



**Tilak Maharashtra Vidyapeeth**  
( Deemed to be University )

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on

**" Challenges to Contemporary  
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# **Conference Abstracts**

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# **Challenges and Opportunities in the field of Higher Education in Hospitality studies in India**

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Tourism is currently the most powerful force driving the world economy. In India the boost in the number of domestic as well as international tourists is seen in last five years. Tourism industry in India is in the constant need of trained manpower to cope up with the expansion occurring due to demand of tourism industry. Following are some of the figures showing growth of tourism industry in India Domestic Tourists Arrivals (1998, 1990)

**Table No. 1**

<b>Year</b>	<b>Domestic Tourists Arrivals</b>
1998	167 million
1990	64 million

## Inbound Tourist Arrivals (1951 to 2009)

**Table No. 2**

Year	Arrivals	Revenue in Rs.
2009	5.11 million	54,960 Cr.
2008	5.28 million	50,730 Cr.
1998	2.36 million	11,540 Cr.
1951	17,000	7.7 Cr.

Voyager's World June 2011, Reference: Ministry of Tourism, Govt of India

## Foreign Tourist Arrivals (FTAs) (May 2009 to May 2011)

**Table No. 3**

Year & Month	Arrivals (in Lakhs)	Growth
May 2011	3.69	8.0% (over May 2010)
May 2010	3.45	13/0% (over May 2009)
May 2009	3.05	-

## Foreign Tourist Arrivals (FTAs) (Jan- May 2010, 2011)

**Table No. 4**

Duration	Arrivals (in Lakhs)	Growth
Jan – May 2011	25.23	11.5%
Jan – May 2010	22.63	9.5 %

## Foreign Exchange Earnings (FEE) (May 2009 to May 2011)

**Table No. 5**

Month	Revenue in Rs. (Cr.)	Growth
May 2011	5047	15.8% (over May 2010)
May 2010	4358	34.1 % (over May 2009)
May 2009	3249	-

## Foreign Exchange Earnings (FEE) Jan-May 2010, 2011

Table No. 6

Duration	Revenue in Rs. (Cr.)	Growth
Jan-May 2011	29723	11.6%
Jan-May 2010	26622	27.4%

### 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. Hospitality education at entry as well as higher level is the need of an hour. It would be interesting to observe how much trained manpower at all levels is available for hospitality industry to cope up with the growing need of trained manpower. Assessment of current education available in hospitality education would be vital to gauge the future opportunities in the field. Also one could not ignore the industry view about higher education in hospitality as finally they are the ones needing the trained manpower.

### Objectives of the research

1. To find out the present scope and nature of higher education in hospitality studies in India.
2. To understand and assess the need of higher education in hospitality studies in India.
3. To evaluate the opportunities and challenges faced by higher education in hospitality studies in India.

### Primary data collection

1. Through interviews with industry and academic experts actively working in the field.
2. Interviews with various heads and principals of educational institutes offering higher education in hospitality.

## **Secondary data collection**

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Government statistics on tourism. Analysis and interpretation of data would be based on objective analysis of primary data. Also relevant secondary data would be incorporated after analysis.

