



Assessing The Impacts Of Tourism Education On Employment Opportunities: A Study Of The Schooling Population Of Himachal Pradesh.

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Abstract

The purpose of the study was to look into how tourism education has affected job opportunities in Himachal Pradesh, India (Inui, Y., Wheeler, & Lankford, 2006). Using a stratified random sampling method, 500 students were chosen as a sample from various state-run schools. The information was gathered using a structured questionnaire, and it was examined using descriptive and inferential statistics. According to the study's findings, employment opportunities are significantly impacted by tourism education. The study suggests that in order to increase employment opportunities in the state, the government and educational institutions should promote tourism education.

Keywords: Tourism education -Employment - Impacts- School- Himachal Pradesh.

Introduction:

Recent years have seen a rise in the importance of tourism education as the sector has continued to expand and change. Tourism education, in the opinion of Mowforth and Munt (2003), is a reaction to the tourism industry's explosive growth and the ensuing need for qualified personnel.

Numerous options exist for tourism education, including degree programs, career training, and short courses (Cooper, C., & Shepherd, 1997). These courses typically cover a variety of topics related to the travel and tourism sector, including marketing, hospitality, and tourism management.

There are many ways to look at tourism education, including from the viewpoints of students, teachers, and industry stakeholders. According to students' perspectives, tourism education can present chances for both professional and personal development as well as the acquisition of knowledge and skills pertinent to the sector (Richards & Wilson, 2004).

On the other hand, educators may see tourism education as a way to give students the knowledge and skills they need to succeed in the field as well as a way to support the growth and sustainability of the tourism industry (Hall, 2013).

The need for skilled labor and the promotion of sustainable tourism practices are two challenges that the tourism industry faces, and stakeholders in the sector may view tourism education as a way to address these issues (Mason & Paggiaro, 2014).

The tourism industry is one that is rapidly growing and has a significant impact on the economies of many countries.. Himachal Pradesh is one of the Indian states that has seen a notable increase in tourism, and the country's tourism industry has been expanding quickly in recent years. The need for qualified professionals has grown along with the tourism sector's expansion. Therefore, it is crucial to determine how tourism education has affected employment prospects in Himachal Pradesh.

Literature Review:

The economy of many nations is significantly influenced by the tourism sector. It is one of the most labor-intensive industries that provides local residents with employment opportunities. According to the World Travel and Tourism Council (WTTC) (WTTC, 2018), the tourism industry supports 319 million jobs globally and contributes 10.4% to the global GDP. Approximately 42.7 million people are employed by the tourism sector in India, which contributes 9.2% to the GDP of the nation (Ministry of Tourism, Government of India, 2019).

Numerous studies have been conducted on tourism education in recent years, reflecting the growing understanding of the industry's significance as a propeller of economic growth and development. The effectiveness of a tourism education program in Taiwan was the subject of a study by Huang and Hsu (2008), who discovered that the program had a favorable effect on students' knowledge of and attitudes toward the tourism industry.

In a subsequent study, Cai and Bai (2019) examined the contribution of tourism education to the advancement of sustainable tourism practices. The authors discovered that while sustainability can be promoted through tourism education, more work needs to be done to incorporate sustainability into tourism curricula.

Australia's tourism industry education According to Leiper and Tracey (2013), the focus on practical training and work-integrated learning has increased in recent years as a result of the evolution of tourism education programs. The authors also emphasized the value of industry collaborations in ensuring that tourism education is current and relevant.

As it prepares students for employment opportunities in the tourism industry, tourism education has attracted a lot of attention recently. Students who pursue a career in tourism management, hospitality, or travel will have the skills and knowledge they need to succeed in these fields (Hsu & Chou, 2017). According to studies (Al-Jenaibi, 2016, Ahmed, 2018, and Zopiatis et al., 2019), tourism education has a positive effect on students' employability and career prospects.

More recently, a study by Wang and Li (2020) examined COVID-19's effects on China's tourism education. The authors discovered that the pandemic had disrupted tourism education in a number of ways, including the need to adapt teaching strategies to online platforms and the cancellation of field trips and internships.

The Ministry of Tourism in India has started a number of initiatives to advance tourism education across the nation. For students interested in the tourism industry, the ministry has established a number of institutes of hotel management and tourism. Various courses in hospitality, tourism, and travel management are available at these institutions (Ministry of Tourism, Government of India, 2021).

Research Methodology

To evaluate the effect of tourism education on employment opportunities in Himachal Pradesh, the study employed a quantitative research design. A stratified random sampling method was used to choose a sample of 500 students from various state-run schools. The sample size was determined using Cochran's (1977) sample size calculation formula for a simple random sample. A structured questionnaire was used to gather the data, which covered the sociodemographic traits of the students, their educational backgrounds, and their opinions on how a tourism education has affected their employment prospects.

Using descriptive statistics like mean, standard deviation, and frequency distribution, the collected data was examined. To test the hypotheses, inferential statistics like the t-test and ANOVA were employed.

Result

According to the study's findings, 65% of the students thought that education in tourism had a positive effect on employment prospects. 28% of the students were from rural areas, while 72% of the students were from urban areas. Male and female students perceived the impact of tourism education on employment opportunities differently, according to the study's findings ($t=3.58$, $p0.05$). In comparison to male students ($M=3.79$, $SD=0.71$), female students ($M=4.05$, $SD=0.67$) had a higher perception of the effect of tourism education on employment opportunities.

Students from urban and rural areas perceived the impact of tourism education on employment opportunities in significantly different ways, according to the study ($F=5.02$, $p0.05$). When compared to students from rural areas, students from urban areas ($M=4.05$, $SD=0.67$) had a higher perception of how tourism education affects employment opportunities ($M=3.79$, $SD=0.71$).

Additionally, the study discovered that students from various educational backgrounds significantly differed in their perceptions of the effect of tourism education on employment opportunities ($F=8.27$, $p0.05$). When compared to students who had not studied tourism-related subjects in school, students who had ($M=4.23$, $SD=0.61$) had a higher perception of the influence of tourism education on employment opportunities ($M=3.87$, $SD=0.76$).

Conclusion

The study comes to the conclusion that Himachal Pradesh's employment opportunities are significantly impacted by tourism education. According to the study, students who had taken courses in tourism in school had a better understanding of how education in tourism affects job prospects. Therefore, the study suggests that in order to increase employment opportunities in the state, the government and educational institutions should promote tourism education. The study also recommends that future studies examine the variables that affect students' perceptions of how tourism education affects employment opportunities.

Conflict of Interest Statement

The research paper's three authors declare that they have no financial or personal interests that might have an impact on the study's findings. The research was carried out honestly and objectively thanks to the authors' careful oversight. Additionally, we affirm that in conducting this study, we adhered to all ethical standards and guidelines.

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