students' employability. Through the National level symposium, the Department of Tourism Administration, Kuvempu University is providing a pool of tourism Academics, tourism industry experts and students to interact and discuss the theme in detail and come up with effective outcomes which can

enrich the tourism academic of the country. To make this noble endeavor a grand success, the Department of Tourism Administration, Kuvempu University is inviting you to come and contribute immensely to this academic discussion.

Background

Travel and tourism is the largest service industry in India. This industry provides heritage, cultural, medical, business and sports tourism. It is expected that the tourism sector's contribution to the country's gross domestic product (GDP) will grow at the rate of 7.8 per cent yearly in the period 2013–2023. The Indian tourism sector has been flourishing in recent years due to the improved connectivity to and from the country. Also, a better lodging facility at the tourist destinations has been a factor which has contributed to increase Foreign Tourist Arrivals (FTA).

The Tourism industry contributes to high priority development goals of a developing country including:

- Income
- Employment
- Foreign exchange earnings (Tourism is the Primary source of foreign exchange earnings in 46 Of 49 developing countries).In 2013, the travel and tourism industry contributed Rs 2,170 billion or 2% to the country's GDP. This is expected to rise to Rs4,350 billion in 2024. WTTC, which includes executives of travel companies as members, had said earlier that if five G20 countries (India, China, the US, the UK and Brazil) were to go electronic in their visas, the move could generate five million jobs and \$268 billion income.

The Travel & Tourism industry in India will grow by 7.5% in 2015, fueled by visa reforms, according to research released today by the World Travel & Tourism Council (WTTC). In 2014, the industry contributed INR7,642 billion and 36.7 million jobs to the Indian economy. During 2015, the industry's GDP contribution is forecast to grow by 7.5% and employment by 1.8%. This demonstrates the sector's enduring ability to generate economic growth and create jobs at a faster rate than the national economy, which is due to grow by 6.7% in 2015. By the end of 2015, the Travel & Tourism sector will contribute INR 8,215 billion, 7% of India's GDP, and 37.4 million jobs, almost 9% of total employment, once all direct, indirect and induced impacts are taken into account. The strong increase in the size of the Travel & Tourism industry in India is fuelled by visa reforms introduced in November 2014, which expanded the visa-on-arrival scheme to 43 nationalities. Visitors from those countries no longer have to queue up at local consulates but can instead apply for visas online.

Tourism Education in India

Tourism education is viewed as the driving force in developing tourism for any country and it is given high momentum by the developing countries to develop tourism, but most of the developing countries could not create conducive environment for tourism education. It is often perceived that tourism education is almost based on international perspective. Many experts view tourism education towards local perspective which also ensures the local development of region and community. Having gained brief background about tourism education, the development and existence of tourism education in Indian sub-continent explores in three stages (i.e. Past, Present and Future). It is very difficult to differentiate between past and present as India started offering tourism course only in the recent past of some 4 decades back. There was no degree and higher level of education in this field as only diploma and PG diploma course was found. Though the need of the past was served through the then found course, through few visionary leaders and academicians the diploma programs have been reshaped and upgraded into degree programs and still many Universities are providing degree's like MTA (Master of Tourism Administration), MTM (Master of Tourism Management), MBA in Tourism, M.A In Tourism, B.com Tourism, BBA (Tourism and Travel), BA Tourism and Travel Management, BTTM etc.

The rapid increase in tourism education though viewed as a growth, do invites concern on this growth. The need for core body of knowledge as a basis for all tourism degree is highly envisaged. The World Tourism organization has realized the fact that the absence of trained manpower in many countries is a major impediment to the growth of tourism business. Thus, it has accorded a top priority to the human resource development in this sector. A study report on 'Economic Impact of Tourism in India' conducted by the Economic and Social commission for Asia and Pacific (ESCAP) reveals that international tourist visit provides employment to one person for a year. Similarly one person gets a job from the visit of 17 domestic tourists.

Employment opportunities

As per Government of India Ministry of Tourism, currently more than 5 million people are employed in Travel and Tourism Industry. The Tourism Jobs can be interesting, remunerative and exciting which can be in the sectors of Airlines, Hotels, Travel Agencies ,Tour Operators and that requires stamina, patience and How to Enter The Tourism Industry: Most of the entry in the Tourism Industry happens by the sake of experience however there are Schools, Institutes and Universities, that train people for the different skills needed for Tourism Jobs and there are Hotel Management Institutes and Tourism and Travel Management Institutes in public and private sectors. There are craft institutes to train people as chefs and cooks. There is no dearth of Jobs in

Tourism Industry. There are Colleges and Universities which are providing Bachelors and Master level courses in Tourism and Travel Management.

Objective of the Symposium

The major objective of the symposium is to provide a single platform for all the major stake holders of tourism academics to interact each other, exchange views and ideas for improving the tourism education scenario in India so as to ensure better employability among students and to develop better human resource for the burgeoning tourism Industry.

Participants:-

- Academicians of various universities and Tourism colleges throughout the nation.
- Tourism and travel industry representatives.
- Hospitality industry professionals.
- Local tourism and travel industry representatives.
- Students of various universities and Tourism colleges.
- Development professionals working for tourism promotion.

Registration Fee for the Participants

- Academicians and Professionals: Rs 300/-
- Research scholars and Students: Rs 200/-

What you can do?

You can prepare concrete presentations on various sub-themes mentioned below and present your views before the participants. You are requested to submit your paper/presentation on or before 19th November 2015 for allocating you the time and accommodate your paper/presentation on the respective pool. You are directed to email your paper/presentation in binoymta@yahoo.com, binoymta@gmail.com.

Areas of discussion in Symposium:-

1. Tourism Education System in India
2. Tourism Employment Scenario in India
3. Tourism and Hospitality Education V/s Tourism and Hospitality Employability.
4. Travel Agency & Tour operator Education v/s Industry expectations.
5. Tourism Education v/s Entrepreneur Development.
6. Technological Advancements Industry v/s Traditional Technology in Education.
7. Practical Training v/s Theoretical Education.

Program Schedule on Saturday, 21st November 2015

- ✓ 09.30 am Registration

- ✓ 10.00 a.m. Inauguration.
- ✓ 11.00 am Technical sessions
- ✓ 0130 pm Lunch
- ✓ 0200 pm technical sessions
- ✓ 5:30 Valedictory function

For the Further details, Please Contact:

Dr. Binoy T.A
Symposium Convener
Mob. 09480012022
binoymta@yahoo.com

Symposium Coordinators

Mr. Vinaya Kumar K S
09449918541,
08263680777

Mr. Naveen Kumar T G
08867708001

Ms. Anusha S G
09483217005

For communication

The Convener
TE Vs TE Symposium
Department of PG Studies and Research in Tourism Administration
Kuvempu University, Shimoga, Karnataka-577451
Email: binoymta@yahoo.com
Mob:09480012022
