REDIFINE THE CHALLENGES OF HOSPITALITY AND TOURISM EDUCATION FOR A SEISMIC SHIFT

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Abstract: While hospitality and Tourism inculcation is relatively incipient to the country, it is being apperceived as vital for the magnification of the industry. Thus, drawing on quantitate data amassed from Advanced Level Accommodation Operations students (Batch no.337) at the Sri Lanka Institute of Tourism and Hotel Management (SLITHM), this research paper sheds investigates the perceptions of consequential challenges facing contemporary Hospitality and Tourism edification. These include: engaging contemporary students concretely through incipient technologies; resource pressures and the distinctiveness of hospitality management edification; perpetual tensions between hospitality's perspicacious development and its practice focus; and incipient course structures, distribution modes and partnerships. The study withal investigates their views on how those are liable to expand in the future. The purport of this research was to redefine these challenges and find innovation keys to mitigate those challenges for revamping Hospitality and Tourism inculcation. Self-designed 04 questionnaires and 02 interviews were utilized to amass data from all the 25 Accommodation Operations students. The students' replications were scrutinized and evaluated to find the reasons for the challenges. The main reasons were less exposure to the Hospitality and Tourism industry and incipient technology, lack of leadership skills, internationalization, innovative edifying methodologies and simulation activities. Hence field trips, experiential learning, personality and leadership development workshops, training sessions for online learning and introduced overseas programs in the pursuit of internationalization as strategies for diversity in Hospitality and Tourism edification which yielded auspicious results. According to the results of this research, it is highly recommended that the curriculum might be ameliorated by engendering modules of cognate courses. It is additionally consequential to apply a cross-disciplinary approach to studies, utilizing corresponding edifying-learning methods and engendering an auxiliary learning environment. To initiate autonomous learning for the students and incentivize them for studies would be a seismic shift.

Keywords: hospitality and tourism, challenges, field trips, experiential learning, seismic shift

Introduction

Inculcation in the hospitality industry has become a major factor in emerging nations. As a result, these economies identified hospitality as an expedient of achieving their desired levels of development and expansion. The same is preferred in Sri Lanka, which additionally emboldens the magnification of the hospitality industry and cognate industries. Every budget has incremented sanctioned amount apprises the regime of the paramount of the matter. Kindred paramount is placed on building the capacity of people entering to study this trade along with constructing incipient edifying institutions to provide hospitality, tourism, and cognate programs, while concurrently providing the same discipline in the subsisting schools. In this sense, Sri Lanka is consistently regarded as a top cull for higher inculcation in general and is gaining popularity for its hospitality programme.

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The Concept of Education

When used broadly, the term "inculcation" refers to the act of abstracting incognizance from a person's body, mind, and spirit. It is not only indicative in nature. It amends a person's personality and gives him the self-assurance to interact with the outside world. "Edification is a process beginning right from the mother's womb," verbalized Swami Dayanand Saraswati. The magnification of every activity within the person that sanctions him to govern his circumventions, according to John Dewey. Learning is consequently a lifetime process, a personal magnification from childhood through adulthood.

Hospitality Management Education in Sri Lanka

The phrase "hospitality" describes the amiable and generous welcoming and amusement of guests, whether on a social or business basis. Since time immemorial, Sri Lankans have been famed for their exceptional hospitality because they believe that a guest is similar to a deity. In the past, people who went on pilgrimages stayed in temples and monasteries in Sri Lanka and the people nearby provided the food for the people who went on pilgrimages. Institutions for hotel management were established to supply skilled labour.

Research Objectives

The following objectives were anticipated to achieve from this research paper.

- To identify current status and potential of hospitality education in Advanced Level Accommodation Operations Discipline at SLITHM, Sri Lanka.

- To identify future challenges and opportunities of hospitality education in Advanced Level Accommodation Operations Discipline at SLITHM, Sri Lanka.

Literature Review

However, very little study has been endeavored on India's tourism and hospitality edification.

Edification in hospitality and tourism has long been considered paramount for the magnification of tourism in any area (Bagri and Babu, 2009). Edification in the hospitality and tourist business is crucial for engendering the correct marginally labour, which may lead to amended orchestrating and the industry's needed professionalism (Bhardwaj, 2002). Issues with hospitality edification, such as the lack of standardization and uniformity of courses, cause conflict between employees and employers (Amoah and Baum, 1997). Variability in curriculum and products that emanate from it constrains job opportunities in a salubrious way (Bagri and Babu, 2009); not living up to employer prospects (Baum, 1995). Sri Lanka's edifying system falls short of international norms in terms of quality. According to Umbreit (1992), educators must take the initiative to give their students a curriculum that is felicitous for the twenty-first century. He cerebrated that in order for graduates to prosper in business, the curriculum needed to be transmuted. The interaction between edification and training is crucial for the development of human resources in the hospitality and touristm industry (Doswell, 1994).

Materials and Methods

This study was conducted utilizing an exhaustive analysis of secondary data, namely literature reviews from a range of journals, periodicals, newspapers, the World Wide Web, and reports from the Sri

Lankan Ministry of Tourism and SLITHM, including annual reports and other documents. The primary objectives were to assimilate cognizance of current hospitality inculcation and investigate numerous issues that the Sri Lankan hospitality sector, namely the Accommodation Operations Discipline at SLITHM, faced. Primary data obtained through in-person interviews with Advanced Level Accommodation Operations Discipline students at SLITHM and with hotel managers in the metropolitan area.

Results and Discussion

The following results were obtained from this study .Depending on the results, some recommendations are suggested as follows.

Emerging Trends in Hospitality Education: New Challenges in Sri Lanka

The process of building a relationship with a host and a visitor is referred to as hospitality. It can additionally be referred to the art or deportment of being hospitable. The country's economic liberalization, policies in the aviation industry in the early 1990s, and later and the effects of globalization gave the industry an incipient boost. However, the proliferation of hospitality institutes has put the quality of inculcation in peril because many of them are operating without the compulsory infrastructure. The prosperity of every business nowadays depends on providing excellent customer accommodation and ascertaining that customers are satiated. In integration to the hotel, restaurant, cruise, and catering businesses, students who graduated from hospitality colleges learn about their role in non-catering sectors, such retail stores, hospitals, telecom industries, pabulum packaging, hospitals, private banks, and BPOs. For the nation's hospitality schools, the influx of more international colleges and institutions presents a consequential challenge. Universities and institutes in the Coalesced States, the Cumulated Kingdom, France, Switzerland, Australia, and Incipient Zealand are pursuing proficient English-verbalizing Sri Lankan students from affluent backgrounds.

Challenges of Hospitality Education for Advanced Level Accommodation Operations Discipline at SLITHM, Sri Lanka

● The content and instructional materials influence how well a course is received. Given how swiftly the hotel industry is developing, the curriculum needs to mirror the requisites of the industry. To avail with curriculum development, the syllabus committee must include business experts (preferably general managers or operation managers).

● For adequate oversight and standardization, it will be a good conception to amalgamate all aspects of hospitality edification under one roof.

● Technology has ingrained itself into every aspect of our everyday lives. It has become essential to manage hotels utilizing technology. It is crucial to have erudition of these technologies, especially in property management. The desideratum of the hour is for more accentuation on the utilization of computers and the Learning Management System (LMS) software at the institute level for engendering presentations, edifying, conducting research, etc. Edification programs should promote more preponderant familiarity with and utilization of contemporary technology in the hospitality industry.

Incorporate Changes Teaching Methodology

The curriculum and course materials determine whether a course is successful. The curriculum must reflect the demands of the business given how quickly the hospitality sector is changing.It is true that hotel management is frequently seen as a skill-based field. After graduating, Advanced Level Accommodation Operations students join the operational areas and steadily move up the corporate ladder to assume the roles of General Manager and Front Office/Housekeeping Executive. As a result, task-based practical classes should be given more attention for classroom instruction. In addition, managerial abilities should receive adequate attention in the curriculum. The development of the students should make use of case studies, presentations, situation handling, demonstrations, panel discussions, and other cutting-edge teaching techniques.

Faculty Development

As the substratum of every institution's prosperity and a direct designator of the calibre of Advanced Level Accommodation Operations students it engenders, faculty development should be made a continual process. A few ways to grow the faculty are to embolden students to pursue further inculcation, attend seminars and workshops, do research, and publish their findings. A minimum of 15 to 21 days of training in the sector to study the transmutations in operation and management would elongate the faculty's perspective and, in turn, avail students. Hospitality inculcation will benefit from faculty members participating in international seminars and workshops as a component of faculty exchange programs with reputable universities and institutes.

Student Support Activities

Student assistance programs at institutions present one of their most sizably voluminous issues. An ideal learning environment may be engendered by having clean campuses, well-ventilated classrooms, conference rooms, sports facilities, laboratories with contemporary equipment, a well-stocked library, hostel and gym, facilities, etc. for general magnification. The institute must customarily hold seminars, meet with business bellwethers during visits, host workshops for personal magnification, and other activities to amend the caliber of its students. The lecturers have to enhearten the students to take part in a variety of inter- and intra-college activities, such as sporting or cultural events which facilitate the personality development. House theme parties, yearly pabulum festivals, and other student-organized events avail kids acquire leadership skills, teamwork, and playing faculties on an astronomically immense stage. Commercially owned hotels (advance training centers) and resorts affiliated to the Ministry of Tourism will give students the opportunity to work in the field during their leisure time, which avails them develop their professional faculties and find employment.

Teaching for the Future

The Sri Lankan hospitality sector has grown steadily over the years, yet there is a shortage of qualified workers. Along with assuring a steady supply of human resources, it is imperative to prepare students for the challenges of the future through hospitality inculcation. A visual examination of the current state of edification and training in the Sri Lankan hospitality sector and the expected future developments is vital.

Getting Future Ready

The hotel sector is currently as dynamic as any other sector. In light of this, the industry has infrequently suggested altering the current curriculum to make it more efficient. According to industry experts, the course content has to incorporate accounting and marketing in integration to shop floor injuctive authorization for students. Along with behavioural training, on-the-job training is withal obligatory. Today's students must be multi-adept because most hotel businesses require multitasking to abbreviate expenses. Hospitality schools in India should examine some of the issues the business faces, magnetize the felicitous aptitude, and foster the correct mentality in order to enable the supply of an eligible and efficacious human resource for the sector.

Conclusion

The curriculum and course materials determine whether a course is prosperous. The curriculum must reflect the injuctive authorizations of the business given how expeditiously the hospitality sector is transmuting. The syllabus committee has to include industry professionals, ideally general managers or operation managers, to avail in engendering the curriculum. SLITHM has undertaken the required efforts to reform its courses in order to provide a value-predicated edification. Operations at a High Caliber of Accommodation The desiderata of the hospitality business must be met by the training of students. Advanced Level Accommodation Operations students.

Industry-institution partnership is required at all levels, i.e., training, course development, motivational and guest lectures by industry experts till the final placement. The study's key result is that, if the regime steps forward to make these courses upgraded and updated it would benefit Advanced Level Accommodation Operations students a lot. Further, hospitality industries may be emboldened to be partner with inculcated institutions. Introducing earn while you learn program shall be an efficacious to procure the objective of ascertaining employability of Advanced Level Accommodation Operations students. In the words of Martin Luther King Junior:

"We may have all come from different ships, but we are in the same boat now. It would be a win -win situation for all if the stakeholder can work together in cooperation and mutual understanding".

The Declaration of Interest Statement

The author declares that they have no conflict of interests.

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