

A study on Innovation approach into Hospitality Industry & Education.

Dr Sandip S Tapkir
(PhD) Head

Ajeenkya D Y Patil University -School of Hotel Management

Abstract:

This research paper throws the highlights to the scenario of hospitality industry and institutes with special reference to education and training aspects. In today's modern workforce, we witness use of new innovation into training and education in all the industry. Hospitality and tourism industry is also not behind into innovative learning systems for the sake of modern service requirements. With this research paper, attempted to address the innovation approach and necessity of the application to the hospitality sector. The study has conducted to pune city hospitality units such as hotels, food outlets, and academic institutes. There were 90 survey sample obtained from the mentioned selective outlets for the study. The stake holders are hospitality industry, academics scholars and students' aspirants who willing to join the hospitality work force.

Keywords: Innovation, Approach, Education, Hospitality

I. INTRODUCTION:

As technology innovations continue to transform every industry and job role, the service industry is certainly no exception. Innovation is leading to the world of hospitality and so as to education and training aspect of the industry. In this modern era, hospitality industry had witness tremendous transformation into service delivery to the desired customer. It was possible due to constant changes and innovation approach into hospitality education and training practices.

Today we find all advantages of using digital technology and artificial intelligence applied into education and training into hotels and outlets. Innovation in the hotel industry is essential because it has the capacity to transform the industry positively. A few years, inventions in the hospitality industry have developed at a fast moving pace. Although, hospitality related services are doing their best to keep up with these rapid changes, new technology has helped the industry to grow.

1.1 Importance of innovation into Hospitality Education and training.

All advantages we found into hospitality Education and training where innovation has adopted and building the future of Hospitality through innovation. The hospitality industry has been delivering great service for long time, improving according to the continuous changes in hospitality trends and consumer preferences. It is this need to change that makes the concept of innovation a vital concern for hospitality education. Further, the importance of innovation has long been underestimated in service activities. In contrast to drastic innovations in industrial sectors, innovations in services were usually secondary.

Innovations impacts themselves in the new products, new services and the new processes that these new combinations of things bring about. Changes in hospitality practices can generate major benefits by motivating change towards greater sustainability within the sectors.

Innovation in education and training into hospitality can involve:

- Employee skill, knowledge and attitude development through digital technology.
- Mobile training application development.
- Product innovation with new products and services
- Process innovation with new ways of delivering services.
- Academic –industry program exchanges
- Industry friendly curriculum for the institutes
- Industrial internships and training provided.
- Management and faculty development through expert lectures, workshops, conferences.

1.2 Objective:

- To know the education and training innovation into hospitality units and institutes.
- To highlight the importance of innovation into hospitality education and training segment.

II. LITERATURE REVIEW:

- **Education:** It is to highlight the skills that an individual may potentially hold in the future, and is evaluated against those jobs.
- **Training:** "Training is the systematic development of the attitude, knowledge, skill and behavior pattern, required by an individual in order to perform adequately a given task or job" Anderson. Training is the act of developing the knowledge and skills set of an employee for doing a particular job, according to Flippo (2001). Training, education, and development are the components of this process, Thomas N. Garavan (1995).

- **Hospitality:**
- **Innovation:** What is innovation in the hospitality industry? This question sounds simple, yet it is more or as complex as the industry itself, and the meaning of innovation in general. The hospitality industry is a composite of multiple industry segments. The authors define innovation as strategies to help firms “to gain a competitive edge in order to survive and grow” (Grønhaug & Kaufmann, 1988, p. 3).

III. RESEARCH METHODOLOGY:

The study has adopted to obtain data from the hospitality outlets and academic institutes. It is combined attempt to approach industry and institutes to find out the innovative approach into education and training to the hospitality workforce.

Primary Data: A survey questionnaire open and closed ended prescribed and collected the data from hospitality units such as hotels (HR or training Managers) and institutes professors, and students.

Secondary Data: Literature obtained into hospitality education and training through books, research papers and experts articles. Although, researcher find less literature on the said topic.

Data collection:

A survey conducted to collect the primary data from hotels and hospitality institutes. The researcher has approached 120 hotel employee and institute staff, but obtained 90 responses.

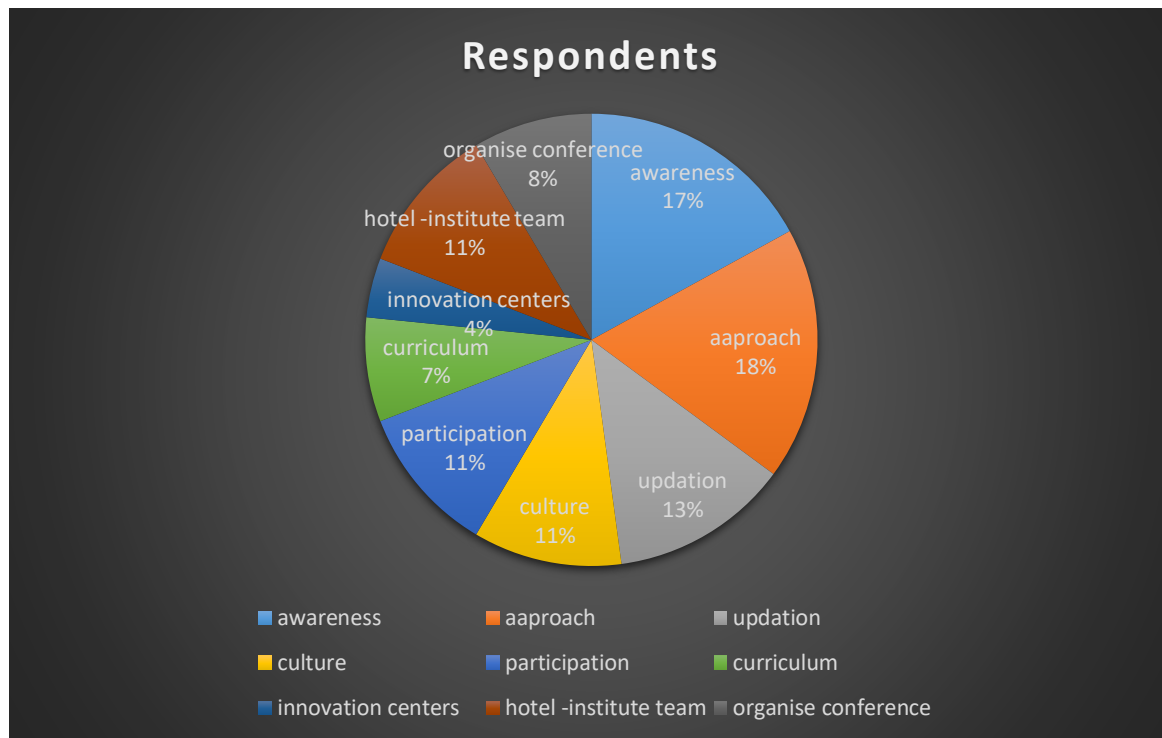
Demographic

Demography	Respondents Details	Numbers
Gender	Male	60
	Female	30
Qualification	PHD	15
	Diploma	25
	Bachelors	30
	Masters	20
Age	18-25	45
	25-35	15
	35-50	20
	Greater than 45	10
Designation of Respondent	Hotel Managers	15
	Institute principals	15
	Professors	30
	Students	30

IV. FINDINGS AND DISCUSSION:

This study has conducted in the hotels and hotel management institutes in Pune city. The researcher has obtained 90 survey sample units from the respondents. There were hotel managers/hr. persons from the hotels and professors/ lectures and students from the hotel management institutes. An open ended questionnaire on five point Likert scale were structured to obtain the data from the respondents. The following details were asked to the respondents.

- All hotel employees are aware of innovation practices at hotel. (15 managers as sample): Majority of the hotel staff and managers were aware of the innovation practices into hotels.
- All the managers gets the training on innovation approach in the hotels. This is also agreed by the majority of the managers into hotels.
- Digital technology and innovation updated into hotel operations. All are agreed on this with growing demand and use of digital technological innovation into hotels.
- All the institute principal/professors/students are aware of necessity innovation into hospitality education. This is found interesting where majority of the principal/professor are aware of the innovation into hotels but students are not aware of the same.



- Institute conducts innovative practices to induce innovation culture into students. The research found mix response on this questions may be majority of the students disagreed with this.
- Students are participated into innovation activity into institutes. Here found that majority of the students disagree on this.
- Innovation includes into hospitality education as in curriculum. This is the requirement of the modern times. But researcher found it majority of the respondents are neutral and disagreed.
- Students and hospitality professors are well aware of trends and current hospitality innovation. Faculties are agreed on this whereas students found disagree on the same.
- Hospitality institute have dedicated innovation centers. Majority of the institutes highly dis agree on this since a very few institutes are agreed on this.
- Hotels and institute does work on the Innovation hand in hand. Here half of the respondents thinks that it is but need to be addressed this issues to work together for the innovation in to hotels.
- All the stake holders does organize conferences/workshops on innovation. Majority institutes agreed upon this whereas hotels does have agreed on this.

5. Conclusion:

It is very much desirable and inevitable to use of innovation into hospitality education and training practices. Although it is found that hotel units are more in line to use of innovative practices such as webinar and audio-video presentation into amenities and training employees.

Academic institutes are yet to practice innovative learning and teaching methodology into students' education to prepare the hospitality workforce. Digital technology very much provided and used into hotels where as academic institutions are behind in using new technology into education. Hotels are transforming their man force skill training as per the demand of industry where as institutes far behind to follow hospitality industry footsteps.

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