

Impact of NEP 2020 on the Tourism Sector of M.P. Through Higher Education Programme

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Abstract

The National Education Policy (NEP) of India launched in 2020 has generated significant discussions on the changes needed in the higher education system of the country to transform India into a knowledge-based economy, NEP proposes several reforms in the education sector including changes in curriculum pedagogy and assessment methods. One important aspect of any NEP is its potential impact on various industries, particularly the tourism sector and if the things are recollected then its experience is based on previous education policies, the focus of higher education was more on creating knowledge societies, thereafter stress shifted on balancing the knowledge content with real life requirement of skills to make the students of higher education system more employable as skill development and education is the need of the hour. In NEP 2020 various strategies are also mentioned for the proper implementation of tourism education by way of enhancing collaboration with industry, internship programs, inculcating major skills, developing technology within the curriculum, and many more but there are various issues in implementing NEP. This paper focuses on understanding the implementation of NEP in the context of tourism education and vocational education in the tourism sector specifically and skill-based vocational education in general in the higher education system of India through quantitative research methods. This research provides valuable insights for stakeholders in the higher education and tourism sectors on the impact of NEP implementation on the tourism industry in M.P.

Keywords: NEP (New Education Policy) 2020, Tourism, Skill-based education, Vocational education

Introduction

The New Education Policy 2020 was mainly launched by the Ministry of Education which is third in a row after NEP 1968 and 1986. There are mainly five main pillars of NEP 2020 that are quality, access, affordability, equity, and accountability which are to be achieved through its four parts that is school education, higher education, and other key areas of focus, making it happen means all parts of NEP should be based on its pillars. The main focus of NEP is on conceptual learning by way of developing skill-based education.

Tourism is the largest service sector industry as it plays a major role in human life. India contributes 6% to the nation's GDP and generates 9% of employment in India which is far below the world's average. If we talk about Madhya Pradesh's (M.P.) tourism contribution to GDP then it is far below India's average but after the launching of NEP 2020, slight improvement is seen in it. Tourism is the backbone of any economy so; a lot of effort should be made to contribute something good to our economy and NEP 2020 will help by awarding people about tourism education and how it helps in the development of people.

The NEP 2020 helps in enhancing skill-based hospitality education as it focuses more on quality content rather than quantity. It also promotes multilingualism i.e. everyone has a choice to study in their mother tongue which also promotes enrollment of students. It focuses more on project work, research work, experiential learning, internships, apprenticeships, on-the-job training, etc., to inculcate more skills and knowledge in a human being which indirectly helps in economic growth.

Objectives of the study

- To study the role of NEP 2020 in the growth of the tourism sector of M.P.
- To understand problems in implementing NEP 2020 concerning the tourism sector in M.P.
- To find out the difference in tourism education before and after the introduction of NEP 2020 in M.P.

Literature Review

The literature related to NEP 2020 and vocational education is limited as not too much work was done in this segment by many researchers because of the time element. M.P. became the second state in India to implement provisions related to NEP 2020. Yadav Suraj Jaywant explains that NEP 2020 helps in expanding research has a positive impact on hospitality higher education and develops different skills. Dr. Rathi Meenakshi discusses various problems and challenges faced by the different groups in implementing NEP 2020 and gives suggestions to overcome its challenges into opportunities. Manoj Rana and Bhupinder Singh discuss the scope of hospitality education and how NEP 2020 contributes to expanding its reach as student reach is low in hospitality education. Mahesh Kumar Bairwa and Dr. Vipula Mathur explain that NEP 2020 is a forward-looking approach, proper understanding of the curriculum in higher education can lead to overcoming the challenges in hospitality and tourism education.

Research Methodology

To fulfill the objective of the research mainly secondary data is collected in the form of research papers, journals, newspapers, websites, etc. related to NEP 2020 and tourism. One interview of UGC chairman M Jagadish Kumar is also taken into consideration for analyzing the result. Various Self Study Reports of different universities and their vocational courses were studied for analyzing the NEP 2020. The study is mainly done by observing the secondary data and educational institutions. Quantitative research is performed to achieve the objectives of the research.

Findings of the study

After analyzing NEP 2020, especially for the tourism sector it has been found that there is a positive impact of NEP 2020 on tourism education as NEP 2020 focuses on skill-based education. As tourism sector mainly has in favorable impact on the Indian economy especially in the economy of M.P. as M.P. lies in the center of India which is surrounded by various forests, forts, temples, scenic views, and many more, if proper tourism industry is developed it will help in the promotion of M.P. folk art and culture, song, dance, and different languages of Madhya Pradesh. NEP 2020 was first implemented in Karnataka and then by M.P. which is why it is very beneficial for M.P. to work according to it. In the study, it has been found that NEP 2020 focuses on knowledge-based at the same time skill-based education which is very much important for developing the tourism industry. There are various issues in implementing NEP 2020 especially tourism education which are as follows-

- There is a lack of organizational resources.

- Language acts as a barrier in tourism because the focus is on English and this restricts people from enrolling in such types of courses.
- Lack of funds and curriculum paperwork.
- No clear concept about NEP 2020 among the staff members.
- This policy is student-centric as whatever subject students want to choose to study, they are free to choose which is not accepted by all state governments (M.P.) as it is a very time-consuming process.
- Lack of professionalism as there are 6% posts of professors vacant which is very crucial in implementing NEP 2020.

Various universities in M.P. are concentrating on improving their vocational education in the form of various vocational courses like digital marketing, communication skills, event management, web designing, tourism management, hospitality management, foreign languages, personality development, cinematography, and other courses. All courses are directly or indirectly related to each other. For instance, if we want to improve the tourism sector of a particular place then not only do tourism management courses help but other courses like digital marketing, web designing, and foreign languages also contribute to increasing the share of the tourism sector. We will study NEP 2020 with the help of vocational education by way of analyzing five different universities in M.P. by way of disclosures in Self Study Reports.

Vikram University which is in Ujjain steps ahead in implementing various vocational courses which also shows enhancement of the tourism sector of Ujjain, Mandsaur, Dewas, Neemuch, and Ratlam by way of developing Innovation Cell, Entrepreneurship Cell, Research and Development Cell, Social and Industry Institute Linkage Cell and conducted approximately 103 workshops/seminars on topics such as Research Methodology, Intellectual Property Rights, Entrepreneurship Skill Development during the last five years.

| 2020-21 | 2019-20 | 2018-19 | 2017-18 | 2016-17 |
|---------|---------|---------|---------|---------|
| 58 | 19 | 6 | 12 | 8 |

Source: SSR of Vikram University March 2022

As shown above, the workshops conducted after the enactment of NEP 2020 have enhanced which shows a good sign toward development.

DAVV (Devi Ahilya Vishwavidyalaya) which is in Indore also shows signs of developing various vocational courses such as Innovation Cell, Startup Cell, and Research and Development Cell start working more efficiently, after NEP 2020 many research ideas adopted by the municipal corporation of Indore for cleaning, traffic, greenery were given by this cells were biggest contribution is of the students working in this cell, as we all know Indore is coming as best cleanest city in India from last seven years, the reason behind it is proper skill development and because of proper marketing of Indore as the cleanest city the tourist percentage is also increased and recently the G20 employment working group meeting also took place in Indore. If we talk about innovation in the system of DAVV then it is working properly by setting up of Research and Development Cell, Incubation Cell, E Cell ANKUR, ATAL Incubation Centre, and Development Centre which helps in increasing student enrollment ratio which constitutes workforce towards skilled work. Mainly 118 workshops conducted on Research Methodology, Intellectual Property Rights, Entrepreneurship, and Skill Development during the last years helped give a new way of thinking about various work. It also helped to increase the employment of people in and around Indore and boost the tourism sector.

Rani Durgavati University which is in Jabalpur has developed its courses according to NEP 2020 improved its innovation in the system of the university and conducted many workshops but the number is not so

satisfactory then also its vocational courses have contributed to developing the tourism sector of Jabalpur to some extent as proper marketing of forts, museum resulted in increasing number of tourists in Jabalpur which is enhancing day by day due to development of different skills.

Dr. Harisingh Gour Vishwavidyalaya which is in Sagar is working towards attaining provisions related to vocational education in NEP 2020, many internships and research projects were also done by students. Mainly 76 workshops were conducted related to skill development within the last few years. University has set up Start up Cell, Skill Development Cell, Entrepreneurship Cell, and Infrastructure Innovation Cell for better prospects shortly, all these efforts help in increasing the enrollment ratio of students which benefits developing the local environment, upliftment of the living standard, and others.

MITS (Madhav Institute of Technology and Science) which is in Gwalior works a lot in the direction of NEP 2020, various cells in the form of Innovation, Research, and Development, Entrepreneurship were developed. Approximately 134 seminars were organized on Research Methodology, Intellectual Property Rights, Entrepreneurship, and Skill Development during the last years.

| 2021 - 22 | 2020 - 21 | 2019 - 20 | 2018 - 19 | 2017 - 18 |
|-----------|-----------|-----------|-----------|-----------|
| 53 | 31 | 24 | 16 | 10 |

Source: SSR of MITS February 2023

As shown above, the workshops conducted drastically increased after the commencement of NEP 2020 which is good for development, and many skills development works contributed much in increasing Gwalior's area tourism as it has having wide range of forts, museums, and many other attractions.

Various collaborations of universities with different institutions, and industries also happened for proper skill development of students. Incubation Centre and Startup Centres have been established for better opportunities and development, it also helps in the upliftment of tourism as we see after coming of COVID20 many things are provided online, in that way start-up centres help in establishing a business online which also beneficial for the tourist arriving at that place as they get information about that place within a small click and within minutes which also helps in increasing tourist walk in the ratio of a particular place, like in Ujjain after proper digital marketing of Mahakal Lok tourist ratio got drastically increased and not just of Mahakal Lok but areas near to it have also shown a higher percentage of tourist walk in ratios like Mangalnath temple, Omkareshwar, Maheshwar and many more. Excavation and Conservation of Archaeological sites were also developed as the courses in this section have seen an increase in enrollment ratio which surely helps in increasing the percentage of the tourism sector in GDP. All universities are trying to implement properly all major provisions of NEP 2020 in the direction of skill-based and vocational education as it is directly influencing the M.P.'s economy.

Problems in implementing

- Inadequacy of proper infrastructure.
- Employment issues.
- Inadequate knowledge about proper courses.
- Difficulty in executing policies.
- No proper human resource is available.
- Difficulty in reviewing and revising examinations and many more.

So, proper analysis of problems and solutions according to different institutional needs and areas is needed to implement.

Tourism education is new to higher education as before NEP 2020 only some section of students knows tourism education, after NEP 2020 many students enrolled in courses related to tourism but the percentage of students enrolled is low as compared to other courses as it is affected by traditional stereotypes. To solve this problem Ministry of Education and the Ministry of Tourism collaborated to aware people of various courses related to the tourism and hospitality sector mainly NCHMCT (National Council for Hotel Management and Catering Technology) was set up to promote courses related to the tourism and hospitality sector. Some sort of difference is seen in tourism education before and after the introduction of NEP 2020 but the difference is not too large.

The NEP 2020 also helps in promoting research by way of developing Research and Development cells within the institutions. NRF (National Research Foundation) was also set up to promote research in all disciplines. This type of research also helps in developing skill-based tourism education which directly or indirectly helps in growing the tourism sector. In M.P. there are various possibilities for developing the tourism industry as there are various tourist spots that attract tourists but only proper management and knowledge are needed to uplift the M.P. tourism industry which is possible by way of changing or revising the curriculum in higher education and awarding the masses.

Limitations of the study

- The study area is restricted to M.P. only.
- Only one part of NEP 2020 which is higher education is studied which too restricted to only one course.
- Data has been created for research.

Future scope of the study

Further study related to NEP 2020 and Tourism is possible by taking a wide area that covers major parts of India and by covering the limitations of this study. The researcher can also pursue further study by detailing different courses that help in developing the tourism industry and focus on major tourism areas where more skill development is needed.

Conclusion

In this study, we concentrate on NEP 2020 concerning higher education and its impact on the tourism sector. In this respect, NEP 2020 is a boon to higher education as it somewhat changes the perspective and increases the need for skill-based persons. By studying various aspects of NEP 2020 we understand that NEP 2020 is implemented in many universities of M.P. and all those universities also contributed towards innovation (in many areas, ideas, and sectors), developing entrepreneurs for new India, conducting research in various disciplines, creativity, different best ways of problem-solving, etc. After the commencement of NEP 2020 various skill-oriented courses were developed in various universities and enrollment in these courses also got increased which contributed in giving the best workforce to our economy but there are certain problems in implementing NEP 2020 concerning tourism in M.P. like lack of infrastructure, scarcity of resources, shortage of fund, etc which get improved with the period and more awareness in public. Continuous research in different Vocational courses is the need of the hour as it helps in awarding the masses in the best possible way and developing their skills accordingly, we must find out the skills which is needed to develop the tourism sector and accumulate other skills according to the requirement and start internship courses within the tourism segment which will help in developing tourism sector of M.P. and contribute to the betterment of Indian economy. A futuristic approach based on

continuous research and suggestive implementation can enhance the role of NEP 2020 in the tourism sector.

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