Online Education Future Of Hospitality Education, The Indian Scenario

Vishnu Narayanan V

Department of Tourism and Hotel Management,
Arbaminch University, Ethiopia

Abstract: Online education is the future for hospitality education but apprehensions are more on the system, this article deals with the possibilities and advantages of online education emphasizing the Indian scenario.

Keywords: online education, Hospitality

I. INTRODUCTION

Hospitality industry is the second largest industry in the world, though it's a growing industry the eligible people who is working in this industry is considerably less in terms of academic qualification, the reason being is simple as it adopts any background people and they don't need to have exceptional qualifications to survive in the industry. Most of the employees in hospitality industry aquire their skills through experience, even professional hotel management students get very little knowledge of the industry prior to their industrial training. So spending more time on class room study have become absolute waste and taxing for the hospitality students. No wonder why people say it's an experienced oriented industry.

Now the new trend in hospitality education is that a good number of students prefer to go for online education, those who opting for conventional class room study has come down drastically in the last two years in European countries, there are many reasons for this most people opting for hospitality education prefer to work in the industry and learn, flexibility of timing, earn while learn attitude by the time when they complete the 3 year of 4 year program they would be getting experience certificates along with their academic qualifications. Internet has revolutionized online education in hospitality that students are enrolling for different program of their choice has increased and exceeds geographical boundaries.

Since these courses do not require students to physically attend the class, it is a cheaper alternative that enables people to learn at lower costs. While some people believe that online education is not as effective as traditional education systems, the truth is that these courses are just as affective and enable students to understand and learn the course in the right manner. The only drawback with online education is the temptation to miss classes and attend them only in your free time. People who take up online education need to understand that they need to be serious about the course in order to finish it on time and for the course to benefit them.

II. WHY ONLINE EDUCATION FOR HOSPITALITY?

It is evident that online education to certain extent will help to eradicate huge staff turn over in the hospitality industry, since students have flexible study time they get more time for leisure and to work in the industry, some of the renowned universities for hospitality education have already started online programs for people who wish to pursue career in hospitality, Institutes like AHA, AHLA, AHLEI, Cornell University, Le cordon bleu are few examples. Apparently it has been noticed that online study is more effective than the tradition method of class room teaching, it expands opportunities, it improves quality of leaning, increases delivery of learning and above all it improves efficiency of teaching. Though the physical presence of the student is not there, a virtual class room created online to simulate the

participant as if he is in a class room. The virtual class room gives more option than the traditional class room enabling the participants to interact with the participants around the world through discussion chat & professional development forums, for instance American Hospitality academy online programs give the opportunity to the participant to login to *e-cafe* a global hospitality community to share participant's thoughts, opinion, research question or industry scenarios. Though the mode of study is flexible the online educator or facilitator gives a stipulate time period for the student to complete the task to award him a grade. The good thing about online class room is that it does not have geographical boundaries.

III. ONLINE EDUCATION IN HOSPITALITY, THE INDIAN SCENARIO

A phenomenon growth in the Indian Economy primarily fuelled by the service sector has been because of information technology industry.72.2% of the population lives in rural areas about 638,000 villages and the remaining 27.8% lives in more than 5,100 towns and over 380 urban agglomerations. Above all the mentioned educations techniques in rural India have to change according to the 21st century. pratha prathim ray states that the great variation in the quality of education is found due to some factors like social background of students, parents, different standards of teacher training programs, all teachers cannot deliver the same message to all learners. This fetches the need of e-Learning.

Though online education is a booming business globally it's yet to establish a strong root in India. The apprehensions among Indian parents about online education are quite understandable as they arises the questions on validity of the course ,quality of the course and accreditations, affiliations recognitions if any and so on.

It's quite difficult to convince those parents just because it's completely a new generation thought. Information technology has made such a huge impact on education it has renovated the conventional education system, now it's much into the line of convenience study and skill based learning rather than factual based learning. But need less to say only few educational institutes have taken initiative to start online education for hospitality in India. UEI global, New Delhi and Royal institution, Pondicherry are few among them, they have introduced various online programs in hospitality and tourism management for a very nominal fee, where as the programs offered by foreign universities are quite expensive for an average Indian student but still they have huge demand in Indian market just because of quality course content and global recognitions. Indian government is not taking much initiative to promote e-learning in hospitality for various universities; they have a very cold approach towards this issue not realizing the fact that it can close the gap of acute shortage of skilled man power in hospitality industry. Though some of the state universities and open universities have introduced various online programs but not much in hospitality. Resistance of e-learning is just because of mans reluctance to change and innovate.

But the time is not very far that bureaucratic ministries of education and governments will gradually accredit and recognize e-learning or otherwise they become obsolete.

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