



# Quality Assurance and its Impact on Higher Education Institutions in India-Education Based Tourism

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## Abstract

The research helps to get a clear picture of quality assurance in Education based Tourism in India. We have collected the data from the secondary data for this research. In secondary data, research paper, journals, tourism curriculum, books, government reports and some of the articles have been used for analysis. The findings from this study were the number of universities involved in providing the quality of education in Tourism and courses offered by the institutions for undergraduates and post-graduation level and the impact of Tourism education during the times of covid pandemic. Recent trends in tourism, provisions introduced by government for the development of education based tourism and also the development of local or historical places.

## Introduction

Education is a process of inviting truth and possibility of encouraging and providing time to discovery. On the whole, education means giving of knowledge either through teachers or self study by themselves it may be in formal or informal. Education helps to develop the powers of reasoning and judgment. In other hand tourism, it is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes. (Sumit Kumar Singh, Subash Chandra Kannaujiya & Atul Kumar Sharma- published 28<sup>th</sup> Dec 2019)

## Why do we need the concept of adopting education system in tourism?

In this era, tradition form learning i.e., class room learning makes students to think limited while using modern form of learning i.e., educating students in open nature makes students think practically and know the current situation of the world. So, Education tourism is considered as one of the increasingly popular new trend in the global tourism industry. It's all about learning the historical facts, discovering the things in the new ways and acquiring knowledge about different culture, traditions and customs will be learned practically.

Education tourism is considered as the most advanced form of travelling. The main feature of

this education is acquiring knowledge by travelling and there will be no limit for age. The new trends in tourism education consist of school excursion, education trips for historical places, students exchange program, environmental tourism. Few of the courses offered by government for undergraduate and postgraduate level are Bachelors of Tourism Studies (B.T.S), Bachelors of travel & tourism management (B.T.T.M), B.B.A in (Tourism & Hospitality Management), and M.B.A in Tourism, MTA and MTM. From last one and half year the world is facing a serious problem i.e., covid. Due to this pandemic tourism industry has been fallen, so to get recovery industry has to be rebuilding again by attracting tourist and offer discounts to visit places. In education field due to pandemic new aids are introduced to teach students in classrooms like visuals aid, previous case study videos, film video of particular area, photography etc were introduced. In the present scenario of Indian tourism education there are more than five hundred institution are running tourism programs and the courses are offered in different levels i.e., undergraduate and post graduate level.

## **Literature review**

### **Tourism education**

The tourism higher education has been recognized by several countries can be witness by commitment of a theme on 'Tourism Education' in Annals of Tourism Research (Jafari and Ritchie 1981).later the publication of edited two more edited books namely 'An international handbook of Tourism Education' (Airey and Tribe 2005) and 'global Tourism Higher Education' (Hus 2005) also depicts the same. The three more committed journals on tourism education research

- The journal of teaching in travel and tourism.
- The journal of hospitality and tourism education and
- The journal of hospitality, leisure, sport and tourism education.

The vocational courses have played a major role in providing the required skills (Cooper & Shepherd 1997, Gillespie & Baum 2000) 'Education is directed toward expanding one's awareness of human environment and how to cope with this environment'. Private institutes are also found offering Certificate Diploma and Degree courses in Tourism education. The ministry of tourism has created Indian Institution of Travel and Tourism management (IITTM) in 1983 in New Delhi. IITTM have five centers in India, they are Delhi, Gwalior, Goa, Nellore and Bhubaneswar. After IITTM many other universities in India started various tourism courses. many courses like Travel & Tourism Management, Hotel Management, Cargo Management, Airline Ticketing and various other diploma & Certificate courses have been offered across the country. The famous tourism institutes are Pondicherry University, Banaras Hindu University, Bundelkhand University, HNB Garhwal University, HP Central University, Lucknow University, Kurukshetra University, Tezpur University, Christ University, Indira Gandhi Tribal University- Amarkantak, Madurai Kamraj University and many other government and private Institutions.

### **Objectives of study**

- The present study being exploratory in nature the primary objectives of this study is to

understand the concepts of 'Education based Tourism' with quality assurance and to analyses how to execute quality education in tourism.

- What are the recent trends implemented under tourism education and also to access tourism education in current scenario?
- To study the outcomes of innovative tourism education, this inspires student to build their career in this field.

## **Purpose of the study**

The main purpose of the study is to know the importance of educational excursion in order to obtain knowledge, experienced on certain topics, rather than travel itself.

Educational Tourism is all about learning new things, acquiring a new knowledge about tradition, culture or history of other destinations.

Here the study investigates that how the universities and the educational institutions play a vital role in fostering local development through educational tourism. (Sumit Kumar Singh, Subash Chandra kannaujiya and Atul Kumar Sharma published 28 Dec 2019)

Firstly, brief description about the tourism education which is defined by many authors in the literature.

Secondly, the role of travel as a part of the educational purpose.

Thirdly, concentrated to explore the information about how the government is providing an enough provision to introduce the tourism Education and it also helps to study what is the role of universities in bringing the Quality Education in Tourism sector.

Finally, the impact of Education Tourism is presented the role of universities in improving the potential for the provisions of educational tourism in their own areas and also fostering local development. Laura Zizka published: 28 Feb. 2020

## **Methodology of the study**

After a proper analysis of the literature on 'Quality Assurance in Tourism Education. It is observed that the empirical evidences on the research work are limited. This study is mainly used the secondary data reports, websites, related articles. The study is descriptive in nature .the secondary data is collected from review of past researchers and other reports.

Importance of Quality Assurance in Tourism (Sudip Saha, published: 2020-03-06)

In India travel and tourism industry s considered to be as one of the most influential sectors in providing benefits which are more economical, environmental and socio-cultural to various countries. As we observed that the visitor's expenditure is one of the biggest contribution to the tourism industries which influences the countries for betterment of the economy and growth. The advantages of implementing quality assurance in tourism education helps to exchange a various cultural concept, cultural ethos, customs, tradition and beliefs which attracts students. It not only attracts the core interest of the students in tourism sectors but it also generates the job

opportunities for the various aspiring students in the countries, which is the income sources of many local residence of various countries.

Delivering and maintaining up the quality standards in the tourism education sector is one of the main challenge for the government as well as for the universities.

Quality Assurance is an organized manner of measuring the standard level of quality in the provided tourism services. In every stage quality assurance has objectives, actions and procedures should be involved in daily functionality for the effective implementation of quality assurance in tourism education. Quality assurances and certification in tourism assures the students to take the quality of work and their future endeavor.

Some of the actions to be applied for improving more quality in tourism education:

- In order to make the concept much familiar to all the ground of students the universities in all the countries needed to provided seminar, excursions, orientations on the topic of tourism education.
- The universities need to provoke interest in the minds of students towards opting courses offered in undergraduate and post graduate level.
- The government should encourage universities to offer more courses on tourism, as well as should create awareness and introduce the concept of tourism education for the students in their schooling itself.

The educational institutions should make use of some of the visual aids such as graphs, photographs, video clips etc. to make the concept much impressive to the students. (Seung-Hyun Lee, published: 18 Aug 2021)

- The instructors in the education institutions should guide the students in respect to the preparation and the presentation of the project works on the concept of tourism education.
- The government should play a vital role in improving the quality in tourism education in the form of allocating more funds in these area for the betterment of the scope of tourism education.
- The government should make more provisions in the field of tourism and also development of local areas.
- The government should make more policies on tourism educations.
- To encourage the students, the government should offer special allowance, stay funds, and some of the scholarship for them to start their career in the field of tourism education.
- Special privilege for female students in the time of excursion should be provided.
- Some of the primitive safety measures should be taken from the government side to boost female students to take up the tourism courses.

Courses offered in Indian tourism education institutions (Sumith Kumar Singh, Subhash Chandra Kannaujiya & Atul Kumar Aharma-Published 28<sup>th</sup> Dec 2019)

1. D.T.H.M- Diploma Course
2. D.T.T.M.-Diploma Course
3. D.T.M.-Diploma Course

4. C.C.T.S.-Certificate Course
5. C.C.T.M.-Certificate Course
6. B.T.S.-Bachelor Course
7. B.C.A.-Bachelor course
8. BTTM-Bachelor Course
9. B.Com in Tourism-Bachelor course
10. B.Sc. In Tourism-Bachelor Course
11. M.T.A-Master course
12. M.B.A- Master Course
13. M.Com in tourism- Master Course
14. M.Sc. in Tourism- Master Course
15. P.G.D.T.T.- Master Course
16. P.G.P.T.-Master course
17. M.T.T.M.- Master course
18. M.A.T.M.- Master course
19. BHMCT- Bachelor course
20. CMTH- Certificate Course

#### Subject offered in Master Degree in Indian Tourism Education Institutions

1. Tourism Principle and Practices
2. Tourism Product (cultural & natural)
3. Tourism Business (Travel Agency & Tour Operation)
4. Tourism Policy & Planning
5. Tourism Law and Ethics
6. Transportation Management
7. Hospitality Management
8. Marketing Principle
9. Financial Management
10. Research methodology
11. Sustainable & eco-tourism
12. Geography of tourism
13. E-tourism
14. Entrepreneurship management
15. Destination marketing
16. Information communication technology
17. Foreign language (French, English, German, Spanish, Japanese, Chinese, Korean and Italian etc.)
18. History and culture.

Number of people opted for tourism education recently :( Educational Tourism Market Study by Future Market Insights FMI)

With the rapid growth of educational tourism across the globe, markets sets to register an impressive annual growth rate increased to 17.2% between 2001 and 2031. Besides on the age

group, 19-25 segments lead the educational tourism market. As per FMI, the segment generates around 73% revenue for global educational tourism market.

There are different forms of tourism market such as diving Tourism market, Medical tourism Market, Agri tourism market.

### **Key restraints**

- The opting the Educational tourism is much cost effective.
- The high cost associated with educational tourism is hampering the interest of the students who wanted to opt for Tourism education
- By covid-19 pandemic most of the educational institutions were closed due to the lockdown and institutions were unable to survive, student's rate of joining to the courses declined and also the local places were effected severally.
- Because of lack of information about the tourism education courses many students couldn't able to opt for the courses.
- In the present condition another big drawback in the system of tourism education is lack of professionalized mentor.

### **Conclusion**

The present study has started with the discussions of fundamentals of education and the requirements of tourism to be considered in the part of education and also discussed about the benefits of tourism for the economy and community. Further, it has highlighted the current situation of tourism education in India, suggested some of the concepts to be adopted in tourism education for the universities. It has presented a clear picture of curriculum and subjects which are being followed in tourism institution. It also discussed about foremost issue presented in the tourism education system. Thus, the study has presented a board Spectrum of tourism education in India, on the regular basis the government should examine the universities and should take into necessary action for the development of institution, local areas and welfare of the student.

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