

Impact of NEP 2020 on Tourism Sector of M.P. through Higher Education Programmes

Kirti Diddi^{a*}, Devyani Pandya^a

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 with an aim 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 aspects of any NEP is its potential impact on various industries particularly tourism sector and if the things are recollected then it's 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 proper implementation of tourism education by way of enhancing collaboration with industry, internship program, inculcate major skills, develop technology within 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 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.

Author Affiliation: ^aResearch Scholar

Corresponding Author: Kirti Diddi. Research Scholar

Email: rathore.mamta15@gmail.com

How to cite this article: Kirti Diddi, Devyani Pandya, Impact of NEP 2020 on Tourism sector of M.P. through higher education programmes, Journal of Management and Science, 14(1) 2024 12-15. Retrieved from <https://jmsseleyon.com/index.php/jms/article/view/712>

Received: 18 November 2023 **Revised:** 8 January 2023 **Accepted:** 19 February 2023

1. Introduction

The New Education Policy 2020 was mainly launched by Ministry of Education which is third in row after NEP 1968 and 1986. There are mainly five pillars of NEP 2020 that is quality, access, affordability, equity and accountability which are to be achieved by its four parts that is school education, higher education, other key areas of focus, making it happen that means all parts of NEP should be based on its pillars. 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 major role in human life. India contributes 6% to nation's GDP and generates 9% of employment in India which is far below than the world's average. If we talk about Madhya Pradesh's (M.P.) tourism contribution to GDP than it is far below than the India's average but after launching of NEP 2020 slight improvement is seen in it. Tourism is the backbone of any economy so, a lot of

efforts should be done to contribute something good to our economy and in that NEP 2020 will help by awaring people about the 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 choice to study in their mothertongue which also promotes enrollment of students. It focuses more on project works, research works, experiential learning, internships, apprenticeship, on the job training etc, to inculcate more skills and knowledge in a human being which indirectly helps in economic growth.

2. Objectives of the study

- To study the role of NEP 2020 in the growth of tourism sector of M.P.
- To understand problems in implementing

© The Author(s). 2024 Open Access This article is distributed under the terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and non-commercial reproduction in any medium, provided you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The Creative Commons Public Domain Dedication waiver (<http://creativecommons.org/publicdomain/zero/1.0/>) applies to the data made available in this article, unless otherwise stated.

NEP 2020 with respect to tourism sector in M.P.

- To find out difference in tourism education before and after introduction of NEP 2020 in M.P.

3. 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 second state in India to implement provisions related to NEP 2020. Yadav Suraj Jaywant explains that NEP 2020 helps in expanding research and it has positive impact on the hospitality higher education and also developed different skills. Dr. Rathi Meenakshi discuss about various problems and challenges faced by the different groups in implementing NEP 2020 and also give suggestions to overcome it's challenges into opportunities. Manoj Rana and Bhupinder Singh discuss about the scope of hospitality education and how NEP 2020 contributes in expanding its reach as student reach is low in hospitality education. Mahesh Kumar Bairwa and Dr. Vipula Mathur explains that NEP 2020 is a forward looking approach, proper understanding of the curriculum in the higher education can lead to overcome the challenges in the hospitality and tourism education.

4. Research Methodology

For fulfilling 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 for achieving the objectives of the research .

5. Findings of the study

After analyzing NEP 2020 especially with respect to tourism sector it has been found out that there is a positive impact of NEP 2020 on tourism education as NEP 2020 focuses on skill based education. As tourism sector mainly resulted in favourable 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 has first implemented in Karnataka and then by M.P. that's why it is very beneficial for M.P. to work according to it. In the study it has been found out that NEP 2020 focuses on knowledge based at the same time skill based education which is very much important for developing tourism industry. There are various issues in implementing NEP 2020 especially tourism education which are as follows-

- There are lack of organizational resources.
- Language plays as a barrier in tourism because the in main focus is on english and this restricts people to enroll in such type of courses .
- Lack of funds and curriculum paper work.
- No clear concept about NEP 2020 among the staff members.
- This policy is student centric as whatever subject student want to choose to study they are free to choose which is not accepted by all state government (M.P.) as it is very time consuming process.
- Lack of professional as there are 6% post of professors vacant which is very crucial in implementing NEP 2020.

Various universities in M.P. is concentrating on improving it's vocational education in the form of improving 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 tourism sector of a particular place then not only tourism management course helps but other courses like digital marketing, web designing, foreign languages also contribute in increasing the share of 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 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.

As shown above the workshops conducted after the enactment of NEP 2020 has enhanced which shows a good sign towards development

DAVV(Devi Ahilya Vishwavidyalaya) which is in Indore also shows signs of developing various vocational courses as Innovation Cell, Start up Cell, Research and Development Cell start working more efficiently, after NEP 2020 many research ideas adopted by 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 in

proper way by setting up of Research and Development Cell, Incubation Cell, E Cell ANKUR, ATAL Incubation Centre, Development Centre which helps in increasing students 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 in giving a new way of thinking towards various work. It also helped in increasing employment of people in and around Indore and also boost the tourism sector.

Rani Durgavati University which is in Jabalpur has developed it's courses according to NEP 2020 and improved it's innovation in the system of university and conducted many workshops but number is not so satisfactory then also it's vocational courses have contributed in developing tourism sector of Jabalpur to the 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 last few years. University has set up Start up Cell, Skill Development Cell, Entrepreneurship Cell and Infrastructure Innovation Cell for better prospects in near future, all this efforts helps in increasing enrollment ratio of students which benefits in developing 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.

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

Various collaboration of universities with different institutions, industry also happened for proper skill development of students. Incubation Centre and Start up Centre have been established for better opportunities and development, it also helps in upliftment of tourism as we see after coming of COVID20 many things are provided online, in that way start up centres helps in establishing business online which is 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 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 higher percentage of tourist walk in ratio 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 percentage of tourism sector in GDP. All universities are trying to implement properly all major provisions of NEP 2020 in 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 examination

and many more.

So, proper analysis of problem and solution according to different institutional need and area is needed to implement.

Tourism education is new to higher education as before NEP 2020 only some section of students have knowledge about 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. For solving this problem Ministry of Education and Ministry of Tourism collaborate to aware people about various courses related to tourism and hospitality sector mainly NCHMCT (National Council for Hotel Management and Catering Technology) was set up to promote courses related to tourism and hospitality sector. Some sort of difference is seen in tourism education before and after 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 cell within the institutions. NRF (National Research Foundation) was also set up for promoting research in all disciplines. This type of research also helps in developing skill based tourism education which directly or indirectly helps in growing tourism sector. In M.P. there are various possibilities of developing tourism industry as there are various tourist spots which attract tourists but only proper management and knowledge is needed to uplift M.P. tourism industry which is possible by way of changing or revising curriculum in higher education and awaring the masses.

6. Limitations of the study

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

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

Source : SSR of Vikram University March 2022

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

Source: SSR of MITS February 2023

7. Future scope of the study

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

8. Conclusion

In this particular study we concentrate NEP 2020 with particular respect to higher education and its impact on tourism sector. In this respect NEP 2020 is a boon to higher education as it somewhat changes the perspective and increases the need of 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 that universities also contributed towards innovation (in many areas, ideas , 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 this courses also got increased which contributed in giving best workforce to our economy but there are certain problems in implementing NEP 2020 with respect to tourism in M.P. like lack of infrastructure, scarcity of resources, shortage of fund etc which get improved with the span of time and more awareness in public. Continuous research in different Vocational courses is the need of the hour as it helps in awaring the masses in the best possible way and developing their skills accordingly, we have to find out the skills which is needed to develop 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.

Acknowledgement

Nil

Funding

No funding was received to carry out this study.

References

1. Yadav Suraj Jaywant : Probable implementation strategies for hospitality Higher Education Studies based on NEP 2020, *National Journal of Research in Higher Studies* 2020, 3(1) .
2. Dr. Rathi Meenakshi : M.P. a Trailblazer state in implementing NEP 2020: Revisioning Higher Education, *International Journal of Innovation Research in Technology* 2022, 8(10), 245-250.
3. Manoj Rana, Bhupinder Singh : NEP 2020 with special reference to the future of Indian Hospitality Education, *Indian Journal of Hospitality Management* 2022, 5(1).
4. Mahesh Kumar Bairwa, Dr. Vipula Mathur : A viewpoint on the implementing Challenges in Hospitality and Tourism Education system of India , *Drishtikon*, 2022.
5. NEP, Report, Ministry of Education India, 2020.
6. Self Study Report of Vikram University, 2021.
7. Self Study Report of DAVV 2021.
8. Self Study Report of Rani Durgavati University 2021.
9. Self Study Report of Dr. Harisingh Gour University 2022.
10. Self Study Report of MITS February 2023.