



# TOURISM AND HOSPITALITY MANAGEMENT- A NEW HORIZON IN THE FIELD OF EDUCATION:

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## ABSTRACT:

The career is a very important aspect of life of every individual. It has turned out to be as essential as the basic amenities of life like that of fooding, clothing, shelter and medical facilities. On the other aspect of life, the desire of living like a free bird dwells in every heart. Thus if the desire, passion and career are merged into one and then can fetch an earning in itself, it is more like a win win situation. The course is more suited as a professional course of study which opens ample opportunities for every student. However there are constraints like that of monetary restraints, the unaware students community, the growth of the knowledge, the real life field work involved. Mostly the encounters and perceptions of a lot many people who are popularly called wanderers, who are moving with the spree of passion, the lust to visit new places, the love for nature. The Researchers have attempted to throw light on the scope of Tourism and Hospitality as a career option. Moreover the Researchers have also traced the success of an institution whereby the same career option have built the dreams of many.

## KEYWORDS:

Travel, Tourism, Hospitality, Management, Career, Dreams, Opportunities.

## INTRODUCTION:

The tourism and hospitality management courses open a wide range of opportunities for students who are more of explorative nature. The individuals who would want their names to be enrolled in the career graph of not only national but also international charts. Individuals who want to dedicate their lives to cater to the

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needs of people who entrust them with their money and desires. India has been the centre of attraction for a lot of tourists since time immemorial. Be it a treasure hunt or the lust for gold. Be it for the sake of exploration or for the thirst of colonialism. People from all over the world have either invaded India or tried to make it their haven. So the spree to know the unknown and engulf it within their reach is present in every individual as far as India is concerned. The course in question open its arms whole heartedly to greet students from all over the world to provide them with opportunities of exploring the unknown. As the policy name suggests '*Atithi Devo Bhava*', Indians do treat their guests as Gods and are always ready to even lay down their lives to cater to their needs and well being.

## **TOURISM AND HOSPITALITY MANAGEMENT- A NEW FEATHER TO THE CROWN OF EDUCATION INDUSTRY:**

In India, the travel industry hopes to create 46 million job opportunities by 2025.<sup>3</sup> The travel and tourism industry, along with the related sectors contributing to it, is expected to grow in leaps and bounds in the coming years. A job in this industry can be highly exciting and adventurous and even pays well. India's potential in the field of travel and tourism is hardly close to being fulfilled. The country is a geographical anomaly, having almost all the geographical features available. According to a report published by the World Travel and Tourism Council (WTTC), India could possibly add another Rs. 8, 50,000 crores by the year 2020-just through tourism! WTTC calculated that tourism generated 8.31 lakh crore or 6.3 per cent of the nation's GDP in 2015 and supported 37.315 million jobs, which is about 8.7 per cent of its total employment. This industry includes everything from the government tourism departments and major multinational companies to the small scale private travel agents. While working in this industry, one provides services to people who are traveling for business or holiday or both, thus catering to tour packages, pilgrim travel, adventure travel or casual sightseeing. At almost every point of work in this field, employees need to interact personally with the customers and understand their needs while making them comfortable, so as to be able to provide the best service in terms of travel options and arrangements.<sup>4</sup>

### **CAREER SCOPE IN THE RELATED CONTEXT:**

Keeping in view the expected boom, the travel and tourism industry needs to focus on developing an efficient infrastructure and increase the intake of skilled personnel. The skills include computer reservation, arrangement of air fares, ticketing skills, language skills, selling skills, experience of handling money & foreign currencies, customer service, travel agency management and travel & tourism geographic knowledge.

The students or employees in this sector are expected to stand out in the following aspects:

- ★ Anyone working in the travel and tourism industry needs to ideally be armed with knowledge of the global culture and all aspects of travel business.
- ★ He/she also needs to be completely aware of how to ensure customer satisfaction, while managing a large volume of business.
- ★ A strong knowledge in history, geography, art and architecture of India are preferred.

<sup>3</sup> <https://www.indiatoday-in.cdn.ampproject.org/v/s/www.indiatoday.in/amp/education-today/jobs-and-careers/story> (Retrieved on Aug. 3rd, 2022).

<sup>4</sup> *Ibid.*

- ★ Employees in this industry need to be skilled, confident, well-groomed, should be able to handle people very well, and possess good interpersonal skills.
- ★ It is preferable that employees know at least one foreign language apart from English.
- ★ A diploma in public relations or advertising would prove to be helpful in building a career.
- ★ Employees must be ready to work long or odd hours.
- ★ Employees must be completely aware and up-to-date on all the rules and regulations concerning ticket booking or reservation, passports, visas, cargo and even fines where applicable, so that they can assist in getting paperwork and documentation done.

## AMEX- A ONE STOP DESTINATION:

AMEX, an educational hub delivering quality education and building dreams of many since 2001. It is an educational Institution affiliated to the University of Burdwan, Building successful professional students for the last 21 years situated in the heart of Burdwan. AMEX provides all round education which delivers knowledge that develops tenacity in students and gives them the confidence to strive in to the corporate world. AMEX enhances creativity and innovation, by encouraging its students and members to be great achievers in the competitive business scenario. The ceaseless efforts of our vibrant human resources and our student centric approach enable the institute to make the students the leaders of tomorrow.

AMEX provides a wide range of subjects as a career option out of which a bachelors degree in Business Administration with specialization in Tourism and Hospitality Management as a discipline stands out in a twice blessed way. Firstly, because it provides a double Honors degree with a combination of Tourism as well as Hospitality Management. Secondly, it trains the students in a professional course along with academic approach. Since it provides a dual combination of Honors subjects it opens an arena of pursuing further studies in MBA too. On the other hand, it trains the students as professionals as required in the sectors discussed above.

AMEX has been delivering quality education with the hands of *stalwarts* who own *expertise* in the field. Each and every *faculty members* render their best efforts and bring out the best in each and every student individually. Such efforts bear fruits, as evidence suggests that if the records of past ten years are looked back at, students of AMEX have *topped the university* simultaneously. With an average percentage of marks for each semester ranges from 80% to 95%.

AMEX during the recent covid period have out reached its horizon to render *online medium of education* and contributing knowledge to the students by maintaining the safety of their homes. From conducting online classes to conducting online examinations, AMEX has over won its own boundaries. The record suggests a *cent percent passing rate of students even during Covid restrictions*.

Amex Group of Institutions have opened its arms to *International students*, such as *South Africa, Tanzania*, etc. while assisting them in scholarships to getting in touch with the Governments of other countries for the benefit of the students. It has also provided full support in uplifting the financially backward students while assisting them in various kinds of scholarships to waiving off the deadlines to pay the fees.

If placement is talked of with a meagre percent of 10% placed students to begin with, over the recent years placement has been 100%. With companies like *Make My Trip, Goibibo, Oyo, ITC, Tata Group*, etc being closely linked with the institution regarding such placements.

Overall, Amex Group of Institutions is not only a feather to the crown of Education Industry but is a jewel in itself. It is the very diamond of the coming years. It is necessary to glorify this as it will create awareness among readers and they will seek the benefit of the endeavors.

## CONCLUSION:

The Researchers have been closely associated with the institution and it is their time and toil that has borne sweet fruits of success for over two decades. Along with the Researchers there are other members associated with the institution as well who are tirelessly working in upholding its banner straight upright.

However the research aims at providing proper knowledge to proper places. The problem as examined from ground reality is that the students who actually need the information lack awareness. There have been false claims and fraudsters in the market who due to the lust of filling up their pockets misguide students to take admission in various colleges or Institutions that use marketing skills to drag students for their own business motives. However, the genuine institutes do suffer as they lack the sense of bragging about their own success. Very few people know about this institution as their is very rare propaganda about it. Thus it is the heartfelt endeavor of the Researchers that through this article the proper target is sought for and would make a difference in both the lives of the students as well as the education industry.

