

THE ROLE OF EDUCATION TO DEVELOP TOURISM INDUSTRY

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ABSTRACT

Tourism means people who travel abroad for period of over 24 hours. Tourism industry is one of most ancient industry in India. It provides several jobs for millions of people. It can improve the quality of life. The mole of education is very important to this fast growing industry. Education can improve in quality of travel tourism and in hospitalities services. It is helpful in growing our GDP as well as enhancing foreign and domestic tourists. This article explores that there has been a tremendous contribution of education in tourism industry.

KEYWORDS: Tourism, Industries, GDP.

Education throw light some of scenic bless places of India like Kerala, Darjeeling, Kashmir, Goa, Mannali, Shimala and Rajasthan, where everyone have deserve to visit these attractive places. Many important historical places are popular for their art and culture so these beauties attract millions of foreign people. For this beauty famous poet Keats coats this beautiful line.

"Beauty is truth and truth is beauty."

Education provides full facilities to foreign and domestic tourists in tourism scenario.

Today education played an important role for development tourism industry. The advancement of science and technology in the field of transportation and communication has reinforced highly to the development of tourist trade all over the world. Tourism industry has stretched from seaside to mountain and form small places to big metro cities, so education provides good knowledge of tourist attraction and gives complete information about it. To

fulfill the needs of modern scenario many students move other places to get higher education and other degrees and diplomas. They prefer to choose the places where natural beauty and values of education are available, so that they build their characters and personalities e.g. Kota is popularly referred to as the Education "Hub" of Rajasthan education and tourism are an integral part of Kota's economy. It is the prominent hub for medical and engineering entrance examinations. Students across the countries come here and give their contribution to our tourism industry.

EDUCATION AND VARIOUS TYPES OF TOURISM

India is a vast country. Education is helpful in making identification of every sectors. Tourism education, training and scientific, researches are very important for growing and promoting tourism industry. Accordingly different tourism has been linked through education they are as follow.

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EDUCATION PROMOTES THE TOURISM

Different industry has some challenges and opportunities. For getting maximum benefit and desired result they need to face some type of problems. Various courses and training of travel & tourism provides the solution of the problems.

TOURISM AND TRAVEL INDUSTRY OFFERS

VARIOUS COURSES

Tourism and travelling industry offers various courses and training programs to attract foreign and domestic tourists. Their strategy is based on development and focus on the following areas.

COURSE OF HOTEL MANAGEMENT

Today most of the domestic and international tourists have opted to stay at luxurious 5 stars hotels because they provide A- Class facilities, comfort and all the best treatment and services.

Many 5 stars hotels are offering training to young professional employees, so that their standard may be maintained. Some of the various popular and reputed institutions are offering hospitality management course in India.

TRAVEL COURSE

More than 1 billion people travelling abroad each year for leisure. The travel industry offers travel professional course. This course improves the skills to supervise and manage a team. These courses are useful for improving skills to understand the manager's role and responsibilities within a travel agency.

- Motivate employees
- Provide new product and services
- Increase interest in travelling

PROFESSIONAL DRIVER

Tourism and travel industry offers several professional driver courses. These course help the drivers to improve their defensive driving technique and provide best drivers training. This course identifies the areas, that can be improved through vehicle coaching.

These classrooms based course is designed to help driver's protection in their driving license, minimize their costs and help to develop their driving skills.

PROFESSIONAL GUIDING

Tourism is a educational organization in term of tourism courses and tourism project guidance. Tourists guide can open lots of opportunities in India. One can make lots of earning in terms of good perks, and commission.

Tour guide certificate programs have mix elements of business management. The students learn about marketing techniques as well as speaking various languages. A number of schools offer tour guide certificate program courses. Management includes procedures, for marketing, tour planning routes and making reservations prospective tour guides can gain through getting formal training to get better their chances at employment skills, like travel, research and practice with different language.

UNIVERSITY COURSES

Various degree and diploma programs in travel and tourism Industry offers event planning, marketing and transportation. A Bachelor of Science degree program in tourism industry offers instruction of the basic principles of the hospitality and tourism industries, while a bachelor of science in travel industry management program gives student's training for the management skills of this field. Both degree programs emphasize on internships for students to gain experience.

SUGGESTIONS

1. Suitable syllabus should be framed for the students so that they can learn practical knowledge and give support in responsibility services.
2. Internships or work for experience should be provided in hotels and tourism organizations.
3. Tourism and management should be taught as a major subject in schools and colleges.
4. Schools and colleges must aware their students about hospitality services and tourism industry.
5. Educational institutes should strictly follow the rules and regulation of U.G.C.
6. Educational institutes should develop and improve their infrastructure for quality education.

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