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From the Editor – National Education Policy

Redefining Hospitality Education: A way forward

We are pleased to note that the "Indian Journal of Hospitality Management," Volume 5, Issue I is getting released during the 7th National Conference Proceedings on the theme "National Education Policy Redefining Hospitality Education: A way forward" on 27th January 2023 at IHM Ahmedabad.

India is a cultural goldmine with a rich history. Millions of individuals from all around the world engage with, appreciate, and profit from these cultural riches every day. A host of visitors travel to India to experience the country's hospitality, buying Indian handicrafts and handmade textiles, reading Indian classic literature, engaging in yoga and meditation, finding inspiration in Indian philosophy, attending Indian festivals, appreciating Indian music and art, and watching Indian movies, among many other things. According to India's tourism motto, this cultural and natural wealth attracts tourists makes India "Incredible! India".

Education is essential for realizing one's potential, building a decent society, and promoting human development. Ensuring that all people have access to excellent education is the key to India's continued progress and leadership in the global arena regarding economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation.

Through high-quality universal education, we can best develop and utilize our nation's many talents and resources to benefit the individual, society, country, and world. Over the next ten years, India will have the world's youngest population. Our nation's future will be determined by our ability to provide them with opportunities for high-quality education.

The National Education Policy strongly focuses on helping people realize their full creative potential. It is based on the idea that education must foster the development of not only cognitive abilities—including "foundational" abilities like literacy and numeracy as well as "higher-order" abilities like critical thinking and problem-solving—but also social, ethical, and emotional abilities and dispositions.

Discussion about the current hospitality education policy to clarify the need to modernise it and to analyze how it would impact the students, faculty, hospitality industry, and society at large has been at the forefront of this journal issue.

The pandemic taught us to rely more on technology than on age-old techniques. Each faculty member underwent testing, acquired new skills, and was introduced to online hospitality instruction from a position of digital incompetence. One of the top technical programs in our nation, hospitality education helps many young people every year and gives the hospitality and tourism sector skilled workers.

The NCHMCT is an apex organisation that offers hospitality-related education and supplies the sector with a competent workforce. NEP also tries to incorporate its policies into this organization.

The importance of food science in hotel management is defined by the commitment of food science, nutrition, and technology to food science advancement, assuring a safe and abundant food supply, and promoting healthier people globally.

According to the Policy, Higher education institutions will change to offer high-quality education and receive accreditation. The institute's accreditation will grant them autonomy, boosting their teaching and research caliber.

The HEIs must be more accommodating in facilitating higher education in at least one Indian language and English if they want to promote hospitality as a favoured option for higher education.

It is difficult to pinpoint the areas that must be covered in a programme to guarantee that graduates are fully competent and satisfy market demands, given the diversity of the hospitality industry. Hybrid curricular models are encouraged, for example, tourism combined with entrepreneurship, hospitality, events, retail, real estate, and wellness. The model needs to be rethought to reorient the curriculum along the lines of worldwide models that strive to strike a balance between learning at work and learning in college without sacrificing.

It has been observed that the transportation industry has experienced several improvements and disruptions over the last couple of years due to progressive

change. Innovations in the fields of friendliness and travel that are information and computer-driven have helped to reimagine the client experience. Portable innovations have eventually taken center stage in consumer pre-purchase behavior.

The NEP2020 policy aims to teach students a deep sense of national pride that manifests in words, deeds, spirit, and intellect. It also aims to help students acquire the knowledge, skills, values, and dispositions necessary to live responsibly in the world and to support human rights, sustainable development, and global well-being. Degree and certificate programs in technical subjects, which are essential to India's general growth, include engineering, technology, management, architecture, town planning, pharmacy, hotel management, catering technology, etc. There will be a more significant need for skilled personnel in these industries. Still, it will also be necessary for business and higher education institutions to work more closely together to promote innovation and research.

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Implementation of National Education Policy in Hospitality Management: Way Forward

Sandipan Sankritayan¹, Niraj Kumar²

ABSTRACT. The New Education Policy 2020 has been released and is in the implementation phase. Now it is open with new opportunities for higher education requirements in a unique way. Today the hospitality industry is shifting towards a significant shift in terms of products and services. To match and remain competitive in the volatile business environment, the workforce requires enhanced operational, supervisory, and managerial skills. After three decades, the NEP 2020 came with an opportunity, and Post covid-19 trends have created a need to look at the existing curriculum. NCHMCT (National Council for Hotel management and catering Technology), IITTM (Indian Institute of Travel and Tourism Management), and ICI (Indian Culinary Institute) are the apex body in terms of hospitality studies, from where the change can be propagated, keeping in mind, the current requirements and view of different stakeholders of hospitality sectors. These Institutions offering Hospitality education must directly benefit the industry, the R&D field, and the whole community. The paper talks about the general hospitality education policy (Curriculum) in CIHMs, to reveal the requirement to upgrade it and how it will affect- students, faculties, the hospitality industry, and society as a whole. And so this may enhance the scope and opportunity of hospitality education in India.

Keywords: New Education Policy2020; Hospitality Education; IHMs

1 INTRODUCTION

At the onset of Hotel management studies in India, the present-day syllabus (the existing education policy) was formulated, so it was deemed fit and in compliance with the scenario three decades back. The taste, requirements, circumstances, trends, competition, expectations, etc., were kept in mind at the time when formulating the education policy of Hotel management. Time changed rapidly; education policy remained stagnant. With the change in time, the demand, requirements, expectations, technology,

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etc., witnessed dimensional change, but the education pattern remained the same. It is rightly said that if one does not upgrade oneself with the wind of change, one gets lost in oblivion. The New Education Policy 2020 guided the apex body of Hotel management and the allied fraternity that it is okay to be later than ever with this thought. The newly sparked idea has laid the NCHMCT to formulate the curriculum pattern matching the need of the hour. NEP 2020 states that there will be a reduced syllabus with a thrust on 'experimental learning and critical thinking' (Vaskar Sengupta, 2020).

After independence, India struggled to have the basic infrastructure in all spheres to match international standards. The same was concerned in the hospitality and tourism sector too. Initially, the basics, such as food, shelter, electricity, defense, transportation, etc., were taken care of. However, there came a time when it was felt that the hospitality and tourism sector also needed enough attention to walking shoulder to shoulder with other Nations. By the late '70s and early 80's decades time frame, such matching hotels were introduced. With the inception of hotels well, groomed and trained professionals were needed to run the show, but unfortunately, we didn't have competent training institutions to prepare such professionals. Under such circumstances, in 1982, NCHMCT was set up in the name of the National Board of studies in food management, catering, and nutrition under the administrative control of the Ministry of Agriculture [department of food]. Subsequently, it was transferred to the Ministry of Tourism, Government of India, in 1984.

The pioneer IHMs of India had the challenge of streamlining the curriculum pattern of studies. India is a vast country with diverse geo-political social groups, each with a different background and history. Even though enough efforts were put in, the whole of the country's pattern was considered to be included in the present syllabus in context with significant food and beverage efforts to showcase the entire national food and beverage heritage globally. All the efforts faced challenges, as most of the traditional context was not recorded and preserved. On the contrary, while including International influences, especially French and continental food and beverages, it was found that those were meticulously recorded. That food and drink were already established, well known, and marketed globally. Probably it was for this reason that ethnic cuisine/ beverages, etiquettes, etc., were given massive space in the then-formulated curriculum pattern of CIHM, which is still being continued from 40 years till the present.

2 OBJECTIVE OF THIS STUDY

The NEP 2020 consists of many experimental, innovative, and research-based suggestions that may contribute to the quality and broader aspects of Hospitality education in India (NEP, 2020). The workforce emerging after the implementation may be 'true worth' to the industry and research & development. The scope, contents, and challenges are a matter of discussion and outcome. The study of paper encompasses on:

1. to study the current status of hospitality education in CIHMs
2. to explore the relevance of the present curriculum post covid-19 impact
3. to portray a suggestive design of the curriculum post covid-19

4. to align the hospitality curriculum pattern matching to New Education Policy in India
5. to streamline faculties' potential and performance to check New Education Policy
6. to reorganise the student's admission process aligning New Education Policy

The study tries to analysis the impact of the new education policy on the modus operandi of the hotel industry, concern towards aspiring hoteliers in IHMs, changing tastes/requirements of hospitality consumers, and the scale required to which the faculties need to upgrade to suit this.

The research digs into the prevailing hospitality education policy in IHM to reveal the requirement, to upgrade it, and how it will affect- students, faculties, the hospitality industry, and society as a whole.

3 RESEARCH METHODOLOGY

This study is descriptive and theoretical. The methodology includes the summary of the New National Education Policy 2020. The study was focused on a systematic review of the available literature to analyze and summarize. The study explains the views of different stakeholders involved in hospitality academia & industry. Focus group interviewing was conducted to figure out the opinions and outcomes.

4 REVIEW OF LITERATURE

Singh (2005) in his paper mentioned that the post-independence period in India, i.e. (after 1947) witnessed rapid expansion and reforms in higher education to evolve a system of education relevant to people's life, lives and aspirations. In the wake of educational developments in independent India, significant advisory and regulatory bodies specifically for higher education were instituted. So keeping this in mind, the content design as per NEP 2020 should, in a way, include the opinion of all the stakeholders.

4.1 Industry's views on the current curriculum pattern

What you expect and what you get to have a vast dissimilarity. This is what the current position of the hotel industry is. During the research, the findings are as follows:

- Instead of providing trained professionals from the institute, we offer only bare soil to the industry. They again have to work on them for six months to 2 years to carve them into a desired professional shape.
- With the prevailing curriculum pattern, we are offering the industry “jack of all but master of none.”
- They viewed that application, specialisation, forecasting, calculation and analysis, and R and D parts are missing from the students' end.

- Since it has often been observed that our students are not trained to take up the hard-working hours and pressure of the industry, the industry professionals also hinted towards including physical fitness in the current curriculum pattern.
- It is being witnessed that there is a massive gap between the expectations of industry and the output of fresher's because the real-time workshop is missing. Swimming in a swimming pool and surviving in the ocean takes a different approach. Though the best efforts have been practiced in the current curriculum pattern, there seems to be a lack of actual case studies that a student would face upon landing in the industry.

4.2 Academia view on the current curriculum pattern

Considerable pondering, brainstorming, and discussions with fellow fraternities occurred during this research process. The zest just was as follows:

- The lack of industry exposure tends to make the faculties out of touch with the current practices.
- It is felt that many of the topics, skills and knowledge which seemed of integral importance at the time of formulation of the first curriculum pattern may not be of the same urgency in this 21st century. It feels like harping the same old tune every time. For instance, the cork of the wine bottle has been replaced by the rubber cork, but due to the stagnancy of the current curriculum pattern, we are still stuck to the wooden cork of the wine bottle.

4.3 Students' view on the current pattern

Puzzled, baffled, and confused, many students coming for the first time inside the classroom are bombarded with many such terms, especially French, which is neither can they spell nor pronounce. It is not to forget here that many are coming from Hindi or regional language boards. At this stage, they have to be explained why the 'ch' of the word 'chef' is pronounced as 'sh' and not 'ch,' and we expect them to master French culinary terms.

After completing 3 Year B.Sc. in Hotel Management, students usually opt to work in Hotels, QSR, IT, retail, Railways, Airlines, Cruise lines, Travel & Tour companies, Academics, etc. However, out of a lot, the least of the students are interested in opting there career option in research followed by higher studies. The following interpretation may understand this.

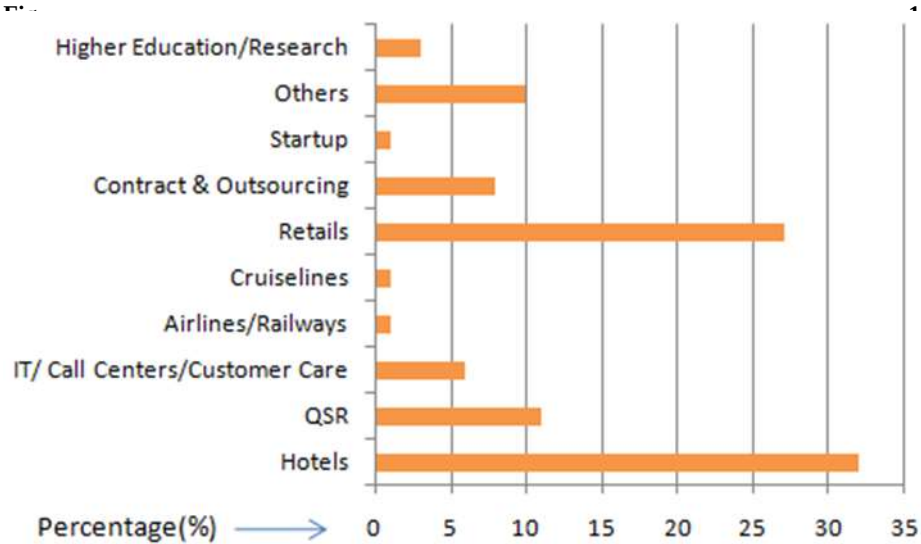


Fig. 2. Students placed in various sectors/Trades, Academic Year 2018-2021 (IHM Hajipur)

The above data shows the current curriculum pattern the students exiting are least motivated towards higher education or research activities. However, the new NEP shall motivate the students to opt for the same.

4.4 Current curriculum and its contribution to the society

From the early 80s till the last century, the current curriculum prepared and supplied perfect professionals to the hospitality show of the nation. The current curriculum was the need of the hour then. India has not established. It was a developing nation just born in 1947.

Today the scenario is different. India has stood up. Today India is building and exporting fighter jets and aircraft careers to other countries. Today Indians are showcasing their talents and prominence globally. Today our society wants to regain our lost culture and lost traditions. So it is high time to unload the extra baggage of foreign influences in the current syllabus and lace the syllabus with more of Bharat. This is the expectation of society from the new education policy. For example, we still give more than enough credits to our students for learning French technology because we teach them more about French cuisine. In case, we start informing them about Vedic, satvik, rajsi, tamsi, ayurvedic food, traditional Indian way of dining, greeting, and hospitality. In such a case, we will have to include Sanskrit and Hindi terminologies instead of French terminologies. Today's society wants to reclaim it.

4.5 Covid- 19: impact on hospitality education

Covid-19 was one of the incidents that humanity, including the hotel industry, never saw during the 21st century. Some microorganism that needs to be magnified under an electron microscope to the extent of 5 lakhs Times to be visible has such an average power that they could bring the whole planet to a standstill.

Hotel management institutions and the hotel industry rendering such personalised service to clients else needed to revamp the entire process, including food and beverage handling gestures, body language, and inclusion of postcode protocols to a great extent in the whole education policy. At this point, it needs to be emphasized that covid-19 may be over but such other threat may loom over in the future. Keeping this in mind, the man force trained in IHMs must be prepared. Such needs pave the way for the new education policy.

4.6 Covid-19 & present curriculum

Nobody was ready for it, and it dashed the whole industry and the institutions as the biggest ever blow. All the activities came to a standstill. Since covid-19 was an uninvited, unwanted, and sudden blow to humanity. Nobody ever thought of gearing up against it in advance. Similarly, the case was with the present hospitality sector. Upon analyzing the relevance of the current curriculum post covid-19 impact, it becomes essential to analyze how the covid left its footprint. It generated a need to shift the current hospitality curriculum accordingly.

- The hotel industry and the present syllabus emphasize personalized service. Still, ironically Covid-19 protocols taught us the harsh rule of social distancing barring customized service of the dining table, live cooking, live carving practices, gestures like shaking hands, etc., and manners in which the foods were handled.
- The present curriculum pattern talked about hygiene and sanitation. Still, as told earlier, this unanticipated pandemic sneaked from the incognito window to the lives of humanity, and nobody was ready to take this threat of tiny stature.
- Covid-19 bluntly rejected the concept of personal contact while the current curriculum emphasized it.

Sensing the academic dent in the ongoing session of students, the hush to start the session as soon as possible, the students were advised to migrate to the online mode of studies. While, to a large extent, the online method diminished the damage on the theoretical part, it could not be of much help to the practical learning of students. Thus, the required set of skills to be imparted to the students could not be fulfilled. It is needless to point out the enormous importance of practical hand on experience in the hotel management curriculum.

4.7 Redesigning hospitality curriculum post covid-19

Covid-19 was one of the severe threats capable enough to wipe off humanity, but we had to retreat after looking at humankind's 'deep desire to live' gut. It may have reverted,

but it is not over. In its own form or under any other mask, it may again pose that challenge to humanity.

To gear up against any such uninvited future threat, the hospitality curriculum must be reshaped, So that the impact of such threats can be kept at the minimum possible magnitude.

- **Art of fitness and wellness to be an integral part of the curriculum:** covid-19 has shown us that only those survive who are fit. There is no room for the weak and invalids. It is not only the requirement of the industry that medically and physically one has to be compatible enough to survive, but now it is mandatory to keep fit to be alive. Keeping this Mantra in thought, regular activities such as sports, yoga, martial art, etc., can be aligned in the current curriculum as mandatory topics.
- **Draw a rational line between personalized service and social distancing:** customized service and social distancing seems to be too different sides of the river. Though it looks tricky as the suggestive components, it can be suggested:
 - Using masks during live cooking/bartending.
 - Using hand gloves at those stages where the human touch is necessary.
 - Using shoe gloves in public areas.
- **Uniforms must be altered to reduce the risk of cross-contamination:** making masks, gloves, gloves, and an integral part of the uniform. PPE kit and face shield to be kept handy so that it can be used immediately if the situation demands.
- **Classroom protocols need to be redesigned keeping in view the Covid-19 protocols:** the present curriculum specifies the number of students accommodated in a classroom. It is high time that it should be reconsidered and phase out systematically to suit the parameters of Covid-19 protocols. The physical gap between students has to be in such a way that it obeys the Covid-19 protocols. The usual functions or events such as fresher day, annual day, and various presentations should be encouraged to be held in open theatres rather than enclosed air-conditioned ones. Safe distancing must be made an integral part.
- **Making medical surveillance a regular practice:** periodic medical examinations for students and staff to be made a continuous process. The medical examination will be held on diseases, infections, and other important health parameters such as weight, eyesight, etc. If done regularly and meticulously, the weak spots could easily be identified, and the risk of mass suffering might be eliminated very early.
- **Inclusion of wellness menu in the syllabus:** strict measures could be imposed upon any unhealthy ingredients being used inside the premises of IHMs relatively healthy menu shall be incorporated. The research and development in this regard can be interesting. The hidden gems of ayurvedic/Vedic food style fusion with the latest cooking techniques and skills can result in a unique outcome.
- **The scope of personal and workplace hygiene to be stretched to the extent of microscopic levels:** personal hygiene and hygiene of the workplace have been given an important due place in the present syllabus of institutions, but as we had in the recent past seen the threat which was caused by covid-19, the virus so small that it was beyond the natural sighting of human eyes. To face any such threats which might

challenge in the future, the subject of hygiene and sanitation must include a few portions of such nature that could be useful for students learning when Posed with the said challenge.

- **Introduction of equipment, fittings, and accessories to minimize the threat of covid-19:** disposable door knob covers, door handle covers, sensor lights/taps, disposable TV and AC remotes covers, gloves, and disposable aprons inside the room line list, etc., can be some of the suggestive under the given heading. Disposable bed sheets, pillow covers, and towels can also be considered for the guest instead of extra payment.
- **Emphasis on content development of online /virtual learning:** Due to the sudden shutdown of the system during covid-19, theory and practical classes came to a halt. Though prompt decisions and actions were taken to resume the courses online, the desired results were missing. Probably the reason behind it was apparent that the institutions were not prepared for such a situation. Now, as we have witnessed Covid-19, it is high time that we should dedicate and prepare enough online and virtual content so that in the future, we shall sail smoothly during the storm.

4.8 Aligning the hospitality curriculum pattern matching NEP, 2020

The new education policy of India 2020 provides a guideline very aptly in this concern. It aims that if any student gets admitted in the four-year degree course and, due to unavoidable circumstances, has to leave the system at any stage, i.e., after 1st year or 2nd year or maybe in the 3rd year, their learning and earned credits should not go into vain. The curriculum, in this case, has to be designed so that a student exiting after 1st year of a four-year degree course has consolidated skills and knowledge to be absorbed by the industry at maybe in the lower grade of the hierarchy.

The new education policy of India 2020 further guides that the exiting student may be awarded a certificate and keep his earned credits of the first year (or whichever year he is exiting) in a cloud-based digital locker.

In such cases, every year of a four-year degree course syllabus shall be designed in a consolidated way. At the end of 1st year, the student should match the skill and knowledge of a worker. At the end of 2nd year, they should be at par with a supervisor. At the end of 3rd year, they shall match the assistant manager's caliber; similarly, at the end of 4th year, they should be able to stand along with the hospitality industry manager.

The exit guideline proposed by NEP, 2020 of India is illustrated below:

Exit	Skill Acquired	Awarded with
On successful completion of 1 st year (2nd semester) of the 4-year hotel management program	Operational	'Certificate'
On successful completion of 2 nd year (4th semester) of the 4-year hotel management programme	Supervisory	'Diploma'
On successful completion of 3 rd year (6th semester) of 4 year hotel management programme	Managerial	'Degree'
On successful completion of 4 th year (8th semester) of 4 year hotel management programme	Application & Research	'Research'

4.9 Streamlining potential and performance of faculties

Being the engine of the train, the faculties of IHMs must be empowered and readied enough to keep the whole train on the right track and ensure that the students' target achievement is in compliance with the NEP 2020. In the present scenario, the maximum workforce among the faculties is equipped with educational qualifications at par with the existing rules and regulations of the administrative body and sufficient with the ongoing curriculum of IHMs. The present faculties are mostly equipped with three-year degrees/diplomas. Few have completed their master's, and fewer are pursuing PhD. or have completed it.

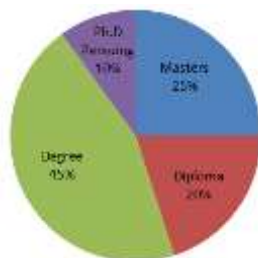


Fig. 3. Faculties' qualification of IHM Hajipur

To bring a whole lot of faculties at the same level of educational qualification so that everyone has the same set of knowledge combined with skill and together they can be in a comfortable stage to take up the challenges of NEP 2020, the administrative body can realign the present rule and regulation in the following suggestive manners.

- Elevating the current minimum educational qualification for the post of faculties from degree to Ph.D. / Masters Level. (A time-bound bridge course opportunity to existing faculties could be provided. Since all faculties are in the active role of IHMs, the time-bound window so created shall keep their workloads in view at their respective workplaces.)
- Regular workshops and frequent hands-on exposure shall be mandatory to keep the faculties updated with the current industrial development advancement.
- Ironically the faculties in the current ongoing practice are subject to be experts in all the departments of IHMs, which leads to them being 'jack of all but master of none.' Keeping this in mind, particular emphasis on the field of specialisation of faculties should be incorporated during the selection process, and frequent industrial exposure (suggestive 15 days each year) to be department specific. The training and placement department of the respective institutions could arrange industrial exposure. As a representative measure, the training could be set with specific paired institutions in a particular region on a rotation basis for the faculties. This step can enhance their cultural adaptability, which could be used to uplift students' cultural understanding. The suggestive measure also blends well with the essence of the existing scheme of Govt. Of India 'Ek Bharat Shrestha Bharat' (EBSB).

- Changing the present nomenclature of the faculties as at the par of universities can spark the sense of motivation among the present faculties / aspiring faculties, which definitely would attract bright candidates from industry around the world to be part of the fraternity resulting in up-scaling knowledge and skill acquiring process for the students.

4.10 To reorganize the students' admission process aligning with the new education policy

In the present system in the IHMs admission process, the students passing out/ passed out of 10 + 2 /intermediate or equivalent are eligible to appear for the entrance exam of NCHMCT for taking admission into three years of B.Sc. In hospitality and Hotel administration program. With NEP 2020, it becomes essential to realign this admission process. As evident that NEP 2020 provides an opportunity to study and quit at different year ends. At the same time, such excited students can join back later for further continuation of their studies. Similarly, a plan can be chalked out for the candidates to have a lateral entry from the hotel industry to the IHMs.

The suggestive admission/Lateral admission process aligning with NEP 2020:

Minimum educational eligibility	Experi- ence	Admission to	Age bar (Gen)
10+2 / Equivalent	None	1 st Semester	25
Diploma in Hotel Management)	None	3 rd Semester	27
Diploma in Hotel Management	Two years	5 th Semester	28
10+2 in the Hotel Management stream	None	3 rd Semester	25

In all the cases of lateral entries, the following capping should be made mandatory:

- An entrance test of basic knowledge is to be conducted. In case someone is admitted in the second year, then basic practical knowledge of 1st year should be screened.
- A test of the medium of language in which the candidate wishes to pursue their studies is suggestive.

5 DISCUSSION

‘Diamonds are forever’ (as quoted by the country’s leading jeweler), but the curriculum pattern of Hotel management is not.

The present syllabus designed decades back might have been of great importance back then, but now in the current given circumstances, it needs a complete makeover to suit the new scenario. The change must be brought in keeping in view the following:

- Present demand of the industries

- The present psychological state of students
- Represent the information revolution
- Changed needs regarding the socio-economic impact on the country and the world
- Change the taste, palate, and demand of the consumers
- Change the pattern of competition in the hotel industry

Before implementing the changed curriculum pattern, the administrative body and the IHMs must be appropriately costumed to meet any challenge.

The gearing-up process would take at multi-dimensional levels, which is already being discussed during the research paper. To sum up, such changes in various dimensions in a nutshell are:

5.1 In the story of the administrative body

- Creation and implementation of new rules and regulations for the recruitment of faculties.
- Design and performance of new methodology of the admission process for the students.
- They are creating supportive and conducive logistics for the faculties to upgrade their knowledge and skill sets (through bridge courses, periodic workshops, regular industry exposure, etc.) to take up NEP 2020 efficiently.
- They are stepping up towards the upgradation of faculties concerning their remuneration to keep the spark of motivation alive.

5.2 At the level of the institute

- We are equipping the classroom in compliance with the Covid-19 protocols.
- She was assuring cohesive implementation of NEP 2020 in the syllabus content.
- We are facilitating the faculties to get their practical exposure and bridge courses.
- Creation of special laboratories, cells, and facilities for aiding and supporting research,
- The faculties and students will take up development and various projects.

Since the institutions have witnessed the scares of the Covid-19 period, including lockdowns and conducting classes online was a big challenge during that period. Now that it is over, the institutions should not sit over it but shall prepare in a competent way to face any such challenge in the future. As a precautionary measure, the institutes shall start developing online theory and practical content beforehand in a much better way. The scope of virtual or holographic classes with 5G technology of

Telecommunications getting introduced shall be explored and utilized. The holographic presence of faculties in front of each student would give students a better understanding of practical demonstration and theory topics. Developing such online content may be a good tool during offline mode to be used as a tutorial and reference for the students.

5.3 At the level of the faculties

- We are stepping forward toward a thorough understanding of NEP 2020.
- To keep the quest and thirst alive for learning, upgrading, and giving back to industry/Society mindset infused in minds.
- We ensure that their working methodology is in the best possible adherence to the NEP 2020.

Any change first starts from the mindset. Those trained under the ongoing curriculum system might face a mental block, but this may not remain for a more extended period. All the levels involved, with positive mindsets, embrace the new education policy 2020 in the field of Hotel management. The actual change will be reflected on the ground and in the industry in a very soon bright future.

6 CONCLUSION

The favorable outcome of any course is based on the curriculum and content. The existing Education Policy is three decades old and obsolete because of the volatile hospitality business. To create a value-based curriculum, academia and industry should join hands to contribute remarkably. Before implementing the changed curriculum pattern, the administrative body and IHMs must be appropriately costumed to meet the laid curriculum and its requirements. The NEP 2020 aims at the national research foundation, so innovation is one of the most critical components. The framework and infrastructure should be conducive to the hospitality sector's upcoming curriculum and research-based activities. This NEP policy is the most desirable option for hospitality education, as it aims for vocational courses to be more prominent from the early stage of education.

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Essentiality of Video Presentations in Hospitality Education: Advantages, Enhancement & Implementation in Kitchen Training

Parminder Mitter Chaudhuri¹, Gautam Chaudhuri²

Abstract. National Education Policy 2020 will start seeing its implementation in the year 2023. The use of technology in the education system seems to be prominent agenda of the policy. There was, is, and will be, the rapid advancement of technology in almost every human activity. The education system will match and use this change for the maximum benefit of society. Although this change is prevalent in the western world, India is still in the experimental stage, a little bit enhanced due to the pandemic. It will be exciting and overwhelming to imagine and see how technology will penetrate hospitality education in our country.

Hospitality education is one of the premier technical educations in our country, which benefits a large number of youth every year and provides a quality human resource to the hospitality and tourism industry. The hospitality and Tourism industry has been growing fast in the last few decades.

The pandemic taught us the use of technology over traditional methods. Every faculty tested, learned, and delivered online hospitality education from digital non-proficiency to digital proficiency. A thorough research on the ability of online education in hospitality during covid is required to know the outcomes of the pandemic-induced online delivery of hospitality education. However, there should be thorough research about the kind, standards, and implementation of online delivery of hospitality education to have uniformity or guidelines to fall back upon.

The video presentation is one such tool of technological advancement that saw a significant requirement for delivering online skill-based technical education. When video presentations are online, they can be seen on YouTube channels, Vimeo, Dailymotion, Twitch, etc., and become permanent for the learners to learn from it asynchronously. Even if it is not online, they become a permanent asset to the owner.

Kitchen Training in Hospitality education relies hugely on video presentations, primarily online on YouTube, Instagram, Facebook, and other social media. Due to convenience, a learner makes it a habit to watch an excellent online

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video presentation to see the making of the product. They have the opportunity to pre insight into the effect they will learn to make. This was not the case a few years back. Subscriptions of food channels on various platforms saw a 280% increase last year.

This research article will deal in depth with the implementation, advantages, and enhancement of video presentations in kitchen training. It will help the Chef Trainers equip themselves for the evident changes in how we impart kitchen training in formal education. Worth reading for future Chef Trainers who will be surrounded by technology.

Keywords: Key Words: SSW; CTML; Video Presentation; Kitchen Training; NEP 2020

1 SALIENT FEATURES OF NEP IN HOSPITALITY EDUCATION

National Education Policy is meant to change the whole education system of our country in the coming years. It will see changes everywhere from primary, secondary, higher, technical, and non-technical education. Hospitality education will be affected by the following salient features of NEP-2022. Reforms are proposed in schools and higher education, including technical education-The learner and the facilitator in the hospitality both will be required to adapt to the new learning environment.

No fixed streams: Since streams will no longer be set, a more heterogenous group of potential hospitality learners will be formed. Hospitality education will have to find ways of creating a learning environment that suits all types of learners. Emphasis on promoting multi-linguism & Indian Languages- home language/mother tongue/local language/regional language- books, lectures, video presentations, etc.- will align heavily with this feature. Holistic & multidisciplinary education with multiple entry/exit options-Multiple, entry-exit points and interdisciplinary education will result in more organized, well-planned, and integrated skill-based courses in hospitality education. Establishment of Academic Bank of Credit-More well –defined record keeping will be necessitated.

Multidisciplinary and research oriented-Multidisciplinary approach creates a more heterogeneous group of learners for technical education like hospitality, and research-oriented education will be a give back to society. The use of technology to enhance learning, assessment, planning, and administration- This is an area where most implementation of NEP will work, as most of the academic information is online nowadays. There are ways, technology, and software applications for online/offline assessment & planning. LMS-Learning Management Systems are how an Institute is managed in many European countries. The use of technology at all levels of education-The coming years will show maximum utilization and penetration of technology in hospitality education. More material will be seen being added information in the form of blogs, social media, websites, video presentation platforms, etc

2 EMPHASIS ON THE USE OF TECHNOLOGY

2.1 THE ENVIRONMENT

We are witnessing a change from a hard-working society to a smart-working society. The reason behind this is the environment created by the advancement in the information technology industry. Education society can no longer remain the same in our country as well. It has to work along this advancement, now and in the future. NEP 2020 has emphasized the use of technology due to the changing environment created by the followings:

Internet

. The easy and anytime availability of the Internet allows the education system to use online information, data, and research in the most beneficial way. The Internet has been a significant source of online courses, pdfs, books, study materials & resources, etc., for a while now. Hospitality education has a limited online presence comparatively. However, online food-related channels, blogs, websites, food-porns, and insta pages have an effective company.

Hardware

. From Tabletop Screens, Led Screens, Real-Time Transfer of Audio Visuals, Androids, iPhones, Laptops, PCs, Bluetooth, Alexa, and Wearables, the hardware technology has advanced. It will be more rapidly increasing in a short period.

Social Media

. Social media is a virtual platform. Learning communities can create, share and exchange their experiences, information, and ideas across the community or with other people. There are more than 5 billion social media users in the world. Facebook, Instagram, Twitter, YouTube, and TikTok are some of the largest social media platforms. All of these are valuable sources of learning materials and form a robust learning environment creating learning communities that benefit present learners and coming generations.

Information Technology

. It is the network of physical devices like computers, storage, networking, and other necessary accessories. Combined with complete infrastructure and processes for information and ideas to be created, processed, stored, secured, and exchanged. These all together are one of the most successful creations of the human mind. They brought ease, convenience, and sophistication and changed the way we think about a society/learner society more advantageously.

Online Video Sharing Sites

. Readily accessible online video-sharing sites allow the channel to keep the recording safe without being stored with them. It gives a broader audience and unlimited lifespan as long as the track survives on the Internet. Millennials make up to 92% of the digital viewing audience. The high percentage of young crowd accessing digital media requires every industry, micro or large, to have a solid digital presence to survive in the market and carve a niche among Millennials. Our country's hospitality education must understand quickly that old teaching models must be broken to see the way forward.

3 ESSENTIALITY OF VIDEO PRESENTATION IN KITCHEN TRAINING

Essential is something that has become inherent. The inherency of Video presentations in kitchen training can be understood based on two things.

- Nature of Kitchen Training
- Kind of Learning Environment Kitchen Training Video Presentations Creates

3.1 NATURE OF KITCHEN TRAINING VISUAL

Kitchen Training requires using all senses to learn the art of cooking. Ingredients have visible colors, shapes, and structures: textures and consistency. Mechanical actions, cooking, baking, and storing every activity require creating photographs in mind to revisit and practice the art. Physical changes are continuously happening from mise-en-place (pre-preparations before cooking) to plating and presentations. It has all to be recorded in mind for future practice.

TECHNIQUES/STEPS/METHODS

. From making rice to making a steak, each recipe is based on specific recipe/formula techniques, steps, and methods that must be conceptualized and recalled while preparing a dish for the guest. If not in regular practice, things get messed up. The only option is to revisit recipes, methods, and techniques and write personal notes. This becomes hard work in an intelligent world for a learner.

CCPs

. In kitchen training, every Chef Trainer has their prescription for managing a dish that has gone wrong. While providing formulas, learners are informed about the critical control points, so things don't go wrong in the kitchen. To succeed, the kitchen requires handling fire, high and low temperatures, physical Load, and imagination. There are high chances of disruptions in operations.

AUDITORY

. While cooking sounds are one of the important, although considered not so important by beginners, part of learning the whole concept/technique of preparing a dish.

SKILLS

. The kitchen in itself is an entirely skill-based operation. One can read as many books as. However, expertise comes only from cooking. Moreover, every step of cooking requires a skill set from mise-en-place to plating aesthetically.

All of the above demands the inherency of video presentations to develop micro-level kitchen training. To touch the learner on all levels of teaching, viz. Knowledge, Competency, and mindset. Video Presentations become essential to bring out the best in a Kitchen Learner.

The nature of kitchen training requires a robust supporting tool for the learner. The activities that become the learning needs to be recorded, stored, and shared for the ultimate benefit of the learner. A Video Presentation, recorded live or staged, will be a boon to the whole learning environment for a revisit, remember, and recall not only for the current trainees but for future trainees as well shared across the globe for excellent reach.

3.2 KIND OF LEARNING ENVIRONMENT KITCHEN TRAINING VIDEO PRESENTATIONS CREATES

- It works on three paradigms
- Helping both teachers and learners
- It can be created for abstract topics
- Bringing complete transformation of how we educate learners for kitchen skills

HELPING BOTH TEACHERS AND LEARNERS

. Suppose we plot the Teachers Creating Video Presentations from low to high against Learners Using Kitchen Training Videos from low to high. In that case, four quadrants will be obtained with the characteristic of the learning environment thus created. The results are summarized as under:

QUADRANT-I LATE STARTERS.

- Teachers Creating Low Numbers Of Kitchen Training Videos
- Learners Using Low Numbers of Kitchen Training Videos
- Learning environment
- It is not digitally proficient
- Not ready to embrace forthcoming changeNot result oriented
- Survival issues
- Requires Greatest Commitment from the change agents

- Not digitally well equipped
- The scenario of primarily rural and sub-urban set-up
- Needs immediate attention from hospitality education leaders
- Not fruitful for the modern-age learner
- Teachers are required to be trained professionally and for digital proficiency
- Requires more investment as compared to other quadrants
- The environment needs a complete transformation
- Time-consuming late starters

QUADRANT-II CULTIVATORS.

- Teachers Creating Low Numbers Of Kitchen Training Videos
- Learners Using High Numbers of Kitchen Training Videos

- Learning Environment
- Low digital proficiency among teachers
- Low level of commitment of the management
- Low exposure of teachers to the latest developments in the education industry
- A rural and sub-urban set-up
- A heterogeneous group of learners with many of them digitally proficient
- The learners are more aware of their requirements
- Not a beneficial learning environment
- There may be attendance issues
- Learner engagement will be low
- The learner will not have concurrent information about the topics
- Learner knowledge and skill may not be aligned with KCM objectives
- Not the best environment for learning.
- Few learners may rise professionally later with a bit of struggle
- A new system of education using technology can be cultivated

QUADRANT-III REBUILD

- Teachers Creating High Numbers Of Kitchen Training Videos
- Learners Using Low Numbers of Kitchen Training Videos

- Learning Environment
- The objective of the management is to provide certificates to the learners
- The teachers have the capacity, but the management is not supporting
- Low morale of the human resource
- The hospitality education leaders need to see the learning environment
- If management is committed, then proper rules and guidelines required
- It requires proper overhauling of the learning environment

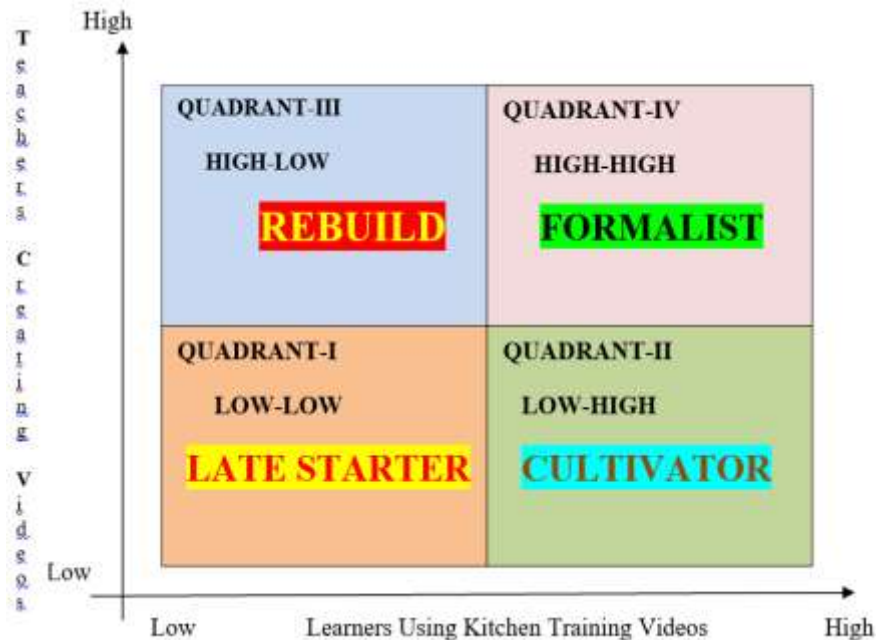


Fig. 1. Paradigm -1 How Video Presentation Affects Learning Environment

QUADRANT-IV FORMALIST.

- Teachers Creating High Numbers Of Kitchen Training Videos
- Learners Using High Numbers of Kitchen Training Videos
- Learning Environment
- This is an ideal environment for the success of the learning objectives.
- A committed environment
- Yields the best result

IT CAN BE CREATED FOR ABSTRACT TOPICS

. Topics are challenging for the teacher/trainer to conceptualize and explain to the learners. Video presentations make it easy. There are applications like doodle, vyond, and other animations application that helps to create an audio-visual treat to explain tough and abstract topics.

BRINGING COMPLETE TRANSFORMATION OF HOW WE EDUCATE LEARNERS FOR KITCHEN SKILLS

. The use of technology to train budding chefs will completely change how we used to teach them in recent times. In the era of AI and VRs, how video presentations in the

kitchen will survive will be the thing of the current future. However, the first transformation will be brought about by Video Presentations. When a Kitchen Training Class is equipped with a concurrent video presentation, it will be a tremendous and beautiful learning environment for the budding chef to succeed in their career.

3.3 ENHANCEMENT OF VIDEO PRESENTATION

Enhancement in Video Presentations For Kitchen training can be viewed from two critical points.

- How to enhance Video Presentations?
- How will video presentations enhance Kitchen Training?

HOW TO ENHANCE VIDEO PRESENTATION?

.For a Video Presentation to come across correctly to a trainee, it should be based on the following eight elements.

- Signaling
- Segmenting
- Weeding
- They are matching Modality-Targeting both the auditory and visual channels simultaneously.
- Time Limit
- Tone
- Balance

SSW Treatment of a Video Presentation

. The first three are termed as SSW treatment of a Video. According to CTML Cognitive theory of multimedia learning by psychologist Meyer, our brains process things around us through two channels: Visuals, like pictures, what we see around us, and videos, and sounds –words and other sounds. Then our brain combines the two to have a greater understanding, followed by comparison with earlier experiences than the whole experience becomes permanent memory. Therefore, he says that pictures and words should be mixed to provide the right signals to the brain, creating a more profound understanding. This is the reason why we learn more skills through YouTube videos or videos on some other social media platforms.

The main idea of the video presentation has to be signaled correctly so that the mind precisely catches audio-visual signals; this is called signaling, and weeding out unnecessary audio-visual information/noises also helps.

Our brain doesn't have unlimited storage space and speed, so to generate maximum impact, the audio-visual information in a video presentation should be segmented into small, clearly understandable content having a related flow of ideas. This is segmenting.

Matching Modalities

. Although it is a profound and debatable topic in education, this research article means the two modes of connecting with the kitchen trainee. Audio and Visuals should be used simultaneously. May a voice or words on screen about what is going on the screen yields the best learning video.

Time Limit

. When it is a learning video, the enthusiast Chef Trainer may not even decide on the duration of the video presentation. There should be detailed videos for learning to happen; however, the bright modern world wants to know and gather more quickly if the learning video material can be concise in a manner that carries more meaning than the information the time limit can be handled.

This element is one of the prominent aspects that the Chef Trainer has to work on to generate and retain more skills among the trainee.

Tone

. The kitchen video presentation's overall tone should be mild but firm and understandable.

Balance

. The beginning and end of video presentations should be well planned to have a perfect balance for the whole video. It should hold the attention of the trainee for the entire length. This requires balancing the video. To create balance, the Chef Trainer should be quite vigilant about the following four aspects

- SSW Treatment
- Information sequence & Load
- Voice Quality
- Camera and lightings

3.4 HOW WILL VIDEO PRESENTATIONS ENHANCE KITCHEN TRAINING?

The way Chefs were trained earlier used to be an association with a Chef who would prepare the aspirant according to their whims and fancies, which sometimes used to be challenging on the part of the trainee; later, the kitchen training saw formal education in hospitality and culinary institutes. For a few years from now, AI and VR technology will become part of kitchen training. Video Presentations are not new to kitchen training after the incoming of Information technology. However, its impact on formal kitchen training is not recognized on a large scale in this part of the globe.

Table 1. Impact of Video Presentation on the Learning Environment of Kitchen Training

Standardiza- tions	Revisit	Recall	In-Line with the Cognitive The- ory of Multime- dia Learning	More information, Knowledge, and skills will become permanent memory for a learner
Learn	De-Learn	Re-Learn	Mastering the Skill Effectively	Wider Reach
Greater Au- tonomy	Remote- Learning possible	Language barriers will be handled perfectly	Flipped Learn- ing	Blended Learning
Improved Tech- nique/Exper- tise/ Methods	Doubt Clear- ance	Ease of At- tendance	Ease in Record- ing Attendance	Learners Learning modalities will be handled better
Handling Het- erogeneous Class With Ease	The pace of learning is managed more profes- sionally	Uniformity	Expansively	Digital proficiency

3.5 IMPLEMENTATION OF VIDEO PRESENTATION

In Indian hospitality education, video presentations have not become mainstream because they need commitment from top-level management and the Chef Trainer. Also, digital proficiency is still emerging on a need basis. There are many hurdles to see it working shortly.

COMMITMENT

. Preparing a Video Presentation requires time, energy, and a deep knowledge of food production operations and theory. Video Presentations for kitchen training cannot be made as a part-time passion. However, it needs direction and clear goals defining the need of every learner in a heterogeneous group.

CONCRETENESS

. A haphazard way of working on the videos will yield non-effective results. Moreover, it will hamper the learning environment. As a Chef Trainer, one should align their series video by aligning the objectives of Knowledge, skill, and mindset for a particular semester according to the syllabus. At no point should the video presentations in kitchen training be as per the wishes of the trainer.

CONCURRENT

. The video presentation should be concurrent with the physical classes such that learners get an environment of learning, e-learning, and re-learning.

CONCISE.

For the cognitive requirements of an individual learner, the video presentation should be concise based on the eight elements described above.

RESOURCES

. An excellent video presentation requires standard resources.

- A camera for shooting
- Shooting studios
- The kitchen layout has required gears, small and big, to precisely describe every piece of information, technique, and method.
- High-quality ingredients
- Mic
- Video editing applications
- Laptop/PC
- Light system

OUTSOURCE

. Many foreign universities outsource video shooting. There isn't any extra load on the Chef Trainer for managing the shooting part. However, it may be an added burden on the management as per costs. Own shooting system is a one-time investment. However whether it will be more professional is debatable.

PERSONAL SET-UP

. Some of the Chef Trainers in our country run the shooting system independently, managing their stuff. Here the commitment from the management is almost nil. This is also one way of working.

TEAM

The whole process requires a dedicated team on three levels

- The research and information team basically worked on the audio part of the video.
- Mis-en-place and production team responsible for the complete set-up in alignment with the recipe/formula, methods, and techniques.
- Shooting and Editing Team responsible for shooting and editing team in alignment with the objectives of learning as provided by the Chef Trainer

STANDARDIZATION

. This is one of the most necessary elements of the implementation of video presentation in kitchen training. The Chef Trainer has to align their work to industry standards not only for their own country but also for what is happening across the globe to be more effective.

COST

. It can be a one-time investment or recurring cost depending upon the kind of work.

ROI

. To be effective, management should regularly update themselves by various means to consider the effectiveness of video presentations in kitchen training so that ROI can be worked upon and future courses of action may be planned.

SPACE

. It requires a specific space not only for the production of the video but in the mind of the trainer and trainee as well to yield the best outcome.

STANDARDS

. Top management should give specific well-designed guidelines foreseeing the future of hospitality education. Since there are resources, time, and energy invested, the whole process should be relevant for the future of kitchen training.

4 ADVANTAGES OF VIDEO PRESENTATION- CONCLUSION

- Videos are great teachers. They enhance the recall and cognition capabilities of the learner. They process two inputs –visual and auditory separately and then merge them to get a better understanding and concept of a thing in question.
- They break down barriers of time, distance & support
- An individual can have their own pace of learning
- More appealing to a broader audience
- Users process information in a way that's natural to them, so modalities are matched
- Abstract topics which were difficult to teach and learn become more accessible and understandable
- It adds versatility to the box system of learning
- Add Convenience
- Asynchronous-Deferred learning is possible, giving more autonomy and expanding the learner's ways of learning
- Revisiting/Recalling is eased.
- To match NEP 2020 emphasizing the use of technology at various levels, kitchen training equipped with video presentations as a primary stream way of imparting formal education in this field will become essential. Sooner we adapt better, we will benefit the potential Chefs with great careers ahead

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NEP 2020 with Special Reference to the Future of Indian Hospitality Education

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ABSTRACT. NCHMCT is an Apex body providing education in the hospitality field and providing the industry with a skilled workforce. However, with change in time, there is a change in employment needs; thus, change is required in the existing educational structure. NEP 2020 proposes restructuring the Indian education system to meet the needs of the current global environment so that individuals get a fair, inclusive education. The policy focuses on critical thinking and cognitive abilities encouraging a multidisciplinary and holistic learning environment. The researcher has attempted to understand the current education system and the scope of the National Education Policy implementation. Through structured questionnaires, primary data has been collected from stakeholders of central, state, and private IHMs. The main focus will remain on implementing National Education Policy with the current scenario and plans. The outcome of this research will be descriptive. Secondary data has been collected from published data like books, journals, articles, and newspapers. This research paper attempts to correlate NEP and NCHMCT curricula. The study aims to understand how the NEP can be implemented in the NCHMCT structure, the areas needing modifications, and the student's aptitude toward hospitality education. The research also studies the scope of implementing hospitality education at the school level. Furthermore, the research tries to evaluate how the vocational hospitality subjects will impact the students' aptitude towards the industry and what impact it will have on the enrolment ratio of IHM affiliated with NCHMCT.

Keywords: National Education Policy; NCHMCT; Hospitality Management Education; Higher Education in Hospitality Management; Vocational Education

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1 INTRODUCTION

The opportunity for every person to learn and make the best use of their talents is the core objective of every nation's education system. The education system imparts qualities, attitudes, values, and skills to an individual so that they can make the best use of their talents for the individual growth, national growth, and development of their society. As per UNESCO, the global literacy rate as of 2022 is 84.7%, around 12 % in the 1820s. This has been possible with the constant efforts of nations at different levels to develop the Human Resource of their country. Human Resource is one of the driving factors for developing any nation's economy. Various campaigns and programs have been put in place by governments to build their human Resource.

India, as a nation, achieved its freedom in 1947. Post-independence, the major challenge in front of the policymakers was the high illiteracy rate in the country. Elementary education was considered the responsibility of state governments, with the center focusing on higher education. After 1950, a planning committee was appointed, and five-year plans were drawn focusing on eradicating illiteracy, achieving elementary education, and establishing vocational and skill training programs. The national level pattern was developed in the Education commission of 1964-66. This policy was further revised in 1986 and modified in 1992. In 2019 further modifications were proposed to the existing educational policy to cope with the current global educational framework. It required restructuring the elementary education system and offering a dynamic multidisciplinary higher education system. The national educational policy was launched on 29th July 2020, replacing the previous National Policy on Education, 1986, focusing on transforming India's education system by the Year 2030.

The development of education systems helped to create channels of development for job-oriented educational programs, one of them being hospitality. The origin of Hospitality education in India may be credited to the All India Women's Central Food Council in 1954 in Mumbai. The idea was to develop trained personnel to cater to nutrition and run the chain of Annapoornas (restaurants) set up by the council members across major cities. Hence a necessity for a training institute emerged. Initially, the institute was under the Ministry of Food & Agriculture umbrella. With the modifications in education policy, such training institutes were established across the country. In 1979, the center took over the total financial responsibility of these institutes. It set the National Council of Hotel Management Catering Technology & Applied Nutrition (NCHMCT) in 1982 as an autonomous body for the comprehensive development & growth of hospitality education in India. In 1984 it was finally transferred to the Ministry of Tourism. Currently, the council has 93 institutes, including IHM's and FCI, under its umbrella offering 11 distinct professional programs in the Hospitality sector under postgraduate, undergraduate, diploma & certificate courses.

Over the years, NCHMCT has developed hospitality education, providing a skilled workforce to meet the industry demands with higher education institutions imparting hospitality-oriented courses. The National Educational Policy 2020 (NEP) proposes to change the face of the education system in India, which will impact the current structure and functioning of this apex body.

The research aims to discover and propose ways in which NEP 2020 may be implemented in NCHMCT-affiliated institutions. Furthermore, the study also seeks to identify the scope of implementation of NEP 2020 in the current Hospitality education system governed by the apex Body.

2 REVIEW OF LITERATURE

India is regarded as one of the finest tourist destinations due to its vast geographical landscape and varied socio-cultural backgrounds. The nation provides extensive prospects in terms of inbound tourism. Millions of tourists visit the country to experience different forms of tourism every year. According to the statistics by the Bureau of Immigration, GOI 7 million foreign tourists visited India in the year 2021 (Tourism statistics 2022). This demands a considerable amount of skilled workforce requirements in the hospitality & Tourism sectors. Thus, education in this field is of utmost importance in developing a skilled workforce that can plan better and bring the required professionalism to the industry (Bhardwaj, 2002).

NEP 2020 focuses on the development of the creative potential of individuals. It is focused not only on cognitive capacities, such as critical thinking and problem-solving, but also social, ethical, and emotional capacities and dispositions (NEP, 2020), which are Hospitality professionals' core qualities and competencies. The past educational policies did not have defined pathways for students who wish to continue with their chosen vocations in higher education, leading to a complete lack of vertical mobility for students from vocational educational streams, leaving them at a disadvantage relative to their compatriots (NEP, 2020). Many students opting for hospitality allied vocational courses are still not sure about the prospects of the systems. Through its higher education policies, the policy proposes eliminating this issue.

Existing papers and articles have not put any light on the scope of implementation of NEP in NCHMCT's current educational framework. The researcher aims to conduct research based on the same. Furthermore, researchers propose to understand the existing knowledge of Teachers of Various IHMs regarding NEP 2020.

3 RESEARCH METHODOLOGY

The study majorly uses two significant sources of data collection. They are:

- PRIMARY SOURCES: Likert method was used to conduct research in which data was collected from 200 students from various schools to understand their knowledge regarding NEP and their attitudes towards hospitality-related courses. Similarly, data was collected from existing faculties working in various IHMs. Thirty responses were received. The data provided new insights into this particular research topic and helped us to understand the extensiveness of this research topic.

- SECONDARY SOURCES: Secondary data was compiled from past research on similar topics and areas related to hospitality education. Meaningful data was collected from journals and reports published by the Ministry of Education, Ministry of Tourism, and NCHMCT on their official websites.

4 OBJECTIVES

The research is conducted to answer the following research questions:

- Understand the scope of implementation of NEP in NCHMCT
- Understand the school students' attitude toward hospitality-related vocational courses and its impact on the GER (Gross Enrolment Ratio) of IHMs

5 OBSERVATIONS & INTERPRETATIONS

A field survey was conducted on the teachers of various IHMs and students of schools in the form of two different structured questionnaires. The papers were circulated through Google forms. The questionnaire consisted of closed-ended questions to guide the research toward its objectives.

Responses were received from 34 faculty members, primarily working with IHMs. The mean age of respondents was 35 Years. The population consisted of 76.5% male respondents and 23.5% female respondents. 91% of the respondents knew about NEP 2020 and its proposed structure in higher and secondary education. However, 26% of the respondents were unaware of the 5+3+3+4 form of NEP submitted for elementary and secondary education.

The data collected showed that 79% of the population agreed to initiate vocational hospitality courses in schools from class 9th onwards. 91% of the respondents agreed that if early exposure is provided to students about hospitality education, it will help them develop an interest in the industry. 85.2% of respondents believe that introducing hospitality as a vocational course in schools will create students' interest and further help increase hotel management institutes' enrolment ratio. 70.6% of respondents believe that food production will attract the interest of school students if taught as a vocational course. 23 % of respondents opted for Food & Beverage service as a vocational course.

Also, 36% of respondents opted that there are around 5% dropouts yearly in their institutes. 46% mentioned the dropout rate to be between 10-15 %. 91% of respondents opted that the proposed module of NEP 2020 for higher education will help financially deprived students as they can continue their studies from where they left off as and when they desire to. This will also help to minimize dropout rates in IHMs. 79% opted that autonomy to every institution will make the proposed higher education module smoother by eliminating red-tapes and ambiguity in the system. 94% of respondents opted that industry linkages will continue to be a prime factor for the success of IHMs.

Similar data were collected from students of various schools, including CBSE, ICSE & State Board, and 1st-year students of IHM's. Two hundred fifteen responses were

received. The mean age was around 20 years. 85.1% of respondents were Male, and 14.9% were female. 62% of the respondents were aware of the proposed NEP module in Elementary education. 40% of respondents opted for cooking when asked how they relate to Hospitality. 20% of them opted for Front office, and 15.3% opted for Food & Beverage Service. When asked which of the hospitality courses they would opt for as a vocation, 44.2 % opted for food production, 24% opted for Front Office, and 11% opted for F&B Service. 97.7% of students believed they would learn something new and different from their regular classroom learning. 62% of students believe that this module may incline many students to opt for Hospitality Courses in Higher Education.

5.1 Scope of implementation of NEP 2020 in NCHMCT and its Interdisciplinary & Holistic Viewpoint

Through the data received and figures calculated from both questionnaires, it can be easily understood that to teach the interest level in students regarding hospitality courses and the Hospitality Industry, the apex body will have to devise interesting vocational courses and propose to implement these courses in the early phases of education. This will help to build the base for prospective students who want to pursue their careers in the Hospitality Industry. The focus area can be food production, as inferred from the data received through the questionnaire, as 70.6% of faculty members and 44.2 % of students opted for food production as a vocational subject. This will develop the interest level of students at an early age.



Fig. 1. Teachers Response

Which of the following can be introduced in schools as vocational Hospitality courses?
215 responses

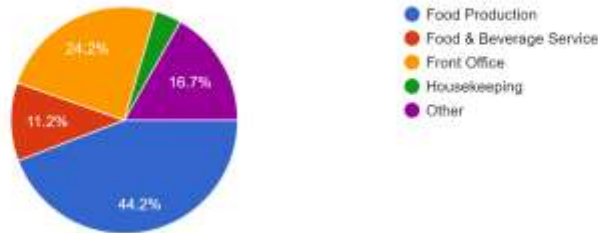


Fig. 2. Students Response

Furthermore, the proposed module of NEP 2020 will benefit the existing structure of NCHMCT as the candidates opting for hospitality courses will already be aware of the industry, and there will be lower chances of dropout. Moreover, introducing vocational courses at the school level will generate the interest of more students resulting in a higher Gross Enrolment Ratio in NCHMCT-affiliated institutions. Curriculum updating should be done by NCHMCT so that it can line up with the proposed module of Higher Education as per NEP2020. The curriculum must not only have hospitality-related Subjects but subjects from different domains taking an interdisciplinary approach of NEP 2020 focusing on the Holistic development of an individual.

Do you think adding other subjects like art, music and sports along with various other subjects in current curriculum of Hospitality education will result in holistic development of students?
30 responses

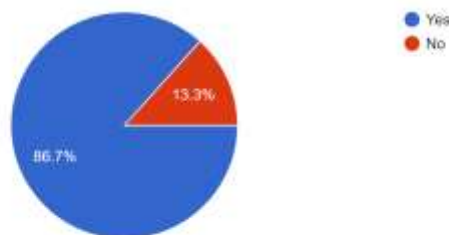


Fig. 3. Interdisciplinary & Holistic Approach (Teachers' Response)

5.2 Attitude of school students towards hospitality-related vocational courses and its impact on GER (Gross Enrolment Ratio) of IHM's

NEP 2020, through its report, lays great emphasis on the development of an individual's cognitive abilities. To achieve this, the committee proposes the introduction of various vocational courses from class 9th onwards. It can be a good opportunity for NCHMCT to develop aptitude among the young crowd towards the hospitality sector. Various vocational courses can be designed and proposed by NCHMCT to attract these young minds.

During the study, it was observed that 40.5% of students related hotel management with cooking. 20% of the respondents opted for front-office operations, specifically for airlines. 15.3% of respondents opted for food & Beverage. These numbers show that school-going students are aware of hotel management & hospitality but their knowledge is limited due to limited resources. NCHMCT, as an apex body, can propose various vocational courses related to hospitality at the school level. 97.7% of the respondents believed such vocational courses would help them learn a new skill and would be different from traditional classroom learning.

The study received positive responses from school students, as 44.2% were interested in food production as a vocational subject. 24.2% opted for Front Office, and 11.2% opted for Food & Beverage Service as a vocational subject. 61.9% of students believe that these vocational subjects must be non-credited, not to overburden an individual while focusing on teaching a new skill in them. These subjects will help develop students' interest, aptitude, and awareness about the Hospitality Industry.

When asked if students would be willing to take up hospitality as a career based on their learnings on hospitality-related vocational subjects, 62.7% of students responded positively. Currently, the dropout rates are very high in IHM's due to students' lack of knowledge about the industry and aptitude towards the Hospitality Courses. Education about the industry at an early age will help the student develop an interest in and talent for the industry. This, in return, will minimize the dropout rate and improve the Gross Enrolment ratio in IHMs under the NCHMCT umbrella. This figure itself justifies the need for vocational subjects in Schools.

Which of the following can be introduced in schools as vocational Hospitality courses?
215 responses

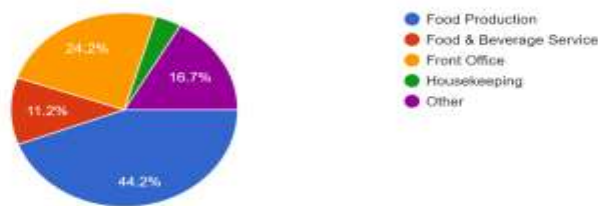


Fig. 4. Students' response

NEP 2020 proposes that the undergraduate degree will be either three or 4-years with multiple exit options. NCHMCT is already running 11 courses in the form of certificates, diplomas, degrees, and PG degrees which can be molded as per NEP norms. Curriculum revisions will be a significant factor in the success of hospitality education as per NEP norms.

6 CONCLUSION

The study explores and interprets the scope of implementation of NEP 2020 and norms in the existing structure of NCHMCT and its affiliated institutes. Further, the study tries to identify areas crucial for Hospitality education and the flow of students in its higher education system. The research also studies school students' aptitude towards the hospitality industry and its impacts on the GER of IHMs. During the study, it was observed that the knowledge level of students was minimal about hospitality. This can be broadened by providing Vocational courses at the school level.

To provide an education system that provides equitable access to high-quality education, NEP 2020 targets revising and restructuring all education aspects. The changes will be profound and dynamic, and Hospitality education cannot isolate itself from the current changes in education. Through this study, researchers highlight how NCHMCT, as an apex body, can incorporate the norms of NEP 2020 into its existing structure.

The study has highlighted many areas of scope of implementation of NEP 2020 in the NCHMCT structure. The study aims to provide an overview of NEP concerning Hospitality Education. However, the topic of study is vast, and there is a scope for further and refined research on the same.

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NEP 2020 – Application based Integration of Nutrition with the core subjects in Hotel Management

Sikha Dixit¹

ABSTRACT. With the advent of the New Education Policy 2020, a complete overhauling of education is required at all tiers of the Indian education system. It has been observed that Indian Education System focuses more on the theoretical part of the subject, and little or no attention is paid to the practical application of the same in the real world. The same applies to the hotel management curriculum too. The students are found lacking in solving practical problems after joining the hotel industry for the same reason. This gap between theoretical knowledge and the application of the same in demanding situations must be bridged by remodeling the curriculum to encourage practical learning in hospitality education.

In India, Hotel and Hospitality management courses are offered across UG, PG, and Diploma courses with Food Production, Food and Beverage Service, Housekeeping Operations, and Front office management as core subjects and Communication and Soft Skills, Computer Applications, Nutrition, and a few others as allied subjects. The commitment of food science, nutrition, and technology towards advancing food science, ensuring a safe and abundant food supply, and contributing to healthier people everywhere defines the importance of food science in hotel management. The currently planned strategies from NEP 2020 need to be applied to hospitality education to revamp the current curriculum and make it more application based. An essential part of this revamping will depend upon integrating allied and core subjects to impart a complete education.

Keeping in mind the importance of nutrition in the hotel industry, this study was undertaken to redefine and revamp the role of food with more practical applications as per NEP. The study aims at integrating the application part of nutrition with the core subjects of hotel management as per the NEP 2020.

Keywords: Overhauling; Remodeling; Curriculum; New Education Policy; Integration; Nutrition

1 INTRODUCTION

The New Education Policy (NEP), released on 29th July 2020, is a historic and ambitious document that looks at our educational system in a new way. NEP 2020 lays out a compelling, ambitious agenda for education. NEP demands that the entire education

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system be reconfigured to support and foster learning (1). In the past, efforts to improve understanding using integrating practical aspects were often hampered by the requirements that teachers complete an over-ambitious curriculum which leaves most students behind. It is seen that the Indian education system focuses more on getting marks and clearing the exams instead of the application of the same. If the foundation is not appropriate, the building will be weak. That is why the gap between the current state of learning and what is required must be bridged to improve the state of higher education and professional courses being conducted at all educational institutes.

According to the Annual Status of Education Report (ASER), in 2018, nearly half of all rural students in grade 5 couldn't read a Grade 2 text, and two-thirds couldn't perform simple division. If any of them cannot read an introductory text, there is little point in having all students complete secondary school (as the NEP recommends). The same applies to higher studies in India, as the focus is more on the theoretical aspect, and little or no element is paid to the practical application of knowledge in real-world scenarios. (2)

Nutrition is the science that interprets the relationship of food to the functioning of living organisms. In contrast, food science is the ethical way to maintain a good standard for food served. Nutrition is a multidisciplinary subject, and its inter-relationship or interdependence in this field with various others, such as medicine, agriculture, food science and technology, sociology, psychology, economics, anthropology, demography, chemistry, biochemistry, biological sciences, hospitality, and so on.

Why is Nutrition & Food science taught in Hospitality Management courses? A question often asked by the students? Nutrition, though a new science, has a long history from the time of foraging for nutrients like animals to the developing agriculture to produce food with the advent of the Neolithic revolution to the advanced methods of food preparation with the chemical process of the 18th century. With further advances in technology and the economy of the 20th century, nutrition moved to mass production and food fortification. (3)

Food science is the science behind food. This multidisciplinary subject helps us understand the chemistry of food components, their processing and preservation methods, and all other related things. Food science is an ethical way to maintain a good standard for the food served.

The allied subjects like Nutrition, Food Science, Food Safety and Quality, Hygiene, and Sanitation are included in hospitality management as all these subjects help in serving the guests with quality experience of food. Hospitality, Nutrition & Food Science go hand in hand. The hospitality industry focuses on serving people, and food is an undivided part.

Keeping in mind the importance of nutrition in the hotel industry and to improve upon the practical learning aspects as per the NEP, this study was undertaken to redefine and revamp the role of food with more practical application and aims at integrating the application part of nutrition with the core subjects of hotel management as per the NEP 2020.

2 RESEARCH METHODOLOGY

The study paper is descriptive and theoretically analytic. The study is mainly based on secondary data from the New Education Policy published by the ministry of Human Resource Development in August 2020. The primary data was collected using multiple-choice questions from hospitality educators, hospitality students, nutritionists, nutrition educators, nutrition students, and industry professionals.

The following questions were asked from the above-mentioned diverse pool of people:-

- Is it essential to impart knowledge about the practical application of theoretical aspects of subjects taught in hospitality courses
- Do you think the current hospitality course curriculum adequately covers nutrition's practical application
- Will the integration of Nutrition and Food Science with the core subjects of Food Production and Food & Beverage Operations make the curriculum more application based
- Will the integration of Nutrition and Food Science with the core subjects of Food Production and Food & Beverage Operations make applying nutritional and food science aspects much simpler in practical scenarios
- Is there any facility for a food lab in the hotel management institutes
- It will help food labs in hotel management institutes in better assimilation and understanding of the nutritional aspects involved in the core subjects
- Will the involvement of healthy faculty during the practice of core subjects enhance the assimilation and clarification of dietary aspects
- There should be an undergraduate certification for the students in nutrition who study all four food subjects during their hotel management degree course.
- Students having a degree in hotel management should be made eligible for various government jobs like food inspectors apart from teaching
- The nutrition curriculum is relatable to the core subjects and has practical application for the hospitality sector

The answers from the respondents, along with the data collected from hotel management institutes about the curriculum being followed for various course, was analyzed to derive logical results which have been deliberated upon in this study.

3 ANALYSIS

The responses to the questionnaire prepared for the diverse pool of respondents belonging to the hospitality industry and hospitality education sector are as given below:-

- An overwhelming 88 % of the respondents agreed that it is essential to impart knowledge about the practical application of subjects taught in hospitality courses.

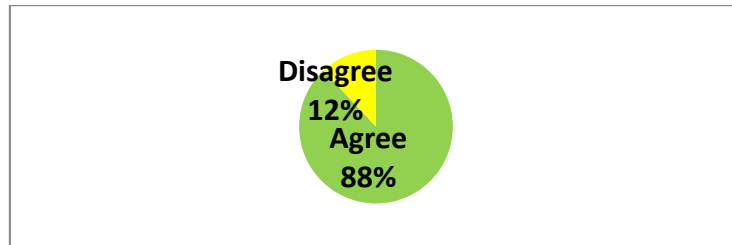


Fig. 1. Importance of imparting the knowledge about practical application in hospitality courses

- A total of 81% of the respondents believe that the current hospitality course curriculum does not adequately cover the practical application of nutrition.

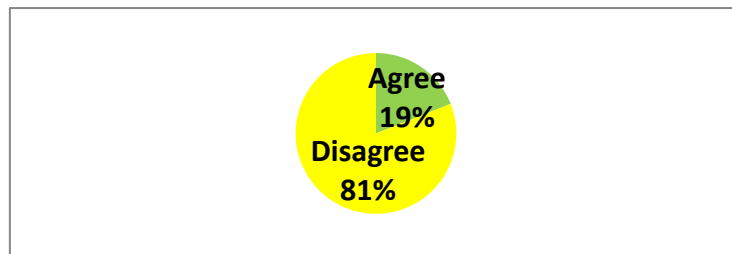


Fig. 2. The present curriculum of hospitality courses cover the practical application of nutrition adequately

- 79% of the respondents agreed that integrating Nutrition and Food Science with the core subjects of Food Production and Food & Beverage Operations will make the nutrition curriculum more application based.

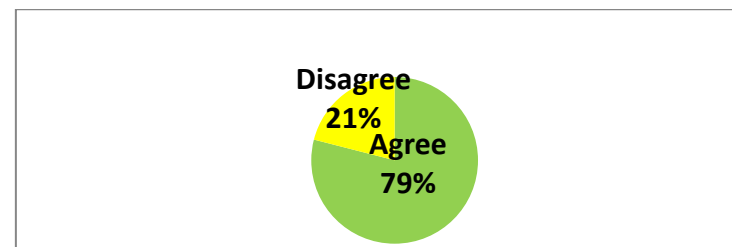


Fig. 3. The integration of nutrition and food science with the core subjects of food production and food & beverage operations make the curriculum more application based

- 79% of the respondents agreed that integrating Nutrition and Food Science with the core subjects of Food Production and Food & Beverage Operations will simplify applying nutritional and food science aspects in practical scenarios.

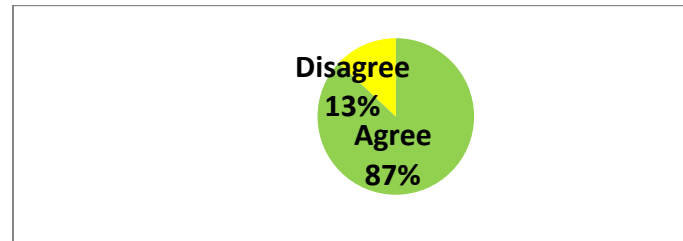


Fig. 4. Integration of nutrition and food science with the core subjects of food production and food & beverage operations will make the application of nutritional and food science aspects a lot simpler in practical scenarios

- 100% of the respondents confirmed that there is no facility of a food lab in the hotel management institutes.

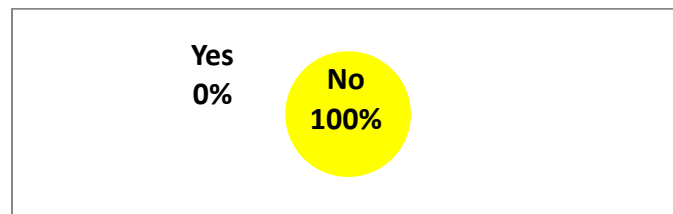


Fig. 5. Availability of food lab facility in hotel management institutes

- 93% of the respondents agreed that providing food labs in hotel management institutes would help in better assimilation and understanding of the nutritional aspects involved in the core subjects.

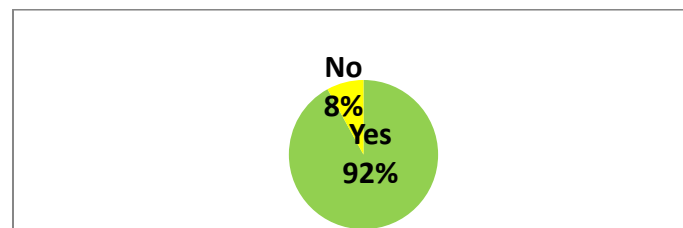


Fig. 6. The provision of food labs in hotel management institutes will help in better assimilation and understanding of the nutritional aspects involved in the core subjects

- 87% of the respondents agreed that the involvement of nutritional faculty during the practice of core subjects would enhance the assimilation and clarification of dietary aspects.

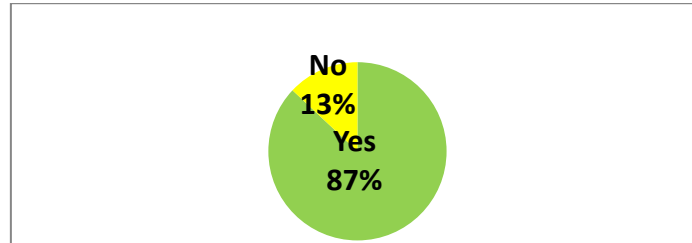


Fig. 7. The involvement of nutritional faculty during the practical of core subjects will enhance the assimilation and clarification of nutritional aspects

- 95% of the respondents agreed that there should be an undergraduate certification for nutrition students who study all four subjects of nutrition during their hotel management degree course.

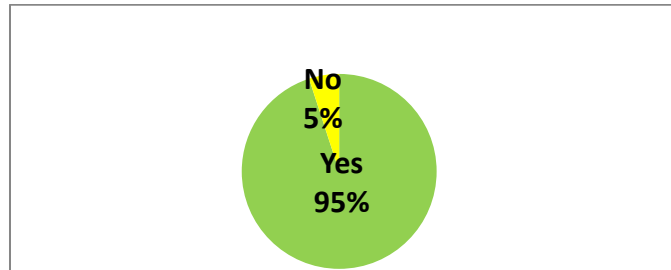


Fig. 8. There should be an undergraduate certification for the students in nutrition who study all the four subjects of nutrition during their hotel management degree course

- 93% of the respondents agreed that students having a degree in hotel management should be made eligible for various government jobs like food inspectors apart from teaching.

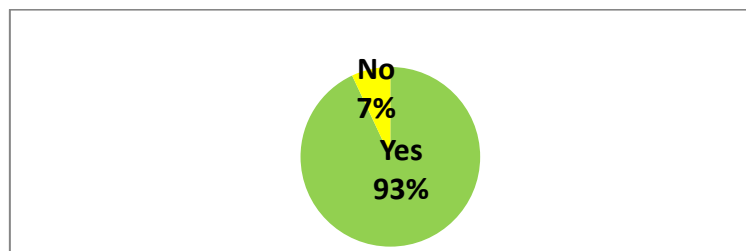


Fig. 9. Students having degree in hotel management should be made eligible for various government jobs like food inspectors apart from teaching

The study results reveal that the current nutrition and food science curriculum in almost all hotel management institutes is theory-based without any practical aspect taken into consideration as it is an allied subject. The recent fact has validated that the

hotels are hiring nutritionists to calculate the calories of various dishes. The Food Safety and Standards Authority of India (FSSAI) has notified new regulations that made mandatory the display of the calorie count of food products on menu cards for restaurant chains, hotels, and online food aggregates from 1st January 2022 (4).

Students study nutrition, food science, and related subjects for almost 3-4 semesters. Still, since nutrition is an allied subject and not the core subject, they take it very lightly and aspire to get passing marks without learning the application part, with few exceptions.

It was observed that Food science and basic principles of food production are taught as two subjects, but these subjects are two sides of the same coin. Food science should be clubbed with food production for a better understanding of both subjects in a better way as both have a mutual dependency on each other. Food science is the science and logic behind food preparation while production is preparing food keeping in mind the changes taken in it like Gelatinization, gelation, etc., to name a few. Most of the syllabus of the Basic principles of food production has their root in food science, and even food production operations have a significant part of menu planning.

During the food production practices, students are just asked to cook and present their dishes, and calculating the nutritional information of the dishes prepared is not touched upon. Though the students of hotel management study menu planning in nutrition, the application of theoretical knowledge during practical is completely missing. Here again, we lack as educators, which is why the New education policy has been framed to cease this culture of imparting theoretical knowledge only.

Even food science topics can be clubbed with Food Production and Food & Beverage operations, where the beneficial role of micro-organisms and their harmful effects can be taught to the students.

It is observed that the role of Nutrition faculty is restricted to theory classes, and they have no access to kitchens or are not involved in the practice of core subjects. Suppose the topics of food science and nutrition must be taught practically. In that case, integrating nutrition faculty in these practical will help the students understand processes like gluten formation, Gelatinization, gelation, etc.

No food lab is established in any hotel management institutes across India, even though nutrition and food science are practical subjects that can be better understood when done practically. The application part is missing for many topics like the evaluation of food quality, which require experiments with chemicals to understand how quality is checked and standards set for food products. It will also help students understand how certification is given to new products introduced for human consumption. No field visits are part of the curriculum for this subject, whereas the NEP focuses more on real-world scenarios. Students are just given theoretical knowledge about the various agencies like FSSAI, Agmark, etc. Still, the field visits to these institutes will enrich their knowledge about these agencies and help them understand how such agencies work on the ground level.

The study of micro-organisms is part of the curriculum to understand the micro-organisms responsible for food spoilage to increase the shelf life, the beneficial role of micro-organisms in nutrition, and foodborne diseases. Still, it doesn't attract the attention of students. It is found too difficult to be assimilated by the students as many are

from arts and commerce streams. If these micro-organisms and their roles are explained with the help of practical in labs, then the student's assimilation and retention rate of these topics will be much higher. There are no field visits planned to food processing industries despite their importance to the students who will enter the hospitality sector. The learning curve will be much higher if the students experience various processes like cheese making, pasteurization, irradiation impact, etc., in the food processing industries. The focus must be on learning by doing rather than only learning.

The research aspect is missing in nutrition, particularly in the hotel management course. Many interesting topics, such as edible packaging to decrease soil pollution and conserve the environment with minimal use of plastics, are left untouched because of less focus on these aspects in the curriculum. Nutrition research seems alien in hotel management courses but can be clubbed with food production topics to have better acceptability amongst the students and faculties.

It has emerged during this study that though Nutrition and Food Science are part of hotel management courses, employability options in the fields requiring a nutrition background are not open for students from a hospitality education background. No undergraduate certification is given to students to enable them for positions in the nutrition fields like slimming centers, food inspectors, weight loss clinics, and various other private and government organizations.

4 RECOMMENDATIONS

Nutrition and food science should be clubbed with the core subject of food production. Food science should be clubbed with food production for a better understanding of both subjects in a better way as both have a mutual dependency on each other. Nutrition teaches the students about the various macro and micronutrients (their RDAs deficiency disease related to each nutrient) and how to procure the food items and conserve them during preparation/storage. Production deals with bulk cooking and mass production, but at the same time, it is essential to ensure that nutrients are conserved during this process.

Practical should be incorporated along with the theory in the curriculum itself so that the students acquire in-depth knowledge.

Food labs should be established in all hotel management institutes across India as the NEP 2020 focuses on practicality to develop critical thinking and each student's creative potential. As per NEP, students should learn, but more importantly, learn how to learn. Many topics like food quality evaluation, the study of micro-organisms present in food, food adulteration, and various processes involved in food production need labs for better understanding.

The students do not like nutrition if taught in a theoretical manner. So, to make it more uncomplicated and fun, field visits should be conducted in the nutrition curriculum to cover otherwise tricky topics. Students are just given theoretical knowledge about the various agencies like FSSAI, Agmark, etc. Still, field visits should be planned to such agencies to understand how such agencies work on the ground level. All these must be incorporated into every semester, depending upon the curriculum.

Undergraduate certification should be given to the students in nutrition too to broaden their job prospects and increase the employability of hotel management students in other areas of employment like slimming centers, weight loss clinics, government organizations like FSSAI, food evaluation panelists and food inspectors to name a few. Provision should be made as per NEP that if they are pursuing the course and leaving it in between for any reason, they are also left with some employment options depending upon the level of certification achieved in each semester.

It is concluded that instead of teaching this subject as a separate subject, it should be integrated with the core subjects. The same will assist in covering the major aspects of Nutrition and Food Science in a more application-oriented manner.

5 IMPLICATIONS

The study will help bring more practical application to the nutrition subject in the hotel management curriculum as guided and suggested in NEP 2020. It will help widen the vocational opportunities in various government and private organizations for hotel management students in areas fixed earlier only for nutritionists.

It will help attract the policymakers' attention and compel them to frame such policy proposals, which will help revamp the role of nutrition in hotel management courses across India.

It will also help develop a research-based approach towards this subject in amalgamation with the core subjects of hotel management, like food production and food and service operations.

It will transform the nutrition faculty's role as otherwise restricted to visiting members only.

6 LIMITATIONS

This study is based on the recommendations of the National Education Policy 2020 for higher educational institutes and the data obtained by the online survey through questionnaires and the author's personal opinion. For the extensive implementation of the same, more in-depth study and approvals from the respective decision-making and regulatory authorities are required.

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A Cross-Sectional study on local diversity Craftsmanship program as an institutional learning NEP outcome

Salla Vijay Kumar¹, Harshita Pillai²

Abstract.

Background: The national education policy 2020 is a good policy of the 21st century to contemplate engineering higher education institutions for quality education and excellence. The Policy states that HEIs will transform themselves to provide quality education and get accreditation. The institute's accreditation will give them autonomy, resulting in quality improvement in teaching and research. They will get a higher level of certification, which will result in India a higher level of independence. The HEIs may traverse a path of quality, accreditation, time, and autonomy and become a multi-discipline. Autonomy is the focus for making institutions accountable to the stakeholders, harnessing the institute's full potential, and making them responsive and innovative in due course of time. In this paper, literature on autonomy related to educational institutions in India and overseas is reviewed on different dimensions, perspectives, and levels of independence. Based on the literature review, experiences of the art, hours and interaction with experts working in autonomous institutions, and guidelines for obtaining and sustaining independence are stated.

Significance: The current paper describes the analysis of the requirements for NEP 2020 provisions and management practices at the university level. Recommendations are made for designing and implementing NEPs at national and HEIs (Higher Education levels).

Methods: The research methodology combines quantitative and qualitative approaches to provide additional perspectives and create a richer picture.

Result: Maximum respondents about NEP particulars expected to be advantageous believed that School internships for skill appreciation and craft-centric learning through Integration of Vocational Education with Academic Learning and the majority to produce learners who can self-evolve and adapt to the changing needs of the domestic and the global markets.

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Conclusion: This set of Craftsmanship students are in the system for a relatively shorter period. Therefore it is imperative to see what effect it does on them if the suggested changes are brought through. One, the language would be beneficially followed by class 9 being a starter for the vocational journey. The advantage is that implementing skills would be a right of every student. The vocational student will also be free to choose a subject with no boundaries in the interdisciplinary/multidisciplinary knowledge-transforming India.

Keywords: National Education Policy 2020, Internship, Vocational, Policy, Self-evolve

1 INTRODUCTION

Education implies that there is a 360° growth and development and learning in the first place and a right of every individual. Developing cognitive capacities at both fronts, namely the basics and higher, would encompass creative thinking, analytical, and other related abilities and dispositions. The literary heritage we possess in Indian knowledge has only been rethought for this Policy. The amalgamation of the three elements - knowledge (Jnan), wisdom (Pragya), and truth (Satya) is considered to be the highest human goal.

The National Education Policy 2020 envisages various development in education at all levels of the Indian education system, including technical education, primary, secondary, and higher education. Details of the salient features of NEP 2020 are open to the stakeholders, both designing and implementing, and to the so-called beneficiaries at all levels of the education strata.

Equipping professionals inculcates integrities in preaching and practicing education. The learning should involve critical and interdisciplinary thought processes and brainstorm on research, development, and innovation aspects. The freedom of choosing a subject with no boundaries would put us on the fast track. Technical education comprises various diplomas and degrees in multiple spheres, including hotel management that would help nation-building. There has been a shortage of skilled workforce and churning them from institutes. The advancement will bridge technical education with other disciplines coming up with a multidisciplinary magnitude. As in Engineering, the hospitality sector should also penetrate industries that will upkeep our global standards, viz., Hospitals, Agro, Rural Tourism, Artificial Intelligence (AI), and machine learning.

1.1 CRAFTSMANSHIP COURSE IN FOOD PRODUCTION

The composite 18-month craftsmanship course is designed to equip students to join the hotel brigade/ catering sector. The programme has a theory and practical compo-

nents with core and ancillary subjects of food preparation, Cooking Principles and Practices, Food Safety, and Hygiene. The target studied is a batch of 20 students undergoing this program.

These students come from a 10th-class background from any sect of society. But their skill set is restricted to the core department. Records have proven that the 18 months course has produced semi-skilled employees, most of whom have graduated to higher ranks in the industry. The structured knowledge and skill set provided by the training institutes enables them to abreast them on thorough basics. And that is the key to success in any field. Including the NEP 2020 is likely a win-win situation for this group of individuals.

Statistics show that the credit tally in India is meager. The inadequacy of funding, combined with a long-term vision, contributes a bit to R&D. Basically to train the curious and creative mind at an early age. The salient features of the NEP 2020 have been used to develop the research questions for relevant expectations and outcomes.

2 LITERATURE REVIEW

Table 1. Synoptic Table of literature review

Year of Publication	Author(s)	Literature Support	Name/ Access of the publication	Findings of the Study
2022	Bakshi, Parshant&Bhushan, Bharat &Kour, Kiran& Shah, Rafiq& Joshi, Prashant& Kumar, Rakesh.	National Education Policy (NEP)-2020	https://www.researchgate.net/publication/361195104_National_Education_Policy_NEP-2020/citation/download	Teacher assessment reforms The impartial and inclusive education system Acquire skills in school Uniform standards of education
2021	Verma, Dr& Kumar, Adarsh. (2021).	New Education Policy 2020 of India: A Theoretical Analysis.	International Journal of Business and Management Research. 9. 302-306. 10.37391/IJBMR.090308.	To provide higher education to all students, which aims to Universalize pre-primary education (age range of 3-6 years) by 2025. To provide higher education to all students, which aims to universalize pre-primary education (age range of 3-6 years) by 2025

2020	Aithal, Sreerama&Aithal, Shubhrajyotsna. (2020).	Analysis of the Indian National Education Policy 2020 towards Achieving its Objectives.	5. 19-41. 10.5281/zenodo.3988767.	Well-defined and futuristic education policy is essential for a country at the school and college levels due to the reason that education leads to economic and social progress
2020	Preeta George	National Education Policy (NEP) 2020: A boost to research?	https://www.financialexpress.com/opinion/national-education-policy-nep-2020-a-boost-to-research/2144477/	NEP emphasizes a multidisciplinary approach in education and the need to nurture a curious and creative mind to develop analytical and critical thinking abilities at an early age
2020	National Education Policy 2020	Ministry of Human Resource Development Government of India	https://www.education.gov.in/sites/upload_files/mhrd/files/NEP_Final_English_0.pdf	The gap between the current state of learning outcomes and what is required must be bridged through major reforms that bring the highest quality, equity, and integrity into the system, from early childhood care and education to higher education.

3 OBJECTIVES OF THE STUDY

1. To train the students in acquiring all required skills for kitchen personnel
2. To provide knowledge about all sets of the Food Production department
3. To impart knowledge about the regional cuisine of India and day to day working atmosphere of a food production department in a star-category hotel

4 RESEARCH RATIONALE:

- A well-defined and global education foresight is necessary for any nation's economic and social progress
- The gap between the current state of learning outcomes and what is required must be bridged by undertaking major reforms that bring the highest quality, equity, and integrity into the system. The portrayal of the early start of vocational inputs will ensure indiscriminate and high-quality education for all learners.

5 RESEARCH METHODOLOGY

Sample: Non- probability, Convenience sampling technique has been used for the varied sample size from the selected states.

5.1 RESEARCH QUESTIONNAIRE NEP PARAMETERS

Probable outcomes from chosen framed questionnaire options are listed below:

How advantageous will the following particulars be expected to be?

- Integration of Vocational Education with Academic Learning
- Job market orientation with multiple entry and exit options
- Recognition of Prior Learning (RPL) and alignment with International Standards
- School internships for skill appreciation and craft-centric learning
- Technological development and student entrepreneurship

The expected learning outcome in the current skill market

- Companies cannot find enough skilled labor from Indian educational institutions
- It is necessary to provide the provision of horizontal credit transfer
- The need to meet the SDG goals of access and lifelong learning
- To produce learners who can self-evolve and adapt to the changing needs of the domestic and the global markets
- With a growing gig economy, the government needs to revise its labor laws

The concept of NEP 2020 implementation impetus

- More focus on practical learning rather than theoretical learning
- Every student can get quality education no matter caste, gender, or disability
- Freedom of choosing any subjects/streams with no boundary
- Framing Mother Tongue / Regional Language as a means of instructions
- Different learning techniques and experiments used by the teachers

The curriculum scope of NEP 2020

- Implementation of skills, understanding, and new learning methods in every child
- Various options for the students at the Undergraduate level either for 1, 2, 3, or 4 years
- Reduction in the syllabus to core essentials with experimental learning and critical thinking will lessen the burden on students
- Will the multidisciplinary stream access to the students affect the expertise of graduates and their job opportunities
- Along with Yoga, institutions and students should have the choice to pick other similar systems as well

The developmental foresight of NEP 2020

- Implementation of skills, understanding, and new learning methods in every child
- For undergraduate programmes, admission to public higher education institutions will be through an assessment. This should also be for private ones
- Do you believe that New Education Policy would bring some changes at the grass-root level
- As per NEP-2020, the government is also planning to regulate private institutions' fees. Is it the right move to curb high fees
- With the focus on India-centred education, will the global reach, interaction, and exchange of students be affected

The futuristic preview of NEP 2020 implementation

- The top 100 Universities in World can set up their campuses in India, can collaboratively share faculty, twinning programs, or distance education
- The institutional alliance will boost the economy and education standards in India
- The government should ensure jobs after Vocational courses to boost employment
- Would it be easy for educational institutions to run two educational policies simultaneously
- It will ensure a free and fair environment for the faculty members to perform well

5.2 DATA COLLECTION

The primary data have been collected through an exploratory study conducted on the targeted sample enrolled in the craftsmanship course in Food Production at one of the leading institutes of hospitality education under the Ministry of Tourism, Govt. of India. Keeping in mind the study's objectives, structured questionnaires were distributed to the concerned, and one-on-one discussions were held to understand the student's perspectives.

6 DATA TABULATION AND ANALYSIS

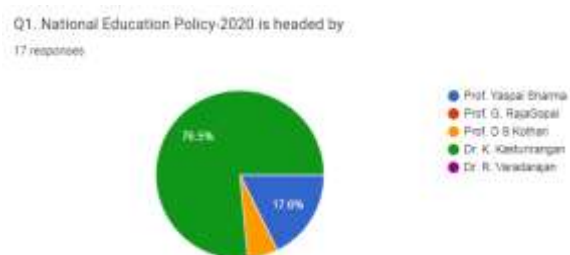


Fig. 1. A maximum number of the respondents agreed that Dr. K Kasturirangan is the head of national education policy

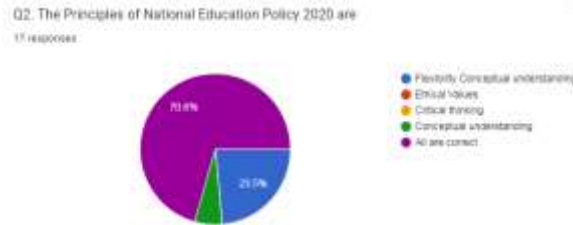


Fig. 2. A maximum number of the respondents agreed that the principles of NEP 2020 are Flexible conceptual understanding, ethical values, Critical thinking, and conceptual understanding

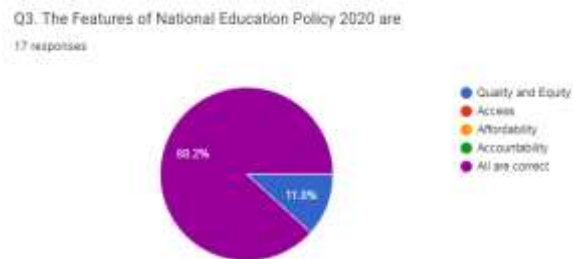


Fig. 3. A maximum number of the respondents agreed that the features of NEP 2020 are quality and equality, access, affordability, and accountability

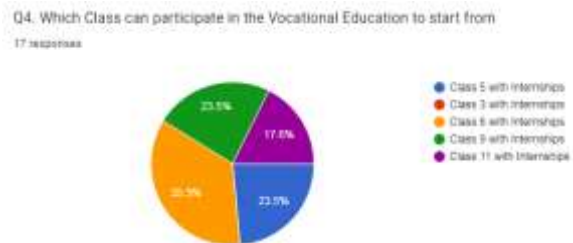


Fig. 4. A maximum number of the respondents agreed that class 9th with internships would be best for participating in vocational education

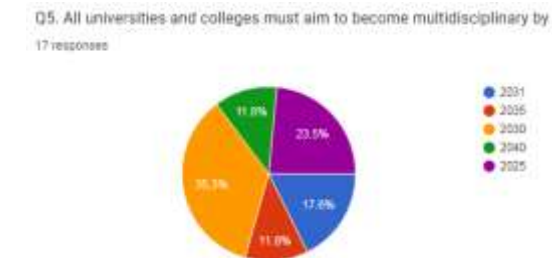


Fig. 5. A maximum number of the respondents agreed that all universities and colleges must aim to become multidisciplinary by 2030

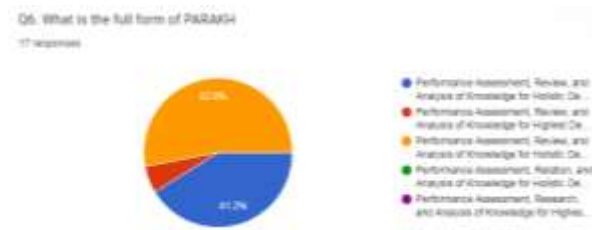


Fig. 6. A maximum number of the respondents agreed to know the complete form of PARAKH is performance assessment, review, and analysis of knowledge

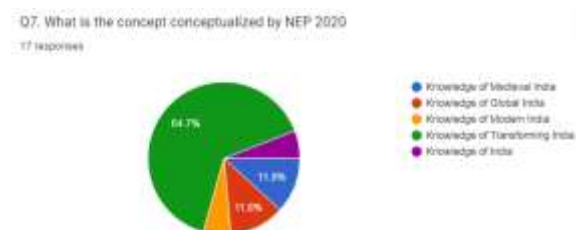


Fig. 7. A maximum number of the respondents agreed to know that the concept conceptualized by NEP 2020 is knowledge of transforming India

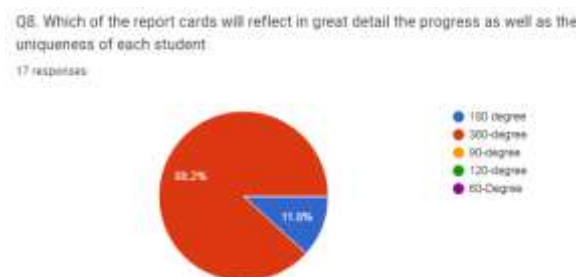


Fig. 8. A maximum number of the respondents agreed that the report cards would reflect the innovativeness of each student by 360 degrees

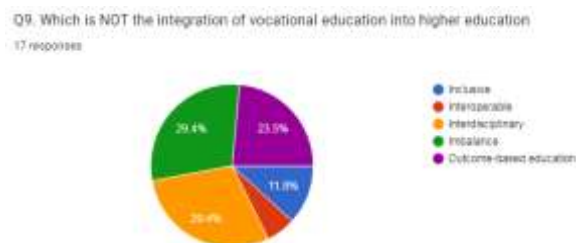


Fig. 9. A maximum number of the respondents agreed that interdisciplinary and imbalance are the integration of vocational education into higher education

Q10. How advantageous will the following particulars expected to be. Rate 1 for Least and 5 for Most Advantageous

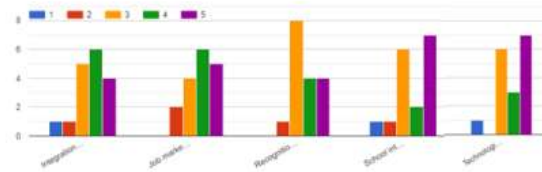


Fig. 10. A maximum number of respondents agreed that the rating from 1 to 5 that the average recognition of prior learning and alignment with international standards is the most advantageous

Q11. Please comment on the expected learning outcome in current skill market

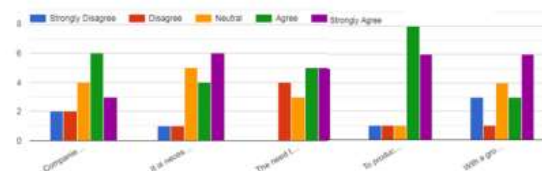


Fig. 11. A maximum number of the respondents agreed that the need to meet the SDG goals of access and lifelong learning

Q12. Please comment on the concept of NEP 2020 implementation impetus

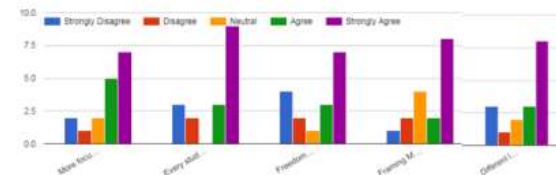


Fig. 12. A maximum number of the respondents agreed to the freedom of choosing any subject/stream with no boundaries

Q13. Please comment on the curriculum scope of NEP 2020

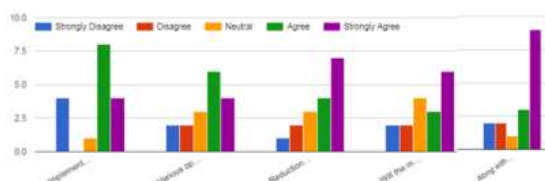


Fig. 13. A maximum number of respondents agreed that the point that the implementation of skills and new learning methods in every child is the scope of NEP 2020

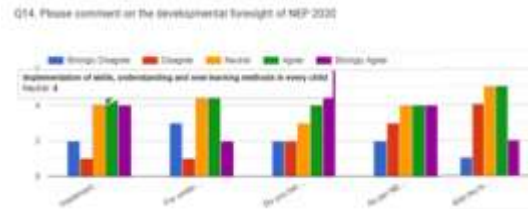


Fig. 14. Maximum respondents, about the developmental foresight of NEP 2020, believed that New Education Policy would bring some changes at the grass-root level, followed by the government planning to regulate private institutions' fees. Is it the right move to curb high prices and implement skills, understanding, and new learning methods in every child?

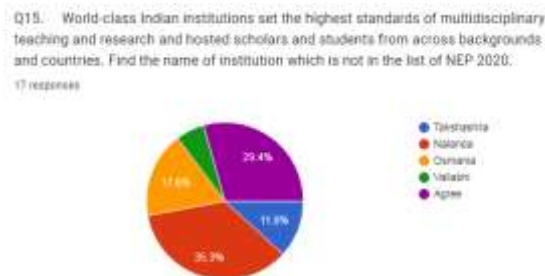


Fig. 15. A maximum number of the respondents agreed that the Nalanda institute is known for the highest standard of multidisciplinary teaching and research that houses distinguished persona across countries

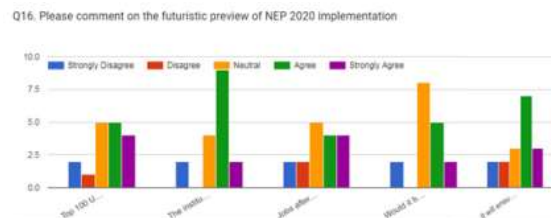


Fig. 16. A maximum number of respondents agreed that the institutional alliance would boost India's economy and education standards

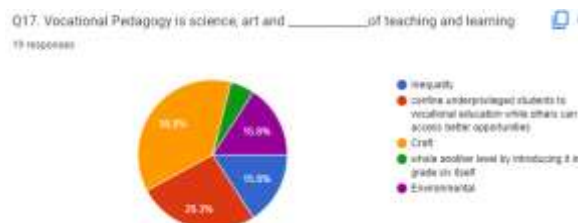


Fig. 17. Maximum respondents filled in the option of Craft followed by confining underprivileged students to vocational education while others can access better opportunities and environment as the definition of vocational pedagogy

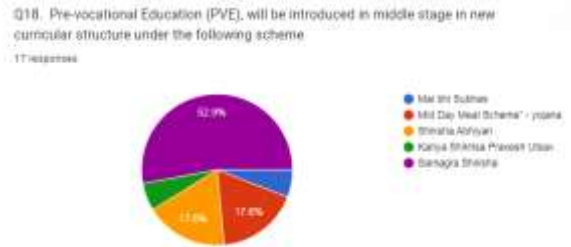


Fig. 18. A maximum number of the respondents agreed that Samagra Shiksha would be introduced in the middle stage of the new curricular structure.

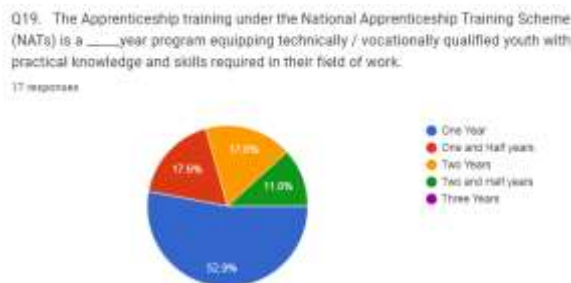


Fig. 19. A maximum number of the respondents agreed that the apprenticeship training under the National Apprenticeship Training scheme is a three years program

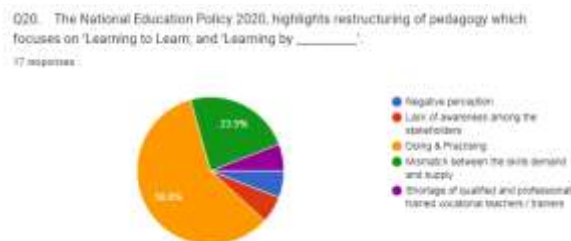


Fig. 20. A maximum number of respondents agreed that the National Education Policy 2020 highlights the restructuring of pedagogy, which focuses on 'learning to learn; and 'learning by doing and practicing

7 RESULT OF THE STUDY

Maximum respondents about NEP particulars expected to be good thought that School internships for skill appreciation and craft-centric learning will be the top priority, followed by Job market orientation with multiple-entry and exit options and then Integration of Vocational Education with Academic Learning. Maximum respondents about the expected learning outcome in the current skill market thought that it was majority to produce learners who can self-evolve and adapt to the changing needs of the domestic and the global markets, followed by the necessity to provide the provision of horizontal

credit transfer and then with a growing gig economy, the government needs to revise its labor laws. Maximum respondents about the concept of NEP 2020 implementation impetus thought that every student could get quality education no matter caste, gender, or disability, followed by different learning techniques and experiments used by the teachers and then framing Mother Tongue / Regional Language as a means of instruction.

Maximum respondents about the curriculum scope of NEP 2020 thought that along with Yoga, institutions and students should have the choice to pick other similar systems as well, followed by a reduction in the syllabus to core essentials with experimental learning. Critical thinking will lessen the burden on students, and then the multidisciplinary stream access to the students affect the expertise of graduates and their job opportunities. Maximum respondents, about the developmental foresight of NEP 2020, believed that National Education Policy would bring some changes at the grass-root level, followed by the government planning to regulate private institutions' fees. Is it the right move to curb high prices and implement skills, understanding, and new learning methods in every child? Maximum respondents to the futuristic preview of NEP 2020 implementation thought that the top 100 Universities in World could set up their campuses in India, can collaboratively share faculty, twinning programs, or distance education followed by jobs after Vocational courses should be assured by the government to boost employment and then it will ensure a free and fair environment for the faculty members to perform well.

8 CONCLUSION

The composite 18-month craftsmanship course is designed to equip students to join the hotel brigade/ catering sector. The system has a theory and practical components with core and ancillary subjects of food preparation, Cooking Principles and Practices, Food Safety, and Hygiene. The target studied is a batch of 20 students undergoing this program. These students come from a 10th-class background from any sect of society. But their skill set is restricted to the core department of Food production. Records have proven that the 18 months course has produced semi-skilled employees in restaurants and Hotels who are immediately absorbed, and most of them have graduated to higher ranks in the industry in the Indian context. The structured knowledge and skill set provided by the training institutes enables them to abreast them on thorough basics. And that is the key to success in any field. Including the NEP 2020 is likely a win-win situation for this group of individuals. This set of Craftsmanship students is in the system for a relatively shorter period. Therefore it is imperative to see what effect it does on them if the suggested changes are brought through. One, the language would be beneficially followed by class 9 being a starter for the vocational journey. The advantage is that implementing skills would be a right of every student. The vocational student will also be free to choose a subject with no boundaries in the interdisciplinary/multidisciplinary knowledge-transforming India. Revision in the syllabus and the structuring of the program keeping the following in mind will enable them to gather knowledge about

the regional cuisine of India and the day-to-day working atmosphere of a food production department in a star-category hotel. The knowledge of cuisines of states and communities, and on the verge of obsolete nature in one's domicile, cannot be over-emphasized and becomes a default for any individual graduating.

9 LIMITATIONS

- The set of Craftsmanship students is not well versed with the NEP
- The data collected from resource persons in education is considered in this study
- There is an insistent divergence between the knowledge & skills imparted and the jobs available, affecting the phase of the current education system

10 RECOMMENDATION FOR FURTHER RESEARCH

- Redesigning the school curriculum structure to incorporate early childhood care and education, esp. Class 9 for vocational is going to do good
- Interdisciplinary/ multidisciplinary should be focused on as an upfront task
- In this regard, the management should explore the various venues for imparting training through a need analysis of core and allied sectors
- Like literacy, the skill will come as an inbuilt nation-building tool

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Vernacular education in Hospitality: Need, Scope, and Challenges in Light of the National Education Policy 2020

Karan Lulla¹, Ashoina Kapadia²

Abstract. Hospitality, a highly labor-intensive industry, accounted for approximately 10% of total employment in the country and 8% of the GDP.

Being such a significant contributor to the economy good quality workforce is very important for the continuous development of the industry. Hospitality education institutes (HEI) like IHMs and other private institutes play a significant role in preparing future industry hospitality leaders and have played a commendable role in supplying a qualified workforce to the industry.

Among other technical skills, good communication skills are an intrinsic bed-rock of the Hospitality Industry, and language proficiency plays a crucial role in it.

To make students globally competitive, English has universally been the preferred medium of education in all the IHMs. Also, for admission into the IHMs, students must have passed English as a compulsory subject in their 12th standard.

But, many students come from small towns and villages where they have pursued their education only in the vernacular medium. For many others, English is like an Achilles' heel and prevents them from realizing their full potential. Because of weak English, many students suffer from low self-esteem and an inferiority complex.

India has 121 mother tongues; out of those, 22 languages are included in the 8th schedule of the constitution as scheduled languages and account for the mother tongues of more than 95% of the Indians.

The new national education policy 2020 emphasizes multilingualism and suggests that along with English, higher education should also be available in vernacular medium to the students willing to opt for it.

In line with that, at least 14 colleges in different states have secured approval from AICTE (All India Council for Technical Education) to offer technical courses like engineering in regional languages. Also, the Gujarat government has formed a committee to create content for medical, engineering, and other courses in the Gujarati language.

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To promote Hospitality as a preferred choice for higher education, the HEIs need to be more flexible in facilitating higher education in at least one Indian language and English.

This change will undoubtedly have its own set of challenges for institutions and the facilitators in the short term because, like students, the faculties are from various parts of the country, and not all are proficient in Hindi or local languages. But, on the flip side, the benefits to the students could be immense as the move will level the playing field between students from different backgrounds.

This article identifies the need for vernacular education, its scope, and the possible challenges in implementing the vernacular language as the medium of Instruction in hospitality education.

Keywords: National Education Policy; Hospitality Education Institutes (HEIs); Multilingualism; AICTE

1 INTRODUCTION

English has been the apparent mode of imparting education for a very long time. Hospitality education is no different. It considers English the obvious, most basic, and necessary way of teaching. With students joining this course from various demographics, it is also essential to think that there are students who come from rural India, where English might not be a widely spoken language or would not be used as a medium of communication. In such cases, where the weightage of the English language is less, it might become difficult for the students to adapt to the hospitality education curriculum.

In the 6th UNESCO General Conference, 1951, it was proposed that education should be in the Vernacular language. The previous president of India, Dr. A P J Abdul Kalam, once stated, "Science education should be provided to youngsters in local language to generate creativity and enable simple grasp of the subject," which is the finest way to understand the importance of vernacular language.

In introductory courses, the New Education Policy of India strongly focuses on teaching students in their mother tongue or native language. A start toward removing the language barrier in learning is being made by the ongoing efforts in Odisha and Assam to use tribal languages as a medium of Instruction.

In the hospitality industry, communicating with guests is essential. But unfortunately, it is perceived as communication with the guest in English is necessary. Most of the time, the guest is more concerned with the services or the answer to their concern rather than in which language it is addressed. It can be observed that there are a few employees in the kitchen and housekeeping who need to learn English or learn very basic English but are doing great in their job. Despite not understanding English, a Chef can cook fantastic food, and a housekeeper can make unique ideas in towel art and other creativity in the rooms. Thus, knowing English cannot be the only basis for an employee's ability to be judged.

1.1 Concerns surrounding the hospitality education

- It is perceived that if one wants to succeed in the hospitality industry, it is a mandate to excel in English. But this is a myth. Many Chefs in the hotel might need to improve at speaking English and may not be able to match the hotel's English standards of the hotel, but it is also true that the skills they have in terms of food are unmatched. So, knowing English is not essential here, and instead, the skill of cooking is more important and should be given weightage.
- A concern is that students who need to learn English wouldn't be accepted into the industry. However, this doesn't hold the truth. There are departments where guest interaction could be more active; these students can be employed there. There might be a student who might need to learn English but is excellent in flair bartending. This can open the doors of various places where showmanship is required.

1.2 Unfortunate effects

It sometimes leads to moral demotivation among good students as they can learn the concepts and skills very well, provided that it is imparted in a language they can understand.

Guests Perspective:

- The guests may only sometimes be concerned with the language of communication once their concerns are answered satisfactorily.

Industry Perspective:

- HR always prefers hiring English speakers for the guest areas. But there are many other areas with the scope if the candidate has the right skills.
- For Hospitality to become a preferred career choice for students from all corners of India. The education must be imparted in vernacular language.

2 Hypothesis:

1. H1: Students feel that their learning is negatively affected because the course is entirely in English
2. H2: The learning among students would be better if the course were in the regional language.
3. H3: If students can choose between English and their regional language, they will opt for their regional language.
4. H4: Hindi is the most preferred language of Instruction among the regional languages.
5. H5: Students perceive language skills to be directly related to job prospects.

3 Research Methodology:

Descriptive research using qualitative data.

Data Collection: Primary sources- Survey using a structured questionnaire.

Sampling method: Simple convenience sampling with the students of Hotel Management.

Secondary sources: Web-based online websites, articles, and magazines.

4 Literature review:

The first language learned is that of the mother. The main focus in vernacular schools is the mother tongue. In India, there are fewer and fewer schools teaching in the vernacular. In addition, several vernacular-medium schools are being transformed into English-medium institutions.

In 1911 Gopal Krishna Gokhale tried to make primary vernacular education free and compulsory. Education in the Government of India saw many changes in 1913 but could only be implemented after the First World War.

Vernacular and local languages are regarded for various reasons. It is acknowledged that using local languages is essential for preserving intangible cultural assets. (Mark Love, Anne Brown, Samuel Kenneth, Gordon Edwards, 2018).

According to the United Nations: Languages are the most potent instruments for preserving and developing our tangible and intangible heritage. All moves to promote the dissemination of mother tongues will serve not only to encourage linguistic diversity and multilingual education but also to develop fuller awareness of linguistic and cultural traditions throughout the world and to inspire solidarity based on understanding, tolerance, and dialogue (United Nations 2018).

Languages are the most potent instruments for preserving and developing our tangible and intangible heritage. All moves to promote the dissemination of mother tongues will serve not only to encourage linguistic diversity and multilingual education but also to develop fuller awareness of linguistic and cultural traditions throughout the world and to inspire solidarity based on understanding, tolerance, and dialogue (United Nations 2018).

In determining a potential learner's ability to learn the target language at the undergraduate level, the past socio-educational environment is critical (T. Joseph R. Jaykar & K Tejaswani, 2013). As in most places, English is the language used to impart hospitality education. It becomes challenging for students not well versed in the language to cope with the new language in a brief period. Some indigenous students who had previously studied in their vernacular language perform poorly in universities because of the use of English as the medium of Instruction. Given that many undergrads burn

out midway through their studies and drop out to pursue low-paying jobs due to a relatively weak command of English, policymakers must provide students with the tools they need to quickly switch between their mother tongue and English.

It is essential to make changes to the educational system that will respond to the demands of the changing economy and adopt appropriate steps to do communicative English training required to get young people meaningful employment. Increased productivity and a rise in the country's GDP will ultimately be advantageous to all parties involved, including businesses, the government, and the economy (Ayushi Chheda, 2020).

5 Questionnaire & Responses:

What was your medium of Instruction in class 12th?

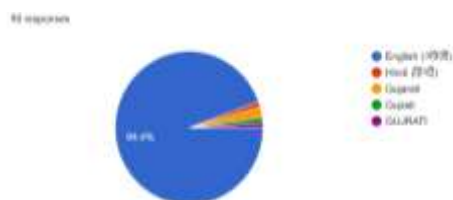


Fig. 1. 94.4% of the respondents had English as their medium of Instruction in class 12th

According to you, what is the level of your English language proficiency at present?

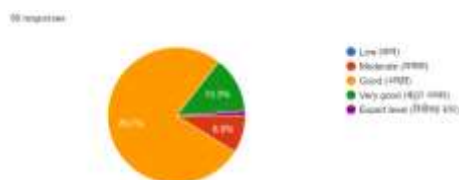


Fig. 2. More than 90% of students believe that their language proficiency is good for experts

Do you find it challenging to keep up with your studies due to the course delivered in English?



Fig. 3. More than 92% feel that they don't find it challenging to keep up with their studies because the course entirely being delivered in English

Would you learn the concepts better if the system was available in a regional language?

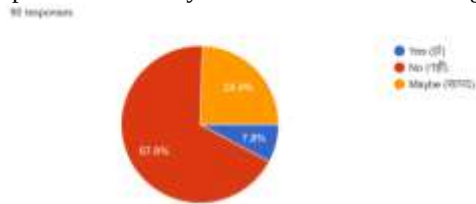


Fig. 4. Almost 68% of respondents feel that language will not make any difference in their understanding of the concept, and less than 8% think that regional language will make things better understandable

If you could choose between English and your regional language to pursue the same course, would you go for that?

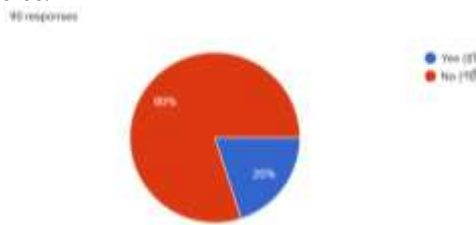


Fig. 5. 80% of respondents will not opt for a regional language as their medium of Instruction if given an option, and 20% will take it

What would be your preferred regional language for this course?

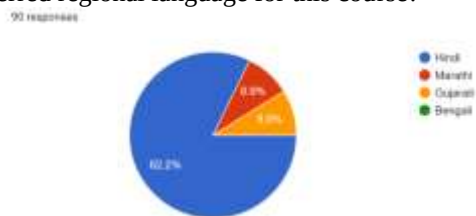


Fig. 6. If asked to choose a regional language, then 82% will select Hindi

Do you feel that learning a regional language will affect your job prospects in the future?

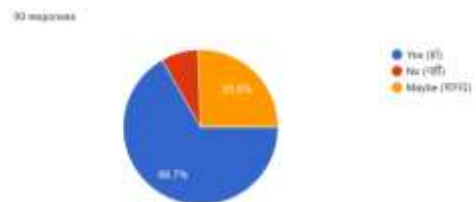


Fig. 7. Almost 67% of respondents believe that their job prospects will be affected if they learn in a regional language

6 Results of Hypothesis:

H1: Students feel that their learning is negatively affected because the course is entirely in English

- No, the responding students don't think English negatively impacts their learning

H2: The understanding among students would be better if the course were taught in their regional language

- No, the responding students don't believe that their learning will be better if the course was taught in their regional language

H3: If given an option to choose between English and their regional language, the students will opt for their regional language

- No, even if given a choice, the students will not opt for the regional language to pursue the course

H4: Hindi is the most preferred language of Instruction among the regional languages.

- Yes, among all the available options, Hindi was chosen as the most preferred language for the course

H5: Students perceive language skills to be directly related to job prospects.

- Yes, most students feel that language skills directly relate to job prospects

7 Conclusion:

The research was aimed at finding the opinion of the hotel management students about the relationship between the language of Instruction and education. It is observed that most respondents feel that English should be the primary language of Instruction in hospitality education, and a tiny minuscule portion supported vernacular education. Also, even if given an option, most will still opt for English. The higher preference for English is the belief that language skills directly relate to job prospects.

8 Limitations:

As most of the responders had their higher secondary education in English medium, though English is not their mother tongue, they have acquired a reasonable language proficiency. To find out the absolute need for vernacular education, the sample should be restricted to those students who had higher education in some regional language.

9 Suggestions & Recommendations:

- NCHMCT can introduce optional English for those who wish to learn and develop their English; this subject shall not carry any marks in the curriculum.
- An introductory English lecture per week can be introduced

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Continuance buying behaviour and customer satisfaction towards online food delivery services: Role of customer desire

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Abstract. This study examines the effect of expressiveness and entertainment value on the desire for Online Food Delivery Services (OFDS). Moreover, this study examined the effect of desire on the continuance of buying behaviour and satisfaction towards OFDS. This study adopted 241 Indian university students as the survey respondents, and the PLS-SEM technique was deployed for the data analysis. The study's findings reveal that the entrainment and expressiveness value of OFDS have positively and significantly influenced the desire towards OFDS. And desire significantly influences the continuance intention and satisfaction towards OFDS. This study offered theoretical and managerial implications that university students have taken as respondents for which the generalization of the study for other customers is not possible.

Keywords: desire; expressiveness; entertainment; continuance purchase intention; Online Food Delivery Services, OFDS

1 Introduction

The COVID-19 pandemic has changed consumer behaviour drastically, and that changed consumer behaviour and modified the firms' practices (Rout et al., 2022). The

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restaurant business across the globe has most affected by the crisis and closed their operations (Nakat & Bou-Mitri, 2021). During the lockdown, the restaurant industry identified a huge demand for food delivery to the home and arrested people safely. To tap the demand, online food delivery service (OFDS) firms were found to be the key players. The OFDS became a bridge between customers and restaurants. The customer mainly adopts the OFDS for convenience and to tackle the perceived health risk (Mehroliya et al., 2021).

The OFDS can be defined as "an independent firm with an online platform (Both web-based platform and mobile app), which takes orders from the consumers through a mobile app or website, communicate to the restaurants and deliver the food to the customers' doorstep through trained gig workers." (Troise et al., 2020). During the COVID-19 crisis, the OFDS became a necessary medium for customers for their dining experience at home and changed their food consumption habits of people. The behaviour of ordering food during a pandemic remains after the lockdown restrictions were withdrawn (Francioni et al., 2022). Hence, the OFDS emerged and was adopted immensely during COVID-19 became a trend after the crisis.

In India, the OFDS emerged before the COVID-19 pandemic. The Indian OFDS market is expected to increase by 9.5% CAGR by 2024 and generate USD 13,233m by 2024 (Dsouza & Sharma, 2020). The young population hugely adopts the OFDS in India due to technological advancements like affordable internet services, the adoption of smartphones, and the emergence of start-up firms (Gupta & Duggal, 2020). In the same vein, the Indian hugely adopted OFDS during the COVID-19 pandemic, and new customers were added during COVID-19. In post COVID-19 context, a large chunk of Indians used OFDS, and it became a more popular trend for many consumers due to convenience.

This consumer behaviour for OFDS in the Indian context in post-COVID-19 warrant research to deeply understand the OFDS users. There is ample research available that tried to understand consumer behaviour in India's context of OFDS pre and post-pandemic context (Dsouza & Sharma, 2020; Gupta & Duggal, 2020; Mohan & Gayathridevi, 2019; Chakraborty, 2021). During the post-pandemic, people seek entertainment and expressiveness factors while shopping as COVID-19 hugely hampered people's fun and social aspects. Moreover, customer desire, which is not studied in the context of OFDS, is also an important factor that influences the customers' continuance purchase intention and satisfaction level (Hsieh et al., 2022). Hence, these factors play an important role in particularly the post-pandemic era. Very little literature is available that addresses the impact of expressiveness and entertainment on customer desire in the context of OFDS in the Indian context.

Moreover, how the customer's desire affect the continuance of purchase intention and satisfaction in the context of OFDS is also unclear in the prior literature. Hence, in this premises, this study aims to examine the effect of two important factors, the expressiveness, and entertainment value of OFDS, on customer desire. Furthermore, this study examines the impact of customer desire on continuous purchase intention and satisfaction.

This study contributed to the theory by advancing the knowledge of OFDS in the post-pandemic scenario. In line with value consumption theory (VCT), this study conceptualised entertainment and expressiveness as values customers expect while ordering food through OFDS. This study also applied the uses and gratification theory (UGT) to understand the concept of entertainment. Further, this study conceptualised desire and established a positive relationship with the continuance of buying behaviour and satisfaction towards OFDS. This study also throws light on managerial implications. Managers can design their strategy by considering two important factors: entertainment and expressiveness, to improve the customers' desirability, which can satisfy new customers and continue buyers of OFDS. Existing customers can remain satisfied and continue with OFDS.

This study reviewed the prior research and used VCT theory and the concept of desire to propose hypotheses and proposed a conceptual model. In the next step, this study gathered primary data and empirically tested the model and, in the end, offered theoretical and managerial implications along with limitations and the future direction of this study.

2 Literature Review

2.1 Desire

Desire is "the motivational state of mind where in the appraisal and reasons to acts are converted into a motivational to do so" (Hsieh & Lee, 2022). Desire can be the proximal cause of behavioural intention (Perugini & Bagozzi, 2001). Desire plays an important role in a person's decision formation (Song et al., 2012). Several studies in various contexts concluded that an individual's desire highly influences the person's intention to do a particular job and decision-making (Chiu and Cho, 2022; Hsieh and Lee, 2022, Perugini & Bagozzi, 2001). In mobile shopping applications, desire plays an important role in customers' purchase intention (Hsieh & Lee, 2022). In this study, desire has been taken as a central construct in the context of online food delivery services. Based on the previous research, we argued that desire can be formed and leads to customer purchase intention and satisfaction while ordering food from OFDS.

2.2 Antecedents of desire

Expressiveness

Customers use various brands (products and services), and through this brand usage, they exhibit their identity i.e., who they are or want to be (Berger & Heath, 2008). Moreover, customers also represent themselves from which social group they belong through the usage of various brands (Belk, 1988; Xie et al., 2015). Based on the above literature, the expressiveness of customers can be defined as the perception of themselves as smart customers and earning social recognition (Hsieh & Lee, 2022). Expressiveness can be conceptualised based on value consumption theory (VCT), which states that customers choose brands and services are the function of multiple values, and ex-

pressiveness is the social value that customers seek. In contrast, choose a brand or service (Seth et al., 1991). The expressiveness value of customers enhances the shopping pleasure and experience (Xie et al., 2015). Hence in the context of OFDS, we proposed that expressiveness can influence the desirability of food delivery services. Thus, we deduced as follows:

H1: The expressiveness of the customers is positively linked to the desire for online food delivery services.

Entertainment

The uses and gratification theory (UGT) postulates that customers are conscious of the usefulness and entertainment opportunities while selecting an online platform for various purposes, including shopping (Abbas Naqvi, 2020). The entertainment value can be defined as customers expecting some sort of fun and happiness while involving themselves in shopping (Hsieh et al., 2021). Prior research suggests that shopping online through a mobile device is pleasurable and enhances customers' perceived entertainment (Dastane et al., 2020). CVT, in the context of online shopping, states that entertainment is an emotional value customers seek (Yang & Lin, 2017). Entertainment during online shopping can be derived through video, audio animation, and other content available on the website or mobile application of the service provider (Liu et al., 2019). Past research in online shopping has confirmed that customers' perceived entertainment value can influence shopping arousal, pleasure, and desirability (Liu et al., 2019; Hsieh & Lee, 2021). In this study, based on a previous study, we deduced that the content of the website and mobile app of online OFDS provider influence the entertainment value of the customer and that entertainment influence the customer desire. Hence we proposed the following:

H2: The entertainment value is positively linked to the desire for online food delivery services.

2.3 Consequence of desire

Continuance purchase intention and satisfaction

As previously discussed, desire is the motivational state of mind that involves appraisal and reasons to act. Many factors, like entertainment and expressiveness, can influence customers' desire during online shopping.

Continuance purchase intention can be defined as an individual's intention to continue using a product or service post-initial acceptance (Kumar and Sha, 2021). When the desire to shop is high, customers are more motivated to shop and purchase continuously (Kim & Song, 2020; Han et al., 2018). Previous studies argued that customer desire could lead to solid behavioral intention toward shopping (Haan & Yoon, 2015; Leyva-Hernández et al., 2021; Kang & Kim, 2012; Brewer & Sebby, 2021). In the context of mobile platforms, shopping desire leads to purchase intention (Hsieh & Lee, 2022).

Satisfaction can be defined as the overall positive perception of a brand or service provider. Past research is also linked to customer satisfaction. Customers who desire shopping are more satisfied, and intense desire customers are more positive towards the overall shopping process (Chen et al., 2020). From the above discussion, we concluded that, in the context of online food delivery service, when the customer desire is intense, the customers continuously order food through the mobile app and website of OFDS. The fierce desire also leads to satisfaction with online food delivery services.

H3: Desirability of online food service positively linked to continuance order behaviour

H4: Desirability of online food service positively linked to the customer satisfaction

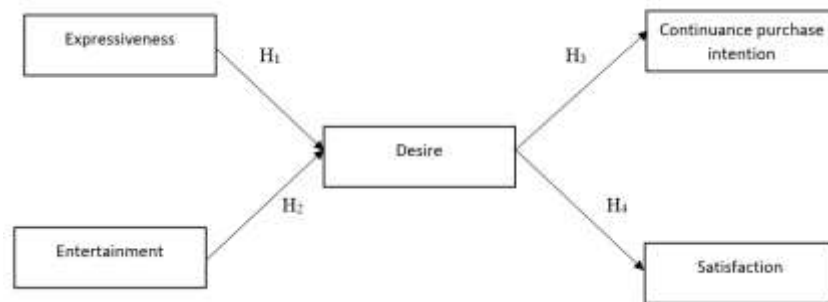


Fig. 1. Conceptual model

3 Research Design

This study is cross-sectional and has gathered primary data from 241 university students in India. By following the convenience sampling method, this study chose university students because they are young mass and they frequently used online services as compared to the other age group (Lubis, 2018) and previous studies in the context of OFDS also chose university students as their respondents (Francioni et al., 2022). This study adopted a web-based online survey to reach out to the students with a self-administered questionnaire. The online platform for the survey (Google Forms) has been adopted to conduct the study. The questionnaire has been divided into two parts. In the first part, the questions were related to the demographic profile of the respondents, and respondents were requested to choose the OFDS brands they used. In the second part of the questionnaire, the questions are related to the constructs of the study, and all the questions are anchored with a seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7), and respondents were requested to indicate their level of agreement for each question. This study adopted existing scales for the constructs from past studies; Table 1 contains detailed items of each construct and sources of the construct. To avoid potential bias during the survey, the confidentiality of data was guaranteed

for the respondents. And respondents have been assured that there are no right and wrong responses, and they are all free to respond to the questions with their perception of the research topic. To check the standard method variance, Harmon one factor analysis was performed. The first factor accounted for 14.778% variance, indicating that a single factor could not explain most of the variance; hence standard method variance is not an issue in this study.

This study floated 300 questionnaires, and after the survey, the incomplete responses were eliminated, resulting in 241 valid answers. This study found that the maximum number of respondents falls under the age bracket of 25-35. Of the male respondents, 42% (102 students) and 58% are female (139 students). 55% of respondents marked Zomato as their preferred OFDS, followed by Swiggy, the preferred OFDS brand, by 38%.

This study adopted partial least square structural equation modeling (PLS-SEM) for data analysis. As the study's objective is to predict the continuance of purchase intention and satisfaction through desire, desire will be predicted by two factors, expressiveness and entertainment; the PLS-SEM is the preferred tool for this study (Hair et al., 2011). The minimum sample size required for PLS-SEM is ten times the number of links to the inner or outer model (Kock & Hadaya, 2018). This study has four links hence the minimum sample size should be 40, and this study has taken 241 sample size, which is much larger than the minimum sample size. This study used the Smart PLS-4 software package to perform PLS-SEM operations.

4 Data Analysis

In this section, this study analyzed the measurement model and structural model of this study.

4.1 Measurement model assessment

Firstly, this study evaluated the reliability and validity of the constructs. To check the reliability of the constructs, this study checked the alpha value and all the constructs meeting the threshold alpha value of 0.7 (Nair & Das 2012), indicating all the constructs are reliable and internal consistency is present (see Table 1). Then this study calculated composite reliability (C.R.), and all the constructs have a higher C.R. value than the threshold value of 0.7(see Table 1). Factor loadings of each item are higher than the threshold value of 0.7(Hair et al., 2011), which indicates all the items are reliable (see Table 1).

This study calculated the average variance extracted to check the validity, indicating the construct's convergent validity. In this study, the AVE value for each construct is higher than the recommended value of 0.5 (Hair et al., 2011) (see table 1). Moreover, this study also checked the discriminant validity by calculating the HTMT ratio and HTMT ratio values for all the constructs are less than recommended value 0.85 (Henseler et al., 2015), indicating that discriminant validity is established (see Table 1).

Table 1. Validity and Reliability of the constructs

Constructs	Factor Loadings	Sources	alpha	Composite reliability	AVE	HTMT ratio
Expressiveness						
EXP1: I feel good about myself while ordering through OFDS.	0.881	Chandon et al., (2000)	0.877	0.811	0.765	0.43
EXP2: I can be proud of my purchase while using OFDS.	0.789					
EXP3: I feel like I am a smart shopper while using OFDS	0.931					
Entertainment						
ENT1: The ordering food through OFDS mobile app or website is fun.	0.881	Chandon et al., (2000)	0.791	0.821	0.764	0.31
ENT2: The ordering food via mobile apps and the website of OFDS is entertaining	0.768					
ENT3: The ordering food in mobile apps or the website of OFDS is enjoyable	0.881					
Desire						
D1: I wish to reuse a mobile app or website for ordering food in the future	0.779	Piçarra and Giger, (2018),	0.863	0.899	0.657	0.71
D2: My desire to reuse OFDS for ordering food is very strong	0.775					
D3: I would like to continue to use OFDS for ordering food in the future	0.821					
Continuance shopping intention						
CSI1: I will use OFDS regularly in the future.	0.779	Li & Fang (2019)	0.823	0.789	0.548	0.61
CSI2: I will frequently use OFDS in the future.	0.811					
CSI3: I strongly recommend that others use OFDS to order food online.	0.812					
Satisfaction						
Sat1: Overall, I am satisfied with my experience with OFDS	0.871	Giovanis (2018)	0.886	0.884	0.765	0.41
Sat2: My decision to use the OFDS was a wise one	0.778					
Sat3: As a whole, I have enjoyed myself with the OFDS	0.881					

4.2 Structural model assessment

In this section, this study performed a complete bootstrapping to test the hypotheses. The hypotheses were tested at a 0.05 significant level and 0.001 significant level. The coefficient of determination value (R^2) presented in Table 2 indicates that the R^2 value for desire is 0.623, which indicates that the model explains a 62.3 % variance in desire. Moreover, continuance purchase intention has an R^2 value of 0.557, indicating that 55.7% of the variance is explained by desire and 70.1% in satisfaction is explained by desire. All the hypotheses of this study were supported (see Table 3). In H1, expressiveness significantly and positively impacts desire (beta: 0.132, p : 0.04). Entertainment has a significant impact on the customer's willingness (beta: 0.332, p : 0.000), presented in H2 and it has a large impact as compared to expressiveness on desire. Furthermore, in H3, passion positively and significantly influences the continuance purchase intention (beta: 0.421, p : 0.000). Lastly, in H4, desire positively and significantly influences satisfaction (beta: 0.311, p : 0.000).

Table 2. Coefficient of determination (R^2) value

Endogenous Construct	Coefficient of determination(R^2)
Desire	0.623
Continuance purchase intention	0.557
Satisfaction	0.701

Table 3. Hypothesis testing result

Hypothesis	Beta coefficient	T-value	p-value	Decision
H1: Expressiveness-> Desire	0.132*	2.145	0.041	Supported
H2: Entertainment-> Desire	0.332**	4.771	0.000	Supported
H3: Desire-> Continuance purchase intention	0.421**	6.121	0.000	Supported
H4: Desire-> Satisfaction	0.311**	4.888	0.000	Supported

*sig.<0.05, **sig.< 0.01

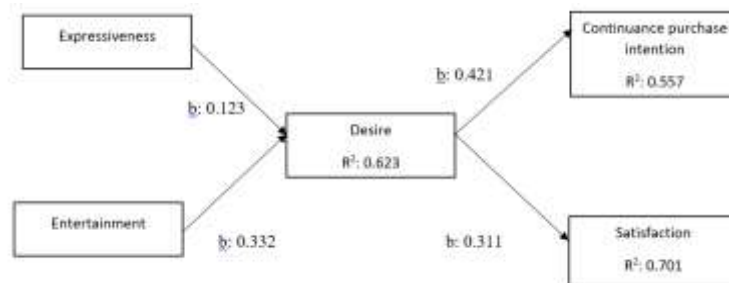


Fig. 2. Results of the model

5 Discussion

The study aims to examine the impact of expressiveness and entertainment on desire and also seeks to examine the impact of desire on continuance purchase intention and satisfaction towards OFDS in the Indian context. This study found all the effects are positive and significant. The current study contributes to the knowledge of consumer behaviour toward OFD in the Indian context. It helps Indian OFDS firm managers broaden their understanding about customer desire and its consequence and help managers to plan action to increase the desirability of the customers towards OFDS.

5.1 Theoretical Implication

Drawing on VCT, this study conceptualised expressiveness as a social value that customers needed when they ordered food from OFDS firms. The expressiveness positively and significantly impacted the customer desire, and this finding is in line with the previous study (Hsieh & Lee, 2022) when the usage of OFDS gives the customer an identity in their social group and using OFDS can make feel a customer competent in the current scenario, then desirability towards OFDS will be high.

Secondly, drawing on CVT and UGT, this study conceptualised entertainment as an emotional value and concluded that the entrainment value of OFDS positively influences the desire towards OFDS, which is in line with a previous study (Hsieh & Lee, 2022; Hamouda, 2021). When customers feel fun and pleasurable while ordering food, the desire towards OFDS will be high.

Thirdly, this study found that desire positively impacts continuance purchase intention, which is a new insight, that when the desirability is high, customers are motivated to order food frequently. When the desire is high, new customers adopt OFDS and order food often. Furthermore, this study established a positive and significant relationship with satisfaction, which is in line with the previous study (Hsieh & Lee, 2022), which refers that when the desire is intense for the OFDS, after ordering and consuming food, the customers tend to be satisfied.

In summary, this study extended the CVT and UGT to OFDS context. Further, this study applied the concept of desire in OFDS, a novel contribution to the extant literature on OFDS.

5.2 Managerial Implication

This study's conceptual model profoundly helps managers understand customer behaviour towards OFDS. The first crucial factor managers need to consider is expressiveness or social value, which positively influences customer desire in the post-pandemic era. To generate social value for OFDS, the managers need to offer a smart and aesthetic experience while ordering food. The managers need to take care of the interface of the mobile app and website, the packaging of food, and the delivery system so that customers feel good and express their identity as savvy customers among their peers. Next, the managers need to design advertising and manage customer relationship management (CRM) so that customers feel connected with the brand and generate self-

expression of the reputed and important customer for the firm. Secondly, managers need to consider entertainment as a factor that can immensely influence customer desire. The managers can design practical and highly entertaining promotion strategies like in-app promotion of restaurants and various cuisines so that customers feel fun while ordering food. Managers need to continuously improve some features of both the mobile app and website of OFDS, filters, ratings, delivery time and discounts to give a sense of fun and curiosity while ordering food. Further, when the desire is high, the customers will order food frequently and become satisfied. This helps managers build a recurring revenue model for the OFDS firms, allowing firms to become competitive in the industry.

6 Limitations and future research

Few limitations are noted in this study. This study chose university students as a sample, which is a constraint for generalization, and findings may vary for other social groups. This study also took a small sample size, which is not ideal for the target population. This study is limited to the Indian context; hence, generalization is impossible from a global perspective. Future research can take various social groups of consumers to a better and broader insight into consumer behaviour towards OFDS. Future research can further extend the proposed model by incorporating important factors like functional value, economic value, and hedonic value, which may influence customer desire. Future research can include moderators like gender and age group to understand the groups better. Further, future research can conduct experimental research to manipulate various aspects of expressiveness and entertainment value of OFDS and check its effect on desire towards OFDS.

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A study to develop a module on entrepreneurship as an elective in Hospitality Management Curriculum

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Abstract. The number of educational program models for the hospitality curriculum across numerous nations has expanded impressively throughout the most recent ten years. A few countries offer such courses at the undergrad level with a term of four or three years in a few cases. The highest-level programs have different electives and courses and have developed from a highly vocational to a focused global business management study.

Our research is based on the current trend of entrepreneurship prevailing in India while focusing on the stakeholders' perspectives, such as Industry Practitioners, Alumni, Management trainees, etc., which will lead the way to groom and develop a new model with professional opinions and insights.

Given the diverse environment of the hospitality business, it is not very easy to define the subjects taught are needed in a program to ensure that the graduate is fully competent and meet the industry's need. Hybrid models of the curriculum are encouraged; (e.g., tourism with entrepreneurship/hospitality/events/retail / real estate/wellness). There is a need to rethink the model to reposition the curriculum on the lines of international models that seek a balance between learning at work and learning at the college without losing the strength of either.

The hospitality industry particularly lends itself to entrepreneurship. Every property, whether a restaurant or a hotel, has specific market characteristics determined by its location and the services it offers. Understanding the local market is the key to success and requires an entrepreneurial mindset.

People operating their businesses need to be 'jacks-of-all-trades'. They must master and be able to perform a variety of tasks successfully. Besides the basic hospitality skills of food and beverage service and accommodation operation management, hoteliers need to understand customer trends, business tactics, strategy management, architecture, construction, legal and regulatory aspects, IT, marketing, social media, human resources management, accounting, finance, statistics, revenue management and many more.

The thesis aimed to develop and suggest a curriculum model for undergraduate hospitality management programs where entrepreneurship is offered as an elective in private or state-run universities and institutions or business management colleges that may provide hospitality as an option.

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The study provides a definitive on how the increasing trend of entrepreneurship is opening up gateways in the hospitality segment and how effective it would be to design a module for HM graduates with entrepreneurship as an elective.

Since perspectives and perceptions are not directly observable phenomena, this study is an excellent base for a comprehensive theoretical construct. It involves the importance of entrepreneurial studies in a hospitality curriculum.

Keywords: Entrepreneurship, Hospitality Education, Curriculum Development

1 Introduction

1.1 The hospitality industry in India an overview

India is estimated as the second fastest-growing tourism marketplace in the world. In India, the hospitality industry contributes 8.7 % of total employment opportunities. Over 5.5 million tourists arrive annually, of which 562 million are domestic tourists. These statistics are good and have created success in the Hospitality sector by employing more trained professionals. It has been identified that hospitality is the second largest sector employing semi-skilled workers. The Indian hotel industry, apart of the hospitality and service sector, offers a diverse portfolio of tourism products - cruises, adventure, medical, wellness, sports, eco-tourism, film, and rural and religious tourism, as a developing niche.

1.2 Hospitality education an overview

Hospitality education is not just about the competencies for being a workforce in hotels or restaurants. Eventually, it deals with people, creating exceptional experiences and unique memories, and sharing special events, all driven by technology and speed. Hospitality curriculum models should specifically concentrate on skills and cultural studies to prepare students for careers across all industries around the world. AI and automation will force industry leaders to compete, leading to values and soft skills that will set the human interface apart from the machines. Students and graduates must engage in a curriculum model of hospitality that is flexible and multidisciplinary. Globalization has influenced the tourism sector but has not changed the design of hospitality and tourism curriculum models. Although views may differ on the hospitality curriculum models, and many arguments exist, there is still no consensus on the hospitality curriculum adapted by various hospitality institutions worldwide. A rapidly changing industry requires the programs to move from the traditional skill-based focus to a more general managerial, interpersonal, and holistic competencies model.

1.3 Issues and challenges -industry and academia

A key issue is that future programs or curricula need sound academic foundations and should not be relegated to the vocational and highly skilled domain. The curriculum

needs to have a business-running approach along with skillsets. The good news is that hospitality programs continue to be challenged to move on to a more managerial and professional-based program from a traditional skill-based focus which is encouraging. The industry now looks for managers who not only have experience in operating a hotel but also have the business tactics and perspective of an entrepreneur. Now a manager from a hotel school is likely to possess or develop these skills quickly due to the curriculum model.

1.4 Stakeholders of hospitality

According to surveyed literature, the hospitality curriculum models proposed are with perspectives/approaches from all stakeholders. Stakeholders have always remained critically crucial contributors to curriculum development based on which models are developed. Stakeholders have been defined by Freeman (1984) and Wilson (2003) in the past and more recent times. "Any group or an individual who can affect or is affected by the achievement of the organization's objectives" There are many stakeholders in an education system. Some may be primary, and others may be secondary. To help corporations strengthen relationships and develop various competitive advantages, they include stakeholders, including investors, Customers, employees, students, and suppliers, as the stakeholders seek ownership of their participation. Stakeholder students of hospitality and tourism have differing opinions on their preparedness for success in the industry Knutson et al. (1992).

1.5 Curriculum issues in hospitality in India

The Hospitality undergraduate curriculum models in India have evolved for about six decades. There have been many issues and challenges in managing these curriculums. Around the early 1980s, all catering and hotel management institutes were only in the public sector. Given the bigger picture, the curriculum was deeply enshrined with laboratory work to enable the graduate to take entry-level or semi-skill jobs in Hotels and Restaurants. Any stakeholder ever questioned the purpose of the Holistic curriculum model, as most were happy with the same. Soon the graduates from the institutes were challenged with the lack of business knowledge and could not move ahead in their careers as the management preferred to hire graduates from business schools to manage the more lucrative positions. This is where our research got its soul. Internal dilemmas and conflicts remained, with the more technically qualified graduates and those from the business schools. However, the non-hospitality graduates were weaker in understanding the operational aspects and were often at the mercy of the technical graduates of hotel management.

Gradually, stakeholders noticed that the curriculum should reflect a business management curriculum as, finally, the industry performance required to increase the profits and revenues. Very few curriculums in India models teach the business aspects of hospitality. Curriculum models reflected about 70 % laboratory work and 30% theory, with a bit of accountancy, bookkeeping, and Principles of Management. Over the year, stu-

dents aspired to travel overseas and study in hotel schools focused on finance, Marketing, and Human resources. However, the business strategy is the weak and strong orientation to the core operational departments, namely Front Office, Housekeeping, Food & Beverage production, and food Service management. Private and public universities, especially at the undergraduate level, must develop a curriculum model on par with foreign universities. In the present scenario in India, the curriculum and syllabus design are an examination system in which a student must appear at the end of each year or semester. For it to happen, the syllabus should incorporate the inputs of teachers, students, alumni, and industry and their learning in handling various situations, or the syllabus has to be designed so that the students are exposed to the business mindset of the hotel industry. Curricular reforms have to be made with proper exposure and engagement as per the need of the university/ stakeholder, with appropriate emphasis on a different kind of exposure. For the students, a holistic curriculum with various electives should be developed along with specialized institutions in partnership at a location that would create ways for engaging with diverse knowledge areas. For a better undergraduate education of the student, an integration of a significant subject to which the student devotes maximum time should be with other relevant issues, which can be their minor subject. This will teach the students better learning, stimulate interest and engage with those for whom the subject is a major.

1.6 Principles Guiding to add Entrepreneurship as an elective

The fundamental principles that The curriculum to be designed are representative of a consensus from the primary stakeholder community.

- With the current trend of Entrepreneurship in the Indian Market segment.
- Lack of Business studies and more of a skill-based approach to the curriculum.
- The recommended curriculum should be flexible and easily adaptable to most hospitality programs.
- The elective should help in more understanding of the actual industry practice and help in creating more competent graduates.

On completing this study, the suggested elective, if adopted, would prepare graduates for working life as an essential way of facilitating the transitions to stable and satisfying employment. As the industry moves into the digital world, the need to be recognized for a warm and personalized service is more important than ever. Through the help of industry partnerships, graduates learn to take care of guests within a hotel's atmosphere and develop solutions to ensure guests of all ages are pampered in a way they appreciate. Education is the fertile ground of any economy. The hospitality curriculum models that the graduate undertakes determine who they become as individuals and their contribution to culture and society as citizens of this world. In the present-day innovation and experience economy, hospitality education has a significant role in developing the next generation of creative thinkers and innovators.

2 Review of literature

2.1 Analysis of curriculum

Hospitality education is a professional field where educators and industry practitioners work together to play the role of specialists/experts. Hospitality domain researchers have diverse views of the hospitality arena, essence, and essential nature of hospitality education. They believed that hospitality is a discipline responsible for producing knowledge to be applied by hospitality professionals. Primary stakeholders have diverse perspectives and expectations regarding graduate education programs in hospitality while studying student learning outcomes, teaching methods, and curricula. They identified that industry, educators, and graduate students perceive student learning outcomes differently. The current educational objectives do not fully meet the expectations of the job providers in the sector emphasized in hospitality graduate management programs. Opinion gaps continue to exist between the industry and educators, and more importantly, the industry recognizes action skills. The existence of an ideal curriculum is impossible as curriculum relevancy and content will change, and the curriculum review process will be ongoing. Although a good model may be in place, stakeholder participation in the curriculum is very important for a positive outcome of the design. The industry speaker's relevant information or experience through case studies may benefit graduates and faculty members through enhanced networking for internships and the uses of the industry information inside the classroom to be applied at the workplace.

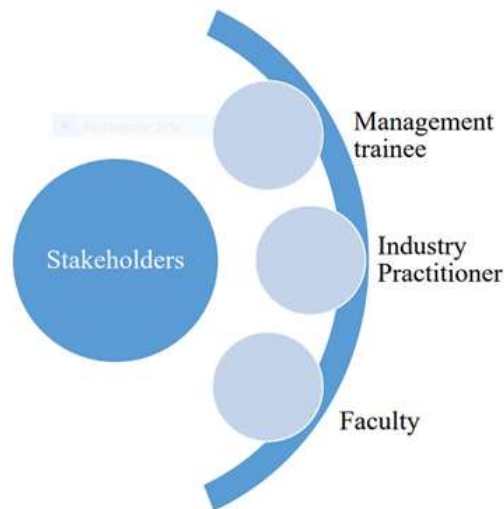
2.2 Hospitality education, the contemporary reviews

Education in the hospitality domain of India continues to be debatable. All stakeholders today believe that the dynamic environment has brought about many changes. The hospitality industry needs potentially high human resources to achieve its targeted success, not just market growth. These major players are committed to competence development models, future visioning, and innovative exercises in skills development initiatives. Usually, Culinary programs are preferred by hospitality students due to tremendous media exposure. The Hospitality curriculum lacks mainly focuses on skill-based nature.

In contrast, with the currently emerging demands in employment needs, it is noticed that business management, tactics, strategy application, team management, etc., are also taken under consideration. Now hospitality management is no more only about skill-based requirements. The courses offered in India are certificates, diplomas, undergraduate degrees, honor's degrees, and master's degrees in hospitality management. Industrial training allows the student to adapt to learning through the working environment, culture, and interpersonal factors creating a win-win situation for academia, industry, students, and society. Imagine the effectiveness of entrepreneurial skills when implemented during Industrial Exposure Training.

2.3 Hospitality education and the immense gap

The identified gaps indicated incongruity between the educational experiences distributed to hospitality students and the "real world" rehearsal they experience while training on the job. The curriculum calls for skill enhancement and technical. In contrast, in the actual training experience, it's the intelligent play of the employee in increasing the potential of the outlet or business, which is possible with an entrepreneur's prior business knowledge and mindset.



2.4 Hospitality curriculum model challenges

To meet the continuing challenges, hospitality education programs must update the curricula. In short, the curricula of hospitality programs are outdated in identifying the importance of hospitality education on the organizational fit of managers. It must show the value of their degree and strive to give students management skills explicitly tailored for the hospitality industry. The gaps identified in this study suggest that industry experts focused on particular management competencies that may receive less emphasis. Although there are many issues in the core Curricular of Hospitality and Tourism Education, hospitality and tourism schools may need to develop positioning strategies to build a model that could strengthen the foundation for students to become better managers tomorrow. Educators should be responsible for considering the characteristics of hospitality Industry Managers in designing Hospitality Management Curricula & the companies also have a significant role to play in realistically preparing the students for the hospitality industry.

3 Research Methodology

3.1 Introduction

This research deals with entrepreneurial skills & modules, the current curriculum, and stakeholders' perspectives. The primary objective of this study is an analysis of the hospitality curriculum of India and the importance of entrepreneurship as a module. It is assumed that this research will support hospitality educators while developing the curriculum, which may be modified for three-year graduation programs yielding a bachelor's degree in hospitality.

Primary survey -Interaction with Stake Holders, i.e., Industrialists, Professors, Hospitality Graduates, and Management Trainees.

Secondary survey – Data Gathering, Existing Research

The most significant challenge hospitality programs face today is to deliver a curriculum that fulfills the constantly shifting needs of the industry and the contemporary period. During ongoing times and conditions, entrepreneurial skills are proving to be the handful required in the present.

3.2 Data collection tool – questionnaire development

The research data collection was conducted in the year 2022. As a part of the research, a questionnaire was developed using google forms, which was used to collect data from hospitality practitioners' teachers. The research guide and field experts approved the questionnaire. Data was collected by mailing the questionnaire and a covering inviting the respondents to participate in the study. Respondents are requested to fill out the questionnaire and submit it online. The respondents were asked to evaluate the importance of these elective subjects on a 5-point Likert scale, from 1 (Least Important) to 5 (Essential and core). The questions were segregated as subjective-based questions, Likert Scale Questions & MCQ Questions.

3.3 Data collection process

The data collection process was twofold. One was an online survey google form which helped us to cover vast ground, and the other was Stakeholders' perspective through one-to-one communication. The latter enabled us to cover much more profound aspects of the reality of the industry as they were actual practitioners. Hence these two-fold methods were crucial in the research to suffice our thoughts.

3.4 Research questions

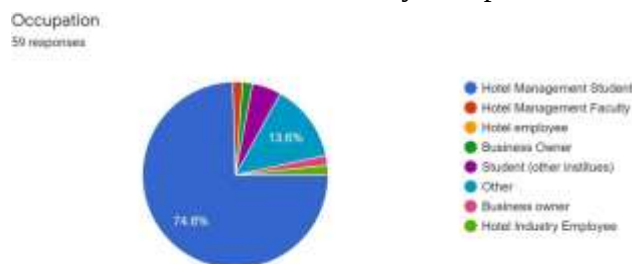
1. What are the perspectives of hospitality industry practitioners/ experts/ industry leaders on the importance of a hospitality management curriculum model with Entrepreneurship as an elective?

2. What are the perspectives of hospitality academia/faculty of hospitality on the importance of a hospitality management curriculum model with Entrepreneurship as an elective?
3. What are the perspectives of hospitality Management Trainees on the subject item importance of a hospitality management curriculum model with Entrepreneurship as an elective?
4. What are the perspectives of the three identified stakeholders of important subjects for an undergraduate hospitality curriculum model apart from Entrepreneurship?

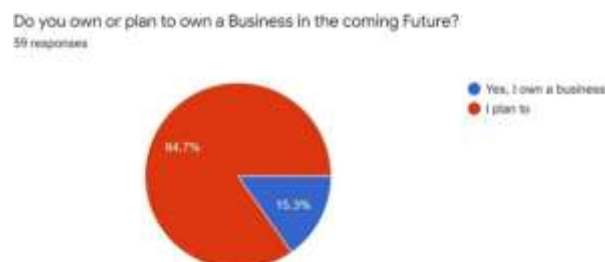
The above research questions were determinedly phrased with both positive and negative views in mind. At the same time, the optimistic view believes that the curriculum is robust and needs modification or inclusion of more recent course subjects. The opposing view is about the robustness of curriculum changes that can be adopted despite meeting the requirements of regulatory bodies governing hospitality management institutes. The aim is to ascertain the most recent perspectives of the three essential stakeholders, rating entrepreneurship's significance and importance as an elective in the hospitality curriculum model.

4 Findings

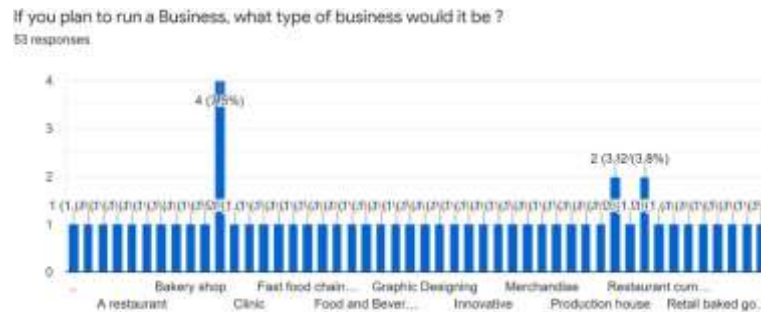
Tabulation & analysis representation



- The Survey Consisted of 59 responses, with a Maximum of 74.6% from Hotel Management Students and 13.6 % from other Institutes.

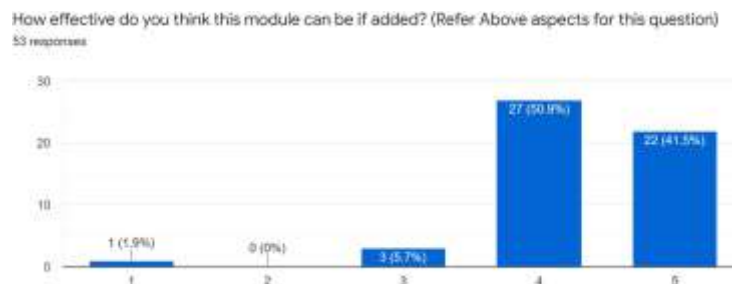


- The maximum percentage of respondents were those who plan to own a business – 84.7% and 15.3% - who own a business.

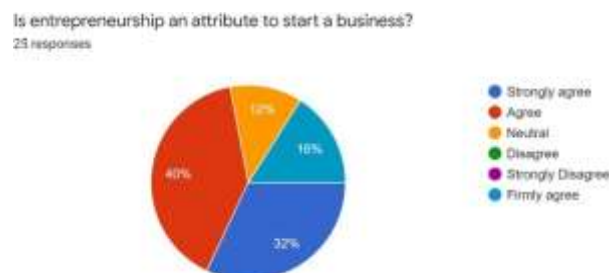


- The majority of business plans were - Café – 7.5 %, QSR – 3.8 %, Restaurant – 3.8 %, Bakery Shop, Clinic, Graphic Designing, Merchandising, etc

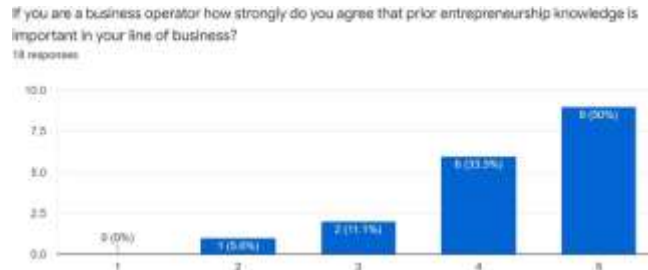
Entrepreneurship module aspects (Reference for below question) 1. Modern Business & Employability skills, Management Principles, Social Enterprise & Sustainability, Entrepreneurship & Innovation in the Digital Era, Financing Business Growth, Managing People & Teams, Service & Supply chain Management



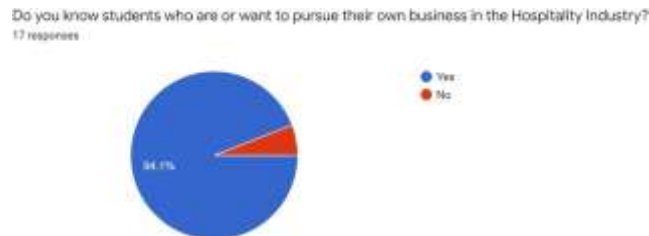
- Concerning the above aspects of the module, the Linear rating had a majority response of 4 – being near to most effective.



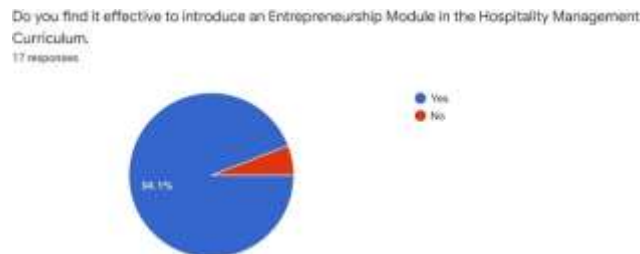
- Questions answered by Business Owners if entrepreneurship is an attribute to start a business or not gave an affirmation towards strongly agreeing.



- Most Business Owners agree that prior entrepreneurship knowledge is essential in their line of business. The percentage is – 50 % for (5)



- Major Faculty Respondents – 94.1% agreed on knowing students who are or want to pursue their business ideas.



- 94.1% of respondents agreed that introducing Entrepreneurship is an elective in Hospitality Management Curriculum

— Below are a few of the samples of the subjective answers to the given question

Would you like to propose entrepreneurship as a course in IHM (Institute of Hotel Management)? You may give a short description of your answer

- Yes, it may be beneficial to many students
- Yes, I would like to suggest to propose entrepreneurship as a course in IHM
- Yes, it would be great for the future of entrepreneurship

- Yes, I think it would be helpful
- Yes, it may be beneficial to many students
- Yes, I would like to suggest to propose entrepreneurship as a course in IHM
- Yes, it would be great for the future of entrepreneurship
- I strongly propose including this module as It would bring a lot of entry-level mindset change for a student.
- Yes, it will encourage and enrich their knowledge
- In my opinion, with the changing trends, a lot of students nowadays are interested in opening their food outlets or many other businesses, so entrepreneurship will be beneficial to mold the students for future
- Sure. Entrepreneurship should be a subset of most of the curriculum to understand the working and working efficiently.

5 CONCLUSION

- 5.1 Stakeholder 1 perspective – Industry, experienced practitioners know their employees' current requirements. They firmly agreed that they would prefer to hire an employee with business running knowledge over technical skills because technology can be learned on the job. It is business administration that requires skills and tactics.
- 5.2 Stakeholder 2 perspective – Faculty, The Alumni/Faculty, are keen to introduce this as an elective into the curriculum as they agree with the fact on the contemporary style of the curriculum of IHM's. Adding entrepreneurship as an elective will increase the quality of education and prepare the students for different managerial roles.
- 5.3 Stakeholder 3 perspective – Management Trainee As freshly passed outs, they are right now entering the industry. They can relate much better to the teachings of the college and the actual practice in the hotel. Adding entrepreneurship will give them access to a business mindset that will help further during their industrial training.

6 LIMITATIONS

- Geographical differences- geography plays an essential part as the change in terrain calls for change in work situations; this can affect the curriculum by being ineffective at a particular place.
- Perspective clashes among the stakeholders – people hold different thoughts about the same proposal and can be the basis of changes and differences in the curriculum. Some may agree to a point, and some may not.
- Only elective- adding entrepreneurial studies in the curriculum just as an elective for the students to choose from or adding it as a core subject keeping the current and contemporary situation in mind.

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Application of Artificial Intelligence in the Advertisement at Country Inn Bhiwadi

Akhil Mishra¹, Ansh Shrivastava²

ABSTRACT. Artificial intelligence has been increasingly influencing the hospitality management system for one reason to carry out customarily human functions during operations. This interprets that hotel owners can save momentous money, remove human error and deliver superior service.

For any industry, customer service is vital, and it is the same for the hotel and travel industries. With artificial intelligence, the possibilities for improving this aspect are almost endless, ranging from increased personalization to tailored recommendations.

This survey was conducted among the citizens of India voluntarily. The questionnaire (google form) titled "A study on the Role of Artificial Intelligence In Advertisement of Country Inn Bhiwadi" was circulated through Mail and WhatsApp messages. This survey got 70 responses. The Opinion and views of those who participated in the survey were collected from this survey and accumulated in various charts.

This study is one of the early attempts to investigate the full spectrum of AI in the hotel industry while detailing how its adoption could be effectuated, as inferred by Nam, K., Dutt, C.S., Chathoth, P. et al. (2020)

This survey shows that most of the respondents are youth of this country willing to use Artificial Intelligence and have been to Country Inn property. They agreed to share their details online. They have also seen hotels' advertisements on social media showing privacy breaches because of Artificial Intelligence.

Keywords: Artificial Intelligence, Hospitality, personalization, Advertisement

1 INTRODUCTION

Over the most recent couple of years, it has been noticed progressive change has produced various advance-ments and disturbances in the movement business. Computerized and information-driven innovations have helped the friendliness and travel area to rethink client experience. By and by, portable innovations have become the dominant focal point as pre-buy conduct among purchasers. It is overwhelmed by various choices

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through PDAs and mobile applications. Numerous Hospitality Industries utilize an AI-based framework, another innovation that improves client encounters. So AI-based framework uses numerous applications, such as chatbots, AI, and auto registration. Artificial intelligence encourages advancement to create and help businesses shortly radically. "The framework gains from current communications with lodging visitors and the heaps of logs and records of past collaborations with visitors." Artificial intelligence's anticipated system might be a wise structure that gets it to utilize trademark language and AI to adapt keenness which will interminably re-consider the nature of its replications. The system learns between the current instinct with housing guests and the mountains of logs and records of past cleverness with guests. Voice-established expressed systems and content anticipated individual associates could tie down the ability to secure in crucial conversations and with guests in manners that darken the line between human discernment and machine calculation. By and by day, produced perspicacity has appeared to shorten the focus on human assistance with answering inquiries with speedy internal and outside replication at their high-level fingertips and setting scrapes that generally arise a guest remain. At this point, a couple of driving housing packs are completed AI-engaged lodging for answering guest requests by satisfied or voice and have limited calls to the human attendant workspace by 30% or more. Involving advanced innovations for client-confronting processes can assist with delivering a gigantic measure of data for movement organizations. Clients make information on numerous touch focuses through authentic online hunts, past appointments of inns and flights, audits, references, and so forth, and the nitty-gritty is the experiences. Given such a flood from the volume of information from so many stages, brands can sometimes observe it threatening to sort out this data and apply it gainfully. Notwithstanding, this is where coordinating information science and investigation can offer a gigantic brand profit.

AI advertising uses artificial intelligence technologies to make automatic selections primarily based on information collection, facts analysis, and additional observations of audience or financial traits that could affect advertising efforts. AI is frequently used in advertising and marketing efforts wherein pace is critical. AI tools use data and client profiles to discover ways to speak nicely with customers, then serve them tailor-made messages at the right time without advertising team contributors' intervention, ensuring maximum performance. For many marketers nowadays, AI is used to enhance marketing teams or perform extra tactical tasks requiring much less human nuance.

- AI advertising and marketing use cases encompass:
- Information Evaluation
- Natural language processing
- Media Buying
- Automated Decision Making
- Content Material Generation
- Real-time Personalization

1.1 Components of AI in Marketing

Artificial intelligence holds an important position in supporting marketers to connect to clients. The subsequent additives of AI advertising and marketing make up today's leading solutions which are assisting in bridging the distance between the expansive amounts of client facts being accrued and the actionable next steps that can be applied to future campaigns.

1.2 Machine Learning

Device-gaining knowledge is driven via artificial intelligence, including pc algorithms that may examine the information and enhance it robotically through experience. Gadgets that leverage system learning analyzes new statistics in the context of applicable historical statistics that could inform choices based on what has or hasn't been labored within the beyond.

1.3 Big Dta and Analytics

The emergence of digital media has introduced an influx of extensive records, which has provided possibilities for marketers to recognize their efforts and correctly characterize prices across channels. This has also brought about the over-saturation of facts, as many entrepreneurs battle to decide which record sets are worth accumulating.

1.4 AI Platform Answers

Practical AI-powered answers offer entrepreneurs a crucial platform for coping with the expansive amounts of information being collected. These structures can potentially derive insightful marketing intelligence into your audience so that you can make records-driven selections approximately the way to high-quality attain them. For example, frameworks such as Bayesian studying and forgetting can assist entrepreneurs in benefiting from more precise information on practices receptive a client is to a selected advertising effort.

1.5 Demanding Situations for AI Advertising

Current marketing is based on an in-depth understanding of client wishes and possibilities and then the capability to behave on that understanding fast and efficiently. The ability to make real-time, records-driven decisions has brought AI to the forefront for advertising stakeholders. But advertising and marketing teams have to be discerning when finding a way to integrate AI into their campaigns and operations. The development and use of AI gear are nonetheless in the early stages. Therefore, there are a few challenges to be aware of while enforcing AI in advertising.

1.6 Training Time and Information excellent

AI tools do not now robotically know which moves to take to reap advertising and marketing desires. They require time and schooling to research organizational dreams, consumer alternatives, and historical trends, recognize average context and set up understanding. Not simplest does this require time, but it also calls for high-quality data assurances. If the AI equipment isn't educated with excessive excellent facts that are correct, well-timed, and representative, the tool will make less than top-quality decisions that do not replicate patron dreams, thereby decreasing the price of the device.

1.7 Privacy

Purchasers and regulating bodies are cracking down on how businesses use their information. Marketing teams need to make sure they may use purchaser facts ethically and in compliance with standards which include GDPR, or threaten heavy penalties and popularity damage. That is a venture in which AI is worried. Until the equipment is specifically programmed to look at unique felony hints, they will overstep what is considered appropriate in terms of using patron data for customization.

1.8 Getting buy-In

It is hard for advertising and marketing groups to illustrate the fee of AI investments to business stakeholders. At the same time, KPIs such as ROI and performance are effortlessly quantifiable, displaying how AI has stepped forward consumer revel in or brand reputation is much less apparent. With this in mind, marketing groups need to make sure they have the dimension talents to attribute these qualitative profits to AI investments.

1.9 How to Use AI in Marketing

It's critical to start with an intensive plan when leveraging AI in advertising and marketing campaigns and operations. This could make certain marketing groups minimize expensive, demanding situations and acquire the maximum fee from their AI investment in the least amount of time. Before enforcing an AI tool for advertising campaigns.

1.10 Set up Goals

As with every advertising and marketing program, it's essential that clean dreams and advertising and marketing analytics are mounted from the outset. Begin by figuring out areas inside campaigns or operations that AI ought to stand to improve, together with segmentation. The AI-augmented marketing campaign has been – that is specifically essential for qualitative dreams together with "improve purchaser revel in."

1.11 Data Privacy Standards

At the outset of your AI application, be sure that your AI platform will now not move the line of suited facts used in the name of personalization. Specific privacy requirements are installed and programmed into structures to preserve compliance and client consideration.

1.12 Data Quantity and Sources

To start with AI advertising, entrepreneurs need to have a sizable quantity of statistics at their disposal. That is what will train the AI tool in patron options, outside tendencies, and other factors to impact the fulfillment of AI-enabled campaigns. These records may be taken from the company's CRM, advertising campaigns, and website records. In addition, marketers may additionally supplement this with second and 0.33-party statistics. This may encompass regional statistics, climate facts, and external factors that can contribute to buying decisions.

1.13 Gather Data Science Skills

Many advertising groups lack personnel with the essential facts, technological know-how, and AI know-how, making it hard to paint with sizable quantities of records and deliver insights. To get packages off the floor, groups need to work with third-birthday party corporations, which can assist with the series and analysis of records to educate AI programs and facilitate ongoing preservation.

1.14 Maintain high-quality data

The program will teach how to make correct, decisive decisions as the system learn packages to eat more excellent information. But if the facts are not standardized and freed from errors, the insights will now not be helpful.

1.15 Examples of Artificial Intelligence in marketing

AI is used in marketing projects in many use instances across an extensive array of industries, including financial services, government, leisure, healthcare, retail, and more. Each use case offers exceptional consequences, from upgrades to campaign performance to better purchaser enjoyment or more efficiency in advertising operations.

Primary data was collected through the property.

1.16 The primary source of promoting and advertising CountryInns' property

Mostly it is done by its parent company Radisson Hotel Group on its online site. Some more ways of advertising the property are:

— Promotions in magazines and Newspapers.

- Calling loyal customers and telling them about the new offers.
- Texting and Mailing the customers about the exciting offers.

1.17 Social Media Advertisements at Country Inn Bhiwandi

Customers utilize web-based media to understand surveys and request convenience suggestions when making arrangements about their movement objections, so lodgings need to focus on online media. You should show up for yourself and have your inn web-based media advertising running.

Online media organizations can assist you with getting the message out about your inn. You can perceive your potential clients who you are by what you post. You can make and show photographs, recordings, and other sub-stances that recognize your image.

Make connections. You can interface with your ideal interest group by conveying a fitting substance. Individuals might see that you are like them and might be more disposed to book your lodging.

Arrive at new clients. As indicated by studies, 82% of customers trust organizations that are via online media. Web-based media networks have billions of clients, so you observe individuals who fit your ideal interest group socioeconomics. There are many expected leads, and you can set up advertisements targeting sexual orientations, ages, and areas to get new and faithful clients.

Get immediate appointments. A decade prior, individuals, for the most part, depended on travel services to find and book facilities. Today, explorers are totally autonomous and very much informed in picking lodging. Assuming you associate with expected clients, they are bound to book straightforwardly. You can utilize web-based media to illuminate your adherents about any arrangements and help them to remember the advantages of direct appointments.

Give esteem. It's essential to consider web-based media stages as limited-time apparatuses for lodging and spots to give client care. You can do it by answering remarks continuously. They anticipate the reaction when somebody references your image with a tag in online media. Considering any regrettable audits or concerns, you can go to specific lengths to keep the discussion from turning negative. Moreover, it would help if you zeroed in on featuring excellent encounters and visitor stories since they can, at last, assist with driving income.

2 Social Media Platforms for Hotels Advertisements

As you see, web-based media promoting lodgings has a lot of advantages. With the correct methodology, all web-based media stages can open the booking capability of your place by furnishing clients with the motivation to travel. However, it's memorable that each online media network is marginally unique and can fill various needs. Regarding dynamic clients, Facebook, Twitter, and Instagram overwhelm, so hoteliers should have these stages as a component of their online media showcasing methodologies.

2.1 Facebook Marketing

42% of Facebook clients make a more significant number of posts about movement than about other occasions in their lives. Presently Facebook has multiple billion month-to-month dynamic clients. That is why it should be a significant piece of your lodging's internet-promoting endeavors. It would help if you utilized this stage to discuss straightforwardly with your current and future clients and advance your image all the more real. Here are a few hints on the most proficient method to utilize your lodging's Facebook page to get new visitors and reconnect the previous ones.

While making your Facebook page, you ought to pick a fantastic cover photograph, given things that make your lodging one of a kind.

The stage permits organizations to add additional tabs so you can cross-reference other web-based media channels and sites.

You should add various tabs to your profile menu: offers, rooms, maps, Facebook inn booking, Instagram channel, TripAdvisor's surveys, and so on to assist your expected clients with getting to know your deal.

Here you can post an assortment of content and appeal to any crowd. You can add recordings, do surveys, run paid promotion crusades, and hold challenges, and the sky's the limit from there.

Post a ton of photographs of your location to assist visitors with getting what sort of getaway they will have. While posting content on Facebook, pick intriguing and newsworthy themes. Be inventive with your Facebook post thoughts.

Make it a point to make presents about entertaining things to make individuals chuckle and make a discussion. Welcome individuals to impart their insights in remarks since remarks regularly create more grounded traffic than likes.

2.2 Instagram Marketing

As indicated by insights, 76% of travelers post photographs of their excursions, so Instagram has extraordinary potential as a promoting instrument for the lodging business. Instagram is an ideal stage to show what you offer by posting lovely photographs of your lodgings, food, administrations, offices, nearby attractions, and traveler objections. This interpersonal organization depends on the visual substance, so it's critical to post wonderful top-notch pictures that excite voyagers about remaining in your inn and investing energy nearby.

Remember that personalization is a pattern today. You can add a human touch to your promoting efforts by introducing the behind-the-stage and posting photographs of individuals that run your lodging - supervisors, culinary specialists, and different representatives. Thus, you can construct more private relations with your visitors.

Also, Instagram is an ideal spot to grandstand client-created content. It would help if you urged your visitors to post photographs and offer their accounts with a committed hashtag. Hashtags are vital because they assist people in observing points they are keen on and make it simple to peruse the stage and track down motivation. It would help if you explored the most famous

Use hashtags pertinent to the pictures you are presenting and use them to draw in a rush hour gridlock stream.

You should post habitually and do it every time to show up in individuals' feeds so your potential clients can get comfortable with your image. Smart is to make an Instagram space inside your inn that is intended for taking selfies. Remember to make related hashtags for that space. Instagram clients frequently choose locations to reproduce wonderful pictures and lavish encounters they find at this stage. That is why you should consider connecting Instagram forces to be reckoned with who will go about as your image diplomats.

2.3 Twitter Marketing

Twitter is an extraordinary web-based media channel for client commitment and an incredible spot for exhibiting client-created content. You can utilize Twitter to illuminate visitors about current events and connect with them during their visit. Numerous inns use Twitter to direct client support by answering visitors' questions. Here are a few hints on the most proficient method to become the number of your inn's devotees on Twitter.

Be dynamic and answer each tweet and retweet of your substance. Connect with your supporters in discussions and join discussions made by different clients to tell individuals about your image.

Be educational and share data that offer incentives to your adherents: Tweet lodging news, your special offers, and intriguing nearby stories.

Keep your visitors included. You can request that your visitors furnish you with data about their Twitter records and proposition them with exceptional limits. You can likewise request that your clients consent to take their photos. You can utilize Twitter to offer your clients arrangements and welcome them to extraordinary occasions.

2.4 LinkedIn Marketing

LinkedIn is an extraordinary web-based media channel for client commitment and an incredible spot for exhibiting client-created content. Hotels post vacancies in the property, and it can reach more and more people who are connected.

3 How Artificial Intelligence is being used in Country Inn Bhiwandi

Artificial Intelligence assumes an undeniably significant part in the neighborliness of the executives, essentially because of its capacity to do customarily human capacities whenever of the day. This possibly implies that Hotel proprietors can set aside critical cash, reduce human mistakes and convey predominant help. Specifically, client assistance is an essential piece of the movement business, with Hotels frequently living and passing on in light of how they treat their clients. With artificial reasoning, the oppor-

tunities for further developing this viewpoint are practically perpetual, going from expanded personalization to custom-made proposals. One of the critical client care difficulties for lodgings is answering client questions rapidly, and computerized reasoning presently gives an extra choice to handling this issue. Additionally, it can help with undertakings like information examination and, through information assortment, can successfully "learn" and adjust to client associations.

3.1 In-Person Customer Service

An illustration of AI in the accommodation business is using AI to convey face-to-face client assistance. We are, as of now, seeing the advancement of robots with artificial consciousness, and the potential for this innovation to develop is gigantic. As of now, it can manage essential client-confronting circumstances.

The best illustration of this up to this point has been an AI robot called 'Connie,' taken on by Hilton. The robot can give vacationer data to clients who associate with it. Most astonishingly, it can gain from human discourse and adjust to people. Eventually, this implies the more clients address it, the better it will get.

Model: Meet Connie, Hilton Hotels' First Robot Concierge

3.2 Chatbots and Messaging

Maybe the most straightforward way artificial reasoning can be sent by those inside the neighborliness area is for forward-looking client assistance. Specifically, the innovation has been demonstrated to be incredibly successful with regard to coordinating in-forming and online visit administrations and answering basic inquiries or solicitations. For instance, AI chatbots have been used via virtual entertainment stages, permitting clients to seek clarification on pressing issues and get practically prompt reactions 24 hours per day, seven days per week. This is significant to lodgings since it gives the sort of reaction times that are remarkably difficult to keep up with human-to-human collaboration.

Model: Sam, an intelligent travel chatbot!

3.3 Information Analysis

Information examination is another way AI is used inside the lodging business away from unadulterated client care. In this limit, the innovation can be utilized to rapidly figure out a lot of information and reach significant determinations about clients or likely clients.

An illustration of this has been seen with the Dorchester Collection in the network, which has utilized the Metis AI stage. By using this innovation, the organization has had the option to figure out information gathered through overviews, online surveys, and so forth. The AI has had the opportunity to examine this to determine, generally speaking, execution.

4 How is ARTIFICIAL INTELLIGENCE utilized in the HOTEL other than Country Inn Bhiwandi?

AI is utilized in the lodging business for income, the board, visitor experience, and the computerization of day-to-day activities. To involve AI in inns, chiefs should consider where their speculation will have the best effect in light of their accessible financial plan, visitor criticism, and plans for future development as new advances are coming to the market consistently. Inspire coordination to the Hotel Marketing in Uncertain Times digital book.

4.1 Offer AI attendants

Inns, for example, the Radisson Blu Edwardian in London and Manchester utilize computerized reasoning attendants to look at visitors in or request room administration and answer questions every minute of every day. The most outstanding aspect? Visitors can message Edward (their attendant) right from their telephones. Consider chatbots for your inn, assuming you want to make reliable visitor encounters and save time for front work area staff to offer the ideal support for truly present visitors. Develop your gathering business with the correct apparatuses.

4.2 Change to hyperdynamic estimating

Hyperdynamic estimating permits booking motors to consequently look through online entertainment, past client information, and, surprisingly, world news to show rates that boost acquiring potential. For instance, assuming there is a vast gathering topping off lodgings close by, the misleadingly wise programming will immediately change costs to mirror the expansion popular. Avionics industry master and travel specialist Matthew Klint, who noticed that this product is now very standard among aircraft, says, "not too far off are frameworks that can translate supposed 'unstructured information' that incorporates filtering inn audits for shopper feeling or pinpointing seat tasks, or specific lodgings were given Instagram photographs." This innovation will get endlessly better over the long run, so watch out for it.

4.3 Foresee utilities use

Further, develop the executives and assist with saving the climate with energy, water, and waste-checking instruments. Inns, for example, Hilton have involved them for ten years without any indication of returning. As indicated by the new festival of their maintainability and social effect endeavors: "Hilton properties have decreased fossil fuel by-products comparable to eliminating 390,350 vehicles from the street ... while saving more than \$1 billion in utility expenses," all through their restrictive light Stay program. As such, brands that create or take on programs like this can hope to receive reserve funds and supportability benefits from the long haul.

4.4 Take on a bunch of booking programming

C-vent Passkey for Hoteliers utilizes savvy innovation to boost the business capability of an existing business, further develop the booking experience, and flawlessly sort out entirely related offices. Portola Hotel and Spa Revenue Manager Colette Barss says, "since empowering Passkey ARI, we have seen critical room income development with our visitors broadening their visits. Organizers like having the option to keep joins open longer, and visitors like the simplicity of booking."

Every one of the accessible devices amounts to making a solid booking motor simultaneously; toward the day's end, everything upholds a similar objective. As Barss says, "It's basic - we need to finish up blocks." To do that, hoteliers need a gathering booking program that assists them with working better and more astutely.

4.5 Make surveys significant

Help to know your clients through the criticism they leave on significant lodging surveys destinations like Yelp and TripAdvisor. Yet, rather than continuously going through the interaction physically, utilize a keen instrument to do it for you. AI (a subset of AI) makes it simple to gather, store, and examine information across an assortment of online sources. To this end, lavish lodging brand Dorchester Collections utilizes it to customize visitor encounters from booking to feasting. In one example, they had the option to recognize "that visitors were undeniably more inspired by breakfast than supper as a dinner, to which lodgings will generally zero in their ventures on to separate themselves by offering a high-end food encounter." The outcome? A refreshed breakfast menu that visitors could customize themselves.

"It ended up (the AI programming) was correct," says Dorchester Collection's Ana Brant. "Dorchester kitchens detailed that close to 80 and 90% of breakfast orders are altered. So today, when you plunk down to breakfast at the Beverly Hills Hotel (which has 1,019 surveys on TripAdvisor, 298 on Booking.com, 235 on Yelp, and 294 on Expedia), a server comes dependent upon you and asks what you need - they have everything. No menu."

4.6 Use chatbot interpreters

Chatbot interpreters can rapidly recognize dialects utilized by site guests in light of their area. They can likewise decipher scripts on the fly and oversee synchronous visitor requests from everywhere worldwide. For example, Bebot, Instruments go above and beyond and improve visitor experience through mechanized visitor audit assortment, on-location café remodels, and booking affirmations. Albeit the friendliness business is no more unusual to chatbots, their significance will keep expanding. As The New York Times reports, a chatbot "offers explorers refreshed data about Covid flare-ups, insights and side effects." Thanks to AI, visitors will progressively see chatbots as movement associates instead of hindrances among them and live agents.

4.7 Highlight savvy occasion charting

Artificial brainpower for inns comes in various structures. "Amazing" occasion organizers with items like Cvent Event Diagramming - a natural apparatus used to make 3D charts of occasion spaces.

Template designs from previous occasions, have virtual walkthroughs and work together with different groups immediately across the board place.

4.8 Have robots register visitors

Hilton and IBM collaborated to make Connie (named after Conrad Hilton) the first in-person client assistance robot for lodgings.

The AI model can gain from visitors and adjust over the long haul while addressing questions, satisfying straightforward booking undertakings, and working on its discourse after some time.

"We're centered on rethinking the whole travel insight to make it more brilliant, simpler, and more pleasant for visitors," said Hilton's Jonathan Wilson. "We're wowing' our visitors in the most flighty ways by taking advantage of creative accomplices like IBM Watson (the AI programming fueling the robot)." Try not to stress over supplanting your human front work area staff - apparatuses like Connie are intended to keep lengthy lines from shaping in halls, make paramount encounters, and assist groups with performing better.

4.9 Make employing more brilliant

Neighborliness selection representatives are utilizing AI to enlist lodging workers in manners that go past the obsolete resume model.

Utilizing character profiles of existing colleagues and gamification-based tests, IHG, and other top inn brands have selected many representatives.

5 Data collection

This survey was conducted among the citizens of India voluntarily. The questionnaire (google form).

The same title, "A study on the Role of Artificial Intelligence In Advertisement of Country Inn Bhiwandi," was circulated through Mail and WhatsApp messages. This survey got 70 responses.

The Opinion and views of those who participated in the survey were collected from this survey and accumulated in various charts.

The data collected from this survey are presented, studied, and analyzed for this research project.

6 Findings

- The survey was responded to by 72.4 % of 20-30 years old.
- Among the respondents, 77.6% book Hotels online.
- 73.7% of respondents book hotels for Vacation purposes only.
- 34.2% of respondents use Google to book hotels.
- 30% of respondents give their details on the site.
- 52.6 % of respondents know that these details are shared with third-party companies.
- After giving the details to these sites, 60.5% find advertisements of related companies on non-ad-free platforms.
- 34.2% of respondents see Advertisements on social media related to hotels.
- 36.8% of the respondents find advertisements more attractive due to offers.
- 35.5% of the respondents are satisfied with the originality of the Hotels to what was shown on social media.
- 51% of the respondents have been to the Country Inn property.
- 55% of the respondents tag the properties on social media when they visit.
- 28% of the respondents would like to showcase their portfolios through AI.
- 61% of the respondents will use AI to advertise their hotel if they become GM of any property

7 Conclusion

- This survey shows that most of the respondents are youth of this country willing to use Artificial Intelligence. A good number of people have been to the Country Inn property.
- A considerable number of respondents share their details online. Most of the respondents get attracted to these Advertisements due to the offers shown to them on social platforms.
- Most respondents have seen hotels' advertisements on social media showing privacy breaches because of Artificial Intelligence.

8 Limitations

- People don't trust Artificial intelligence as much as they trust old methods of advertisements like billboards and publications in newspapers etc., because of their privacy concerns.
- Covid-19 was a considerable hindrance, as the on-site survey was difficult
- The hotel was unwilling to share all the details with us as they were concerned about their security.

9 Recommendation for further research

As technology is getting more advanced daily, what are all the ways any hotel may advertise itself in the coming days? For example, Reddit is a social platform that is gaining popularity day by day. The survey has much more scope of research that can be done if other hotels are included.

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New Education Policy: An analytic study of Hospitality Education in India

Jay Prakash Kant¹

ABSTRACT. The New Education Policy 2020, introduced on July 29, 2020, is an essential and aspirational document that reimagines how we should approach educational requirements. Education is a critical component of this contingency strategy. Consequently, the National Education Policy 2020 has been repurposed as the basis for this reform, which may contribute to establishing a new educational system in the country and improving these economic and social indicators. That requires further development. N.E.P. 2020 provides superior higher education through independent institutions and diverse universities.

In this study, we have thoroughly analysed the policy and suggested adjustments to ensure a seamless transition between it and its predecessor, strengthening its relevance. This article analyses the prerequisites for N.E.P. 2020 standards and management practises at the university level. There are recommendations for creating and implementing N.E.P.s at the national and H.E.I. (higher education) levels. As a result, the Indian higher education system would face considerable changes. It allows international universities to teach in Indian higher education institutions.

The ideal alternative for hospitality education is policy. It attempts to remove the current obstacles that prevent students from choosing an alternative job. The currently anticipated N.E.P. 2020 policies have the potential to advance research and reform higher education in the hospitality industry. After implementing and modifying N.E.P. 2020, the suggested statement would bring about significant changes in higher education, where the need for a modernised framework in hospitality education will be met.

Keywords: Higher education National Education Policy, Hospitality, Teacher training, Indian Education, Reformation.

1 Introduction:

Education is essential for maximising individual potential, establishing just and equitable networks, and fostering societal development. Access to quality education promotes India's continued ascent and authority on the international stage regarding economic development, civil rights and correspondence, logical progress, public cooperation, and

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social security [1]. Higher education can contribute to global, national, and local development. Quality and widespread education is the most efficient approach to developing and utilising our country's extraordinary skills and assets to benefit individuals, society, other nations, and the global community [2].

Machines may take over numerous unskilled positions due to the rise of big data, artificial intelligence, and human brainpower [3]. In contrast, the demand for a skilled labour force, especially in math, software engineering, and information science, as well as multidisciplinary capacities across technical disciplines, sociologies, and the humanities, will increase.

The development of every individual's creative potential is accentuated vigorously in training strategy. It is based on the idea that education should help people develop their mental skills, such as proficiency and math, and their social, moral, and spiritual skills and manners [4]. This approach has been directed by the rich legacy of conventional Indian information and reasoning that goes back millennia.

N.E.P. is an all-encompassing framework for improving education in the United States [5]. Siddheshwar Prasad, a Member of Parliament, first acknowledged the need for strategy in 1964 when he criticised the then government for its lack of vision and rationale in education [6]. Around the same time, his 17-part Leading body of schooling, headed by the then administrator of U.G.C., drafted the nation's organized training strategy. Because of the proposition of this commission, Congress passed its most memorable training strategy in 1968 [7].

The proposed changes must be completed by the bureaucratic and state legislatures (both the bureaucratic and state legislatures can enact them) because training is a cross-cutting issue. It will not occur at any point soon [8]. The ongoing government has set 2040 as the cutoff time to finish the execution of the mandate. What's more, adequate assets are fundamental. His N.E.P. in 1968 experienced an absence of support. The Central Government expects to lay out master boards with agents of capable services and organisations at the bureaucratic and state levels to foster execution plans for each N.D.P. part [9].

India, essentially promoted as one of the world's top vacation destinations, is now encountering gigantic developments in the tourism industry [10]. The Indian economy has profited from globalisation in the travel industry and the accommodation area, setting out numerous alluring business doors. The desire to gather more of the travel industry and convenience offices will be driven by an increase in the number of vacationers combined with the elevated level of her M.N.C. conferences, games, and international film celebrations. The number of available positions remains closely related to this increase. In India, UG, P.G., and certificate programmes offer courses in hospitality and neighborliness. Those interested can complete a postgraduate or certificate course in executive management as an unmarried male [11]. The executives educated at the U.G. level incorporate "Prologue to Friendliness and Kitchen Activities, the Board, cooking [12]. And office, the executives, and the Board of directors of neighbourhood associations, administration, organizational friendliness activities, organisational behavior, food and beverage management, and board travel are examples of courses. Probably the most popular lodging and hospitality board courses are [13]:

1.1 Top Hotel Management courses:

(Undergraduate)- Bachelor of Hotel Management (B.H.M.)

- Bachelor in Hotel Management and Catering Technology (B.H.M.C.T.)
- BSc in Hospitality and Hotel Administration
- B.A. in Hotel Management
- B.B.A. in Hospitality

Travel & Tourism Top Hotel Management courses (P.G.):

- Master of Hotel Management (M.H.M.)
- Master in Tourism and Hotel Management (M.T.H.M.)
- M.B.A. in Hotel Management
- M.B.A. in Hospitality Management
- MSc in Tourism and Hospitality Management.

In addition to the standard curriculum, prospective students may enroll in certificate and diploma programmes in hotel and hospitality management. This includes diploma programmes in hotel management, hotel management and catering technology, hospitality management, housekeeping, aviation hospitality, and travel management, as well as certificate programmes in maritime catering, hotel, and hospitality management, among others [14].

1.2 N.E.P. 2020: Higher Education and College Entrance Exams

As part of N.E.P. 2020, the National Testing Agency will administer a standardised college entrance exam twice a year. The above will be introduced beginning with the 2022 session. Below are the choices for dropping out of a four-year, full-time bachelor's degree programme [1]:

- Exit after one year: Certificate
- Exit after two years: Diploma

After a semester break, midterm dropouts will have the chance to finish their degrees. Bachelor's degrees will be interdisciplinary under N.E.P. 2020. There won't be a formal division between the humanities, sciences, and other fields. The development of Indian arts, regional languages, and culture is strongly encouraged by N.E.P. 2020. In addition, the M.Phil. programme will end [15].

According to the recently planned reform, all well-established educational institutions, including I.I.T.s, will be interdisciplinary by 2040. This revision emphasises the inclusion of humanities and arts courses for science majors and vice versa [16]. Under N.E.P. 2020, India is urged to create and operate the top 100 international universities in the world [20]. In fifteen years, the structure of connected groupings will cease to exist. The colleges will be granted greater independence and degree-granting authority. The new reform will end the status quo of deemed universities in India [1].

1.3 Highlights of Indian national education policy 2020:

Important Considerations Regarding the Phases: The Public Education Strategy 2020 envisions an education system centered in India whose practices, culture, values, and ethos directly contribute to transforming India into an independent, controllable, and dynamic information society [17]. This vision was developed in conjunction with the 2020 Public Education Strategy.

The entire Indian educational system is based on what many researchers have given to the rest of the world in many fields, including but not limited to mathematics, astronomy, metallurgy, clinical science and medical procedure, structural designing and engineering, shipbuilding and navigation, yoga, expressive arts, and chess [18].

The recently issued National Education Policy 2020 (N.E.P. 2020) seeks to increase the gross enrollment ratio (G.E.R.) to 50 percent by 2035 by delivering a multidisciplinary and interdisciplinary education to all aspirants. Table 1 shows the different characteristics of the various stages of the informative lifecycle found by the method [19]:

Under-graduation education stage	Every field of study will offer undergraduate degrees that can be finished in three or four years. Students will have multiple ways to finish early: a certificate after the first year, a diploma after the second, and a bachelor's degree after the third. Preference is given to the four-year undergraduate curriculum with major, minor, and research projects.
Post-graduation education stage	Students who have completed a bachelor's degree in four years can earn their master's degree in one year; students who have completed a bachelor's degree in three years can earn their master's degree in two years; and students who have completed an integrated bachelor's and master's degree in five years can devote their fifth and final year of study to outstanding research. It is planned to include a considerable research component in the master's degree programme to enhance students' professional competency, and better prepare them for doctoral studies.
Research stage	The research phase of the Ph.D. requires a minimum of three to four years of outstanding research in any core topic, transdisciplinary subject, or interdisciplinary subject for full-time students; for part-time students, this requirement is divided into two consecutive periods. They are expected to take a course in teaching, education, or pedagogy that is relevant to the Ph.D. topic they have selected. The prior one-year MPhil programme has been eliminated.

Lifelong learning	The National Education Policy Act of 2020 (N.E.P. 2020) encourages individuals to continue their education and participate in research so that humans do not become irrelevant in terms of the required knowledge, skills, and life experience. It is believed that education and study can foster maturity and increase the level of happiness in life at any age.
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2 Objectives

- To recognise the advancements in the new National Higher Education Policy, 2020
- To study the advantages of N.E.P. 2020's Higher Education Policies
- To analyse possible implementation strategies for Hospitality Higher Education, based on New Education Policy, 2020
- To analyse in detail the newly adopted Higher Education System's rules

3 Methodology

This is an analysis-based study that solely relies on secondary data. For this study, a number of research publications, newspapers, the internet, books, eBooks, and reports produced by a number of research agencies were consulted.

4 Data analysis:

Advanced education administrative framework: A crucial part of N.E.P. 2020 is making the Higher Education Commission of India (H.E.C.I.) the top body for higher education, except for clinical and legal education. What befalls current UGC and AICTE? It generally occurs in reactions. H.E.C.I. will probably surpass the advanced education industry. The bill divides the scholarly and monetary parts of the area. The new bill expresses that H.E.C.I. has no economic power [21].

The Branch of Education, previously known as the Division of Human Asset Improvement, directs the monetary cycles taken care of by the College Awards Commission (U.G.C.) (M.H.R.D.). Notwithstanding, the change is supposed to clear up administrative strife in the Indian advanced education framework. The Public Advanced Education Administrative Chamber (N.H.E.R.C.) directs guidelines, the Overall Instruction Gathering (G.E.C.) characterises principles, the Advanced Education Awards Board (H.E.G.C.) gives financing, and the Public License Committee (N.A.C.) manages accreditation. Harmonization of instructional norms has consistently required a solitary overseeing body, which has been the fantasy of numerous teachers. This is viewed as the most effective way to smooth out training strategies. Nonetheless, to guarantee the nature of advanced education, foundations should be assessed on essential measures like examination, industry associations, entry-level positions, and scholarly execution [22].

Maintaining the "deliberately get rid of" plan from subsidiary colleges to independent organizations, the idea of "strengthening and independence" is a critical component of N.E.P. 2020 [1]. Educational programmes might be advanced because autonomous foundations offer considerable flexibility. Furthermore, when free-degree-granting universities do so, they may transform into exploration or education-escalating schools [19].

These organisations intend to incorporate existing I.I.T.s and I.I.M.s and provide interdisciplinary education to Indian students. One more significant change for N.E.P. 2020 is that the Public Testing Office will act as the prevailing, proficient, and independent testing association that controls the selection tests for undergrad and graduate confirmations and college grants [1, 19].

The great extension and adaptability of the NTA testing administration have permitted most schools and colleges to utilise these routine placement tests, permitting many universities to foster their selection tests. It significantly lessens the burden on students, colleges, and schools—the whole schooling system. Whether NTA scores are utilised for confirmation ultimately depends on individual colleges. It also assists students in successfully transferring their certifications and credits to foreign colleges [23].

More Comprehensive and Interdisciplinary Education: According to N.D.P. 2020, comprehensive and interdisciplinary education fosters human potential, including moral, scholarly, tasteful, social, physical, and close-to-home potential. It is expected that such preparation, as well as enabling a balanced labour force with basic 21st-century abilities in human expression, the humanities, dialects, sciences, sociologies, and expert, specialized, and proficient fields, will cultivate an ethic of local area contribution. B. Delicate abilities in correspondence and discussion and reliable aptitude in at least one region. By 2030, N.E.P. 2020 will lay out a vast multidisciplinary college (H.E.I.) in or close to each locale [24].

Course Construction and Length: Each four-year college education at an instructive establishment goes on for three or four years as a feature of the Public Schooling Strategy 2020 program. During this period, the course can be removed. Foundations are expected to give students recognition after two years of study, a certificate after three years, and an endorsement of their chosen claim to fame or concentrated course following one year. Scholastic Results Computerized Acknowledge Bank was created to assist the Indian government [19]. N.E.P. 2020 states that advanced education foundations are allowed to start P.G. programs but keep going for one year for students finishing a four-year U.G. degree and two years for students finishing a three-year U.G. degree. Composing a programme can be troublesome to some degree [1].

Advantages of Skill Development in Schools [25]

- Introducing skill-based training will help academically weak kids become stronger.
- Skill-based education will help people improve their networking and communication abilities.
- Programs for skill development will help identify and nurture students' talents.
- In addition, offering students skill-based education and skill development programs will help them build employment abilities.

- Giving the students skill-based education and skill development would help them grasp a variety of job alternatives.

The role of C.B.S.E. in skill education about hospitality education [26]

The Leading Local body of Optional Instruction (C.B.S.E.) is India's public instructive establishment for public and tuition-based schools, overseen and worked by the public authority of India. The Board, laid out by an administration choice in 1929, was a trial in intergovernmental reconciliation and participation in optional schooling. More than 27,000 schools in India and 240 schools in the remaining 28 countries are affiliated with the C.B.S.E.

New Training Strategy shows C.B.S.E. plans to offer capability-based subjects and cordiality courses under IX., X., XI. what's more, XII. "New Training Strategy." Acquaint class with class and work with abilities showing in schools. By 2022, C.B.S.E. will have presented more than 40 expert abilities in different fields. Under the new Training Strategy 2020, instructors will guide students as per C.B.S.E. rules. For grades IX through XII, C.B.S.E. offers an all-year ability educational program that incorporates scholarly materials, test prospectuses with learning results, showing procedures, and evaluation models.

In such manner, the C.B.S.E., as declared on November 26, 2022, for pioneers and educators of schools in Front Office Activities (410 and 810) and Food Creation (409 and 809): We began arranging studios, first on the web and presently disconnected. Chandigarh Organization of Lodging The executives and Cooking Innovation, Chandigarh will hold a studio on 'Mindfulness Program in neighborliness - Base Abilities Seminar' on December 11, 2022, to bring issues to light of the friendliness business and professional open doors. Front Office Activities (410 and 810) and Food Creation (409 and 809) schedules are ready by the Public Committee for Lodging The executives and Catering Innovation (N.C.H.M.C.T.).

4.1 Challenges:

Public instruction is a going topic. Hence, most states have sheets of training. State legislatures should, like this, start to lead the pack in carrying out this choice. States may likewise go against laying out advanced public education-directed grounds as the essential overseeing body. Numerous researchers accept that the Indian school system is probably going to pay enormous expenses for admission to unfamiliar colleges can be troublesome. Sanskritization of Schooling - Southern Indian states guarantee that the trilingual methodology is an endeavour by the public authority to put together training concerning Sanskrit. Regardless of whether students are shown in their local or provincial language, the nation can, in any case, deal with numerous issues [27].

For instance, individuals from various states live in an Association Domain like Delhi. In such schools, some youngsters know different local dialects. In what medium are these kids raised, whether or not optional English schools stick to local ideas? At a primary school where you can get training assuming the circumstance changes. Taking care of Lacking Evaluation - Charges exist in certain states. Even though there are

guidelines, these administrative cycles can't hinder usurers, as gifts are limitless. Financing - Tying down subsidizing will rely upon the ability to utilize the proposed 6% of Gross domestic product for public spending on instruction [28].

5 Conclusion:

The goal of the New Public Schooling Strategy 2020, which the Central Government authorised, is to adapt India's educational system to the needs of the twenty-first century. If the new structure is implemented effectively, India will swiftly become one of the most powerful nations. Under the new education plan for 2020, children aged three to eighteen have been assigned to her 2009 instruction certification. This new education policy, released for the first time in over three decades, pledges to provide students with access to advanced education and to universalize pre-essential education for children aged 3-6 by 2025. N.E.P.s presented consider specific effects of cutting-edge education research in friendliness by carrying out procedures via the ebb and flow modules. A unique system will rouse and connect with exploration and the workforce in new ways.

Although the new education strategy has many positive aspects, its effectiveness in achieving lasting fundamental change is determined by how well it compares to other government strategy initiatives such as Computerized India, Ability India, and the New Modern Arrangement. It depends on whether you can coordinate it. The strategy arrangement will consequently empower Training Strategy to draw on and gain from the experience of working all the more powerfully with Ability India's business area to plan and effectively carry out his V.E.T. educational program.

More evidence-based independent direction is also required to respond to rapidly occurring changes and disturbances. Enthusiastically, the N.E.P. incorporates arrangements for a continuous-frame assessment framework and a joint observing and confirmation system. Rather than depending on new instruction approaches to change the educational programme regularly, this would permit the schooling system to be continuously improved. That achievement alone is noteworthy. Advanced education is at a tipping point with N.E.P. 2020. Its practical and convenient execution determines its pivotal effect.

6 Recommendation:

6.1 Suggestions for the new education 2020 policy of india [1]

- The early childhood care and education programme span the first five years. It will be carried out through Anganwadi. Initially, Anganwadi should be called Kids Zone to provide children with a sports education.
- To ensure that health and education go together, one of the two Anganwadi staff members should be replaced with an A.S.H.A. worker and a physiotherapist. During this stage, 85% of brain growth occurs, according to some estimates. Therefore, it will be vital to provide skilled training to today's youth to develop a robust and capable generation in this field.

- They will attend primary school from grades three to five. Visitors range in age from 8 to 11 years old. In this class, youngster must reduce their reading load. Throughout this time, moral tales should be used to educate children to promote their holistic development. At this time, education without bags should be provided.
- During the secondary developmental period, the youngster learns knowledge about his environment. In addition, the government supplies children with midday meals, bicycles, and de-warding services such as Navodaya. Due to the economic challenges in India's rural areas, people cannot complete their education by working in agriculture, so they stop in the middle.
- In addition, employment education will only be achieved if fifty percent of textbook reviews and fifty percent of evaluations are based on local arts promotion, culture, and small cottage enterprises.
- During their senior year of high school, students must not only get traditional training in front of their parents, but they also can't get sexual education.
- Children should be given internships through vocational training and entrepreneurship in different parts of the country to learn about their surroundings. To put all of the declarations into action, there will need to be a lot of political will and a strong foundation.
- More autonomy must be granted to universities to improve education.
- It is essential to give 200 top-ranked universities complete academic, administrative, and financial independence to update their courses differently and encourage innovation worldwide.

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