

# Tourism and Hospitality Education in Promoting Tourism in Bihar

Sanjiv kumar Sharma

Faculty Accommodation Operation, UEI-GLOBAL Education, Lucknow (UP)-226016, India

---

**Abstract:** In the Indian context, the Hospitality industry contributed only 2% of the GDP in 2003-2004. However, it is projected to grow at a rate of 8.8% by 2016, which would place India as the second-fastest growing tourism market in the world. This year the number of tourist visiting India is estimated to have touched figure of 4.4 million. The Tourism & Hospitality industry is one of the most dynamic industries now days and continues to grow year after year. The World Travel Organization predicts that it will triple in size by the year 2020, becoming one of the largest industries in the world. The latest tourism satellite accounting (TSA) research, released by the world travel and tourism council (WTTC), satellite that the requirement for travel and tourism in India is anticipated to breed by 8.2% between 2010 and 2019. Bihar is the land origin of religions like Buddhism and Jainism. The word 'Bihar' owes its origin to the "Viharas" built by Lord Buddha who attained spiritual enlightenment on this land and preached love, peace and tolerance. The erstwhile capital city of Patliputra of Emperor Ashoka is the present day state capital Patna.

Bihar is the land of the magnificent Ganges, beautiful flora and fauna, attractive tourist destinations like the world famous ancient seats of learning like Nalanda & Vikaramshila, Madhubani Paintings (Mithila Arts), enchanting Sujuni work, gorgeous Bhagalpuri Silk, rich mineral resources, world famous fruits such as the delicious litchi (lychee) and mangoes.

**Keywords:** Tourism and Hospitality, Bihar, Bollywood, Career.

---

## 1. INTRODUCTION: TOURISM AND HOSPITALITY

Globalization has come to stay in INDIA. It has helped us look at certain profession with more respect and dignity. The tourism and hospitality industry is one of them. The Hospitality Industry is a major service sector in the world economy. Indian Hospitality industry is projected to grow at a rate of 8.8 per cent during 2007-16, placing India as the second-fastest growing tourism market in the world. According to industry data, India is expected to double the number of branded hotel rooms from 100,000 now in just three years. Leading the pack is global hotel chains, which will add over 300 hotel properties (an estimated 58,000 rooms) in the country by 2013, as per data compiled by companies. The Tourism & Hospitality industry is one of the most dynamic industries now days and continues to grow year after year. The World Travel Organization predicts that it will triple in size by the year 2020, becoming one of the largest industries in the world. This growth will provide many employment opportunities for people with the right qualifications. Even when the world economy is showing a sluggish growth with uncertain employment prospects, the fast growing Tourism & Hospitality industry is heralding a pivotal change in career options with an exciting variety of career choices thereby increasing scope and future prospect of hospitality and tourism industry.

In the Indian context, the hospitality industry contributed only 2% of the GDP in 2003-04. However, it is projected to grow at a rate of 8.8% by 2016, which would place India as the second-fastest growing tourism market in the world. This year the number of tourists visiting India is estimated to have touched the figure of 4.4 million. With this huge figure, India is becoming the hottest tourist destination. The arrival of foreign tourists has shown a compounded annual growth of 6% over past 10 years. Besides, travel and tourism is the second highest foreign exchange earner for India. Moreover, it is

also estimated that the tourism sector will account for nearly 5.3 per cent of GDP and 5.4 per cent of total employment (Source of Data: UNWTO) Tourism is expected to grow further over the next few years due to the changes taking place on the demand and supply sides. The factors that will account for the further growth of tourism & Hospitality will include the following:

Change in standards of living more disposable income Better education Long leisure time aging population.

## **2. OPPORTUNITIES IN TOURISM & HOSPITALITY SECTOR**

The Tourism and Hospitality sector is growing and needs more and more personnel with a higher education, a good grasp of the industry, sound management skills and international experience. Our approach suits future employers: Two of every three graduates start their careers less than three months after graduation or final year of Tourism & Hospitality. The Hospitality and Tourism industry has also expanded and is no longer limited to only five star Hotel and now includes AIRLINES,CATERING SERVICE,TRAVEL AGENCIES,CRUISE LINERS,HEALTH RESORTS,NIGHT CLUBS, TOURISM & HOTEL MANAGEMENT COLLEGES and many more. Now a days Hotel & Tourism both domestic & foreign has grown, new avenues such as Ecotourism, Health Tourism have developed in India.

The hospitality & tourism industry this is increasingly being viewed as a viable and attractive career option with best growth prospects. The tourism and hospitality industry is rapidly expanding and the demand for well trained manpower is constantly on the rise. Moreover the diversity of role in tourism & Hospitality Management is greater than in any other profession. Hotel requires trained staff for these entire roll. There is high demand for Indian hotel manager and staff in the entire department such as HOUSEKEEPING, FRONT OFFICE, FOOD & BEVERAGE (Service), FOOD & BEVERAGE (PRODUCTION), and many more. In international Tourism & Hospitality industry. Around 20 to 30 % Tourism & Hotel management graduated go to foreign countries.

## **3. THE CHANGING PERCEPTION OF TOURISM AND HOSPITALITY SECTOR TO THE BOLLYWOOD WAY**

May 2007 Hollywood presented CHEENIKUM by biggest super star AMITAB BACHCHAN as a chef in best Indian restaurant in London (UK).

In 1980 there was another winning film BAVARCHI by HRISHIKESH MUKHERJEE. Here the protagonist ,Rajesh khanna, the first super star of Hindi film not only cooks well but also wins hearts through his culinary as well as human bonding skills. The Tourism & Hospitality industry is all about dealing with people. To grow in this industry they need to have an avid interest in Travel, Tourism & Entertainment. The tourism & Hotel Management Institutes are realizing the significance of these traits and giving due emphasis on soft skill, interpersonal relationship and positive attitude building for best career in Tourism & Hospitality Industries.

Research report titled India Tourism Market & Future Forecast (2009 - 2015) report provides a detailed analysis of the present and future prospects of the Indian tourism industry. Indian outbound tourist departure is expected to reach 20.5 Million by 2015.

Domestic tourist visits is expected to increase with a CAGR of 12.29% for the period spanning 2008-2015. Indian tourism Foreign Exchange Earnings is expected to grow with a CAGR of 7.9% for the period spanning 2010-2015. India should create space for mass tourism like Cancun in Mexico and take tourism lesson from Thailand and Egypt.

## **4. TOURISM AND HOSPITALITY IN BIHAR**

Bihar is situated in the eastern part of India with the Himalayan Kingdom of Nepal to its north and the states of West Bengal, Uttar Pradesh and Jharkhand flanking its sides. It is blessed with

Boundless fertility of its soil, mineral wealth, other natural resources such as forest wealth and potential Manpower embodied in its population.



The History of Bihar as a region is very rich and eventful. This is due to the fact that Bihar was a center of power, learning and culture. It has been a cradle of Indian civilization and the birth place of two of the major religions that have emanated from India: Buddhism and Jainism. Much of the ancient Indian text written outside of the religious epics has been written in this ancient land, Arthashastra and Kama sutra being the most prominent. The first known republic, a state without a sovereign king, existed in this region more than two thousand years back. Bihar one of the most sacred place of various religions like Hinduism, Buddhism, Jainism, Sikhism & Islam, Many tourist travel to Bihar to visit their pilgrimage. Bihar is the land of the magnificent Ganges, beautiful flora and fauna, attractive tourist destinations like the world famous ancient seats of learning like Nalanda & Vikramshila, Madhubani Paintings (Mithila Arts), enchanting Sujuni work, gorgeous Bhagalpuri Silk, rich mineral resources, world famous fruits such as the delicious litchi (lychee) and mangoes, Mahabodhi Temple, a Buddhist shrine and UNESCO World Heritage Site is also situated in Bihar. Mahatma Gandhi Setu, Patna, is one of the longest bridges in the world.

#### **Places to Visit in Bihar:**

Nalanda University, Bodhi Tree, Muchalinda Lake , Griddhakuta Peak , Rajgir Hot Springs , Navlakha Palace , Hieun Tsang Memorial Hall , Jalmandir Temple , Patna Museum , Bhikhnatohari ,Brindavan ,Ashoka pillars ,Valmikinagar and many more.

#### **Fair and Festivals:**

Sonepur Fair, Pitrapakash Fair, Rajgir Mahotsav, Chhat and Holi.

## 7. STATUS OF TOURISM AND HOSPITALITY EDUCATION IN BIHAR

List of University /Institutes offering degree course in Hotel or Hospitality Management

S. No	Name of the University/Institution	Place
1	Institute of Hotel Management and CT	Hajipur
2	Magadh University	Bodh Gaya
3	IGNOU	Patna
4	Shanti sewa samiti's Indian institute of hotel management college	Patna
5	Hope institute of hospitality Management	Patna
6	H I H T	Patna
7	Dr.Zakir Husain Institute of hotel management	Patna
8	Aptech aviation and hospitality Academy	Patna

Bihar being one of the tourism economy based state has enormous need for skilled manpower. Hotel management graduates have the wide application in the diverse fields of Tourism and Hospitality. In fact the tourism state policy of Bihar focuses on the manpower development through training.

## 8. EASY TRAVEL FOR FOREIGNERS

E-Visa for 43 nations, big boost for tourism giving the tourism sector a significant push the government launched the much touted on line VISA facility for 43 countries. Travelers' can apply for VISA from the comfort of their home and receive one within 72 hours. This facility will be made available at nine Airport-DELHI, MUMBAI, BENGALURU, CHENNAI, KOCHIN, GOA, HYDERABAD, KOLKATA, and THIRUVANATHAPURAM. These 9 Airports to have the facility Biometric details of the applicant will be mandatorily captured on arrival. The contribution of tourism in GDP is 7% and govt of India want to double

## 9. CONNECTIVITY AND ACCESS

### • By air:

Patna has its own airport known as Lok Nayak Jayaprakash Airport or Airport Patna. It is a national airport and it is connected to all major cities of India via daily flights. Gaya Airport is the only international airport in Bihar and Jharkhand which 96 km from Patna. It is an international airport which is connected to Colombo, Sri Lanka through two airline operators: Bangkok, Thailand, Singapore, and Bhutan.

### • By rail:

Bihar is strategically located in the main line of the East Central Railway and therefore connected with important cities of India and most cities within Bihar.

### • By road:

The cities of Bihar are well connected by public transport including both private and government transport. The cities are interconnected as well as connected with the capital. The roadways also connected to adjacent states and regular bus service is available for different cities of adjacent states like Jharkhand, West Bengal, and Uttar Pradesh. The roadway also connects to Nepal. To boost the state roadways, the state government has introduced Mercedes Benz luxury buses. The Mercedes luxury buses, 92 in number, ply between 17 routes including Patna , Bhagalpur, Gaya, Ranchi and Jamshedpur.

## 10. CONCLUSION

As it is seen from the above statistics and findings a progressive growth is observed in both academic as well as in the tourism and hospitality of Bihar. Adding from the empirical study it is found the hospitality scholars are joining the native hotels and resorts establishments and many more showing interest which is resulting in giving suitable service satisfaction to the tourism.

Tourism is increasing in Bihar at a very steady pace and it can be said that there is a sure effect of technical exposure received from the tourism and hospitality study to the service providers which is satisfying the perceived service level of the tourist and compelling them to give more visit again and again. The government needs to work little more for the improvement in infrastructural facilities and effective tie-ups for tourism and hospitality education as well as tourism and hospitality industries.

#### REFERENCES

- [1] [www.bstdc.bih.nic.in](http://www.bstdc.bih.nic.in)
- [2] [www.bihartourism.gov.in](http://www.bihartourism.gov.in)
- [3] Times of India
- [4] Ever green career in tourism and hospitality by Sanjiv kumar Sharma.