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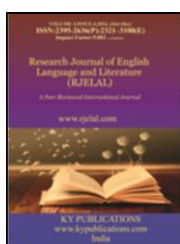
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SOFT SKILLS IN THE TOURISM INDUSTRY

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ABSTRACT

In the flat world of today, India needs to stand tall like never before. The years of slavery and underdevelopment ought to be over after so many years of independence. Swami Vivekanand spoke of India's spiritual superiority over the West. The Silicon Valley recognised the genius of Indian software programmer, the Call Centres rewarded the English speaking and hard working youth of India. Yet another way to capitalize on the gains would be to exploit the country's History and Geography . There is on one hand the splendour of Nature and then there are majestic monuments, the marvels of artisanship and age old traditions of cuisine and clothing – delights that can cater to the tourist of every taste. The time has come for India to capitalize on its potential in Tourism

The aim of the present paper is to explore how to enhance the tourist delight through soft skills training in the country.

Key Words: Softskills, Heritage, Tourism , Consumer delight

Objective(s)

- To explore and find ways of brining tourist satisfaction and tourist delight through Soft skills Training

Introduction

Tourism is the sum of phenomena and relationships arising from the travel and stay of non-residents in so far as it does not lead to permanent residence and is not connected to any earning activity. (Hunziker & Krapf, 1942). India has always lived by the mantra 'Atithi Devo Bhavah'. Fahien, Huein Tsang, Ibn Battuta have been some of the most celebrated visitors to ancient India. Domestic tourism too flourished as old and young, rich and poor all undertook religious pilgrimages, to far corners of the country. The four dhams, the most sacred of Hindu temples, are located at four geographically opposed locations. Badrinath is in the lap of the Himalayas in the North, while Rameshwaram is in extreme south. Dwarka lies in

the West and opposite it is *Jagannath Puri*. So by virtue of necessity, even an average Indian since ancient times till date, travels the length and breadth of the country. Earlier they moved in caravans and family priests welcomed them and took care of the welfare of the old and the weary. The rich merchants of the towns donated heavily for building shelters and inns for the pilgrims. Emperor Asoka took it as a royal duty to plant trees and build inns for the comfort of the travelers. Thus a traveler was welcomed and looked after by the natives, out of good will, as well as by the diktats of the Dharma.

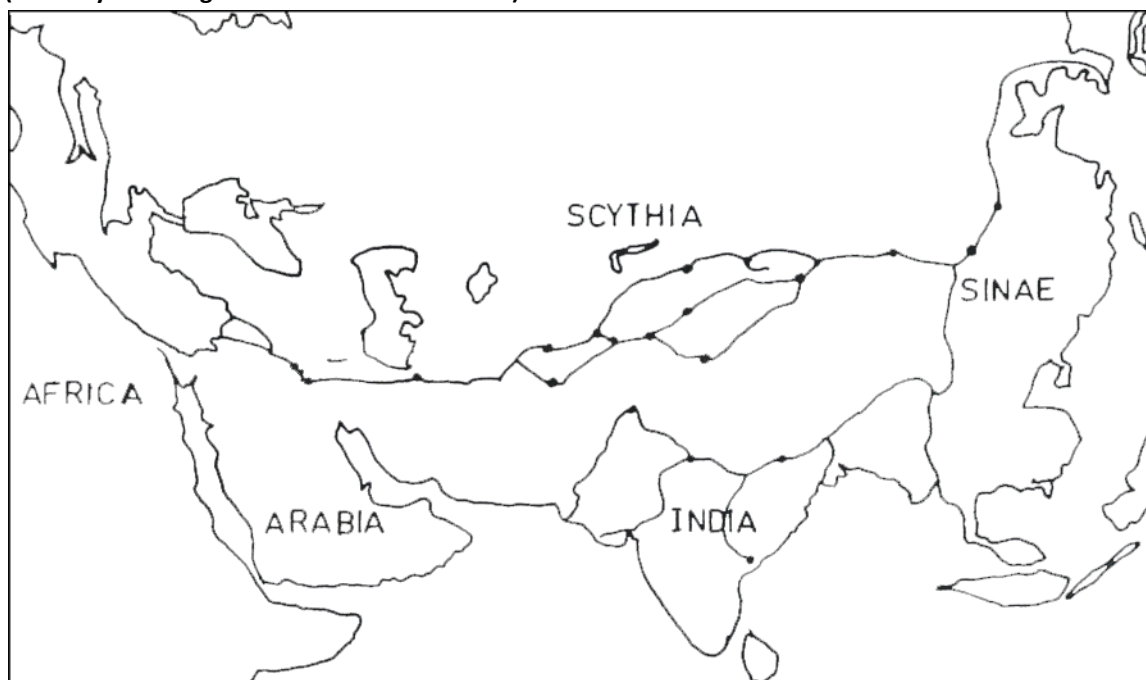
Travel through the ages

Food gathering is supposed to be the earliest reason for travel. Trade and commerce was also a strong driving force followed by religious and scholarly pursuits. History also documents that men travel to fight in wars and to satisfy their curiosity. Whatever the reason, from times immemorial, travel has held a fascination for men. In ancient

period, it was more of an unconscious, simple and non-formal activity. Two great milestones in the history of tourism are (a) the invention of wheel which improved speed and consequently distance covered and (b) the invention of money by Sumerians (Modern Iran and Iraq) which helped business transaction. While travel for trade and commerce seems to have originated in various parts of the world at almost around the same time, the Indian tradition of travel for religions and education is perhaps the oldest concept in the world. The great sages of the past retired to the lofty heights of the Himalayas or in deep *jungles* to meditate in their quest for spiritual enlightenment. Buddha – the enlightened one – also decided to share the truth which he had discovered with the peoples of the world, and travelled from one place to another spreading the message of truth and non-violence till he breathed his last. Lord Buddha left a large

Silk Route in First Century

(The only surviving landmark of ancient travel)



Map : 1.0

Mediterranean Sea to the Pacific Ocean. The route linked China, India, Persia, Mesopotamia, Egypt, Greece and Rome. Along the route, exotic townships and cities developed as trading centres. New Caravan Sarais, Mosques, Temples also came up to meet the demand of lodging facilities alongside the

number of disciples who traveled all over the world following his legacy of spreading the truth. One of his most famous disciples was emperor Ashoka, who sent preachers (dharmamahatras) including his son Mahindra, daughter Sanghmitra and sister Charumati to Sri Lanka, which led to the spread of Buddhism in almost all parts of Asia.

India has long been known as a country based on agricultural economy and the export of cash crops developed trade links with Java, Sumatra (Indonesia), China and other countries. During the Vedic age, manufacturing of steel from iron ore for weapons became another item of trade.

In the ancient world, India enjoyed the reputation of a wealthy country and was visited by travelers. There was a well developed Silk Route passing through India (Map - I). It consisted of a 12,000 K.M. stretch of land from

roads. Missionaries and scholars travelled to the distant corners of the continent with the silk route as their compass. The route fell into disuse with the downfall of the Roman empire and remained so till the 13th and 14th century when a Venetian trader, Marco Polo left Venice (Italy) in 1271 with his father

and uncle and travelled through Persia and Afghanistan to the roof of the world'- the Pamir Plateau. After crossing the Gobi desert, he reached the palace of Kublai Khan. In his voyage, he stopped in Sumatra, Java, India, and Srilanka. Another great medieval traveler was *Ibn Batuta*, who travelled in the fourteenth century from his birth place, Tangier to Arabia, Mesopotamia and Asia Minor. He traveled to India through Samarkand, and remained in the court of the Delhi Sultan Muhammad Bin Tughlaq for eight years (A.D. 1334-1342). He also visited the Maldives, Sri Lanka, Sumatra, Spain and Morocco.

In the 9th century A.D. the great reformer of Hindu religion *Adi Guru Shankaracharya* travelled from his birthplace at *Kalari* in Cochin district of Kerala to all directions of the country to spread the gospel of Hinduism. He set up four sacred haunts now popularly known as the *Chaar Dham* which all *Hindus* are expected to visit at least once during their lifetime- *Badrinath* (north), *Dwaraka* (West), *Puri* (East) and *Rameshwaram* (South). Millions of Indians over the centuries, traveled to these four sacred shrines of the country for pilgrimages.

Spa Tourism and formation of Seaside Resorts

The Romans were probably the first pleasure travelers in the world. They created excellent network of roads, transportation and communication system to manage the vast empire, which helped "travel" also. They travelled to see the temples in the Mediterranean area and the pyramids of Egypt and undertook journeys to medicinal baths called "Spas" and seaside resorts. The word Spa is derived from Waloon word "Espa" which means fountain and relates to a town in Belgium.

Inland Spa has its origin to the belief that mineral water has curative and healing properties and is good for health both for drinking and immersing in it (a theory which doctors advocated). The Greek had 'Asclepian Sanctuaries' for bathing of sick persons. The travelers coming to Spa required certain diversion from their main activity. Gradually, Spa centres added the facility of pleasure and entertainment and thus the culture of spa resort was born. Theatrical productions, athletic competitions, and other forms of entertainment became a part of activities at Spa resorts. The

subsequent development of Seaside resort is also linked with it. During the 18th century people started believing in the curative and medicinal properties of sea water. People started sea bathing and it was believed that sea bathing was much better than taking bath in inland spas. By 1865, there were large number of Sea side resorts which came into existence in England, France and central Europe. Formation of Sea side resorts paved the way for modern pleasure travel. Incidentally, the road network and its safety developed by 'Pax Roman' disappeared with the collapse of Roman Empire. Barbarians swept all across Europe and the great roads fell into disuse. In 1000 A.D. people again began to go around. But, majority was traveling solely for pilgrimage purpose and no one liked the idea of pleasure travel which in contrast is the basic foundation of modern tourism.

The Grand Tours

By the 15th century A.D. the great renaissance movement evolved in Europe and Italy became the intellectual capital of Europe. Cities like Paris, Rome, Florence, Venice, Naples and those located in the adjoining countries like Switzerland, Austria etc. once again became popular and travel to these towns became almost a fashion and mandatory and later came to be popularly known as the "Grand Tour". Next came the Industrial revolution which gave a totally new meaning to the concept and form of travel. Introduction of machines increased productivity and employment thereby raising the standard of living and providing ample leisure hours. This ultimately stimulated the travel tendency of human beings and introduced the concept of annual holidays in Europe coupled with increased affluence and surge in car ownership.

Railroad brought new destinations on the travel map. Thomas Cook, a preacher, organized the first railway excursion on 5th July'1841 between Leicester and Loughborough consisting of 570 people. . The railways provided firstever mode of cheap pleasure travel on a widely speeded network. It opened many locations to the townships.

Tourism Today

Tourism is usually related to 'sight seeing and visiting outside places for a couple of days' to a common man. Journey takes us away from home

turf and it gets memorable due to travel related experiences. A Persian poet Sadi said, "The benefits of travel are many; the freshness it brings to the heart, the delight of beholding new cities, the meeting of unknown friends and the learning of high manners." But, tourism is relatively a new phenomena as distinguishable by its mass character from the travel. Tourism is associated with movement of people, an identifiable industry, a sector of economy, services which need to be provided for travelers (Bagri, 1998).

According to an article written by Leiper, the young Duke of France signed a treaty with England in 1516 and rewarded some of his supporters by assigning the responsibility to make travel and accommodation arrangements on behalf of the visiting English. The name of the family entrusted with the job of making travel arrangement was 'de la tour'. It later got popular as 'taking a tour' amongst travelers. It was then extended to 'tourist' and finally to 'tourism'. So, the word evolved from a family name. The name of the person looking after transport arrangement was 'Tassis' and later on he became popular as 'Taxi'. In the 18th century, the word 'tour' in the sense of tourism got included in English dictionary. 'Oxford Dictionary' quoted that the word 'tourism' first appeared in English in 1811. It was derived from a Greek word 'tournus' – a tool that was round in shape. In 1963, United Nations (UN) adopted a resolution – a part of which is as follows:-

"Convinced that tourism is basic and most desirable human activity deserving the praise and encouragement of all governments. Recognizes the fundamental role played by tourism in national economies through the resultant economic benefits to the participating countries whose foreign exchanges are increased, and whose international trade is stimulated. Fully aware of the social, educational and cultural impact of tourism and of its significant contribution to the promotion of international goodwill and understanding and to the preservation of peace between the people."

Who is a tourist?

Defining in context of India, an international tourist is a visitor visiting India on a foreign passport for any purpose except the activity remunerated from within India or residing in the country. (Nepalese entering India through land route are excluded from transit category). The activities of persons travelling to and staying at a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Any person on a trip between two or more locations is known as a traveler." Access to different places is easier now due to tremendous technological changes and improved transportation. People have more time for leisure due to modern lifestyle based on machines and development of tourism infrastructure (Bezbaruah, 2000).

Travel in India

The tradition of hospitality continues to this day in India. An average tourist finds the natives helpful, hospitable and friendly. But over the years Tourism has emerged as an industry. Before the recession hit, Travel and Tourism was emerging as the top revenue earners for many countries. It provides employment to millions of people, directly and indirectly.

The Ministry of Tourism, Govt. of India launched the "Atithi Devo Bhavah" campaign under its ambitious programme to attract more number of tourists and the end-results speak volumes about the progress. The concept is aimed at capacity building for service providers and stakeholders in the tourism sector to make the tourists aware of the benefits in India and the need to treat them with traditional care and utmost courtesy. This has been further boosted by the New National Tourism Policy, which revolves round a framework – Government-led, private sector-driven and community-welfare oriented. The Tenth Plan approach to the sector is also aimed at ensuring that the tourist to India gets "physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feels India within him."

"Tourism is a service industry and if you are in the service industry you know what you are selling is customer satisfaction. Emphasis is placed

upon service performance and the product is the delivery of the service”.

India has a very diversified bouquet to offer to the tourists, catering to the moods and needs of diversified groups. India is a glorious country, and glorious are its traditions. Glorious are the monuments, the cities and villages, the geographical endowments, the music, dances and festivals. One talks of adventure sports, of medical tourism, of spiritual tourism, of wedding tourism, of golden triangles and wonders of the world. Then how come India, the people, annoy the tourists so much. How have we been voted as the second most unpopular tourists in the world? “The French, Indians, and the Chinese have been voted as the world's worst tourists by a group of 4000 hoteliers, in a survey conducted by online travel search engine Expedia”. (Abha Malpani, Jun 25th, 2008)

Softskills

Is it possible that the number of tourist inflow could actually increase if this negative picture is corrected? Scams, fraud, cheating, and even outright burglary apart, there are aspects of our behavior that scare off the tourists.

Here are some scraps collected from blogs/ letters/ reminiscences of Travelling in India that are posted on the net.

1. “Very annoying habit that, particularly with south Indians (lower classes), they almost laugh on your face and I have no clue what seems so amusing to them. I equate this one characteristic of theirs with racism in the west. You just need to be a tall white person or black or mongoloid speaking a funny sounding tongue to get laughed at”.

<http://www.indiamike.com/india/india-for-beginners-f122/what-indian-people-think-about-the-tourists-t3988/2/>

2. You might be forgiven for thinking that most Indians are deaf: everything is so loud that if deafness isn't the cause of the din, it'll soon enough be the effect.
3. India has to be the noisiest country I have ever experienced. Stereos only have one volume setting – *LOUD* – and Hindi music without distortion simply doesn't exist. Horns don't just blare; they make your ears

bleed. And as for the music itself, regardless of the singing, those string sections are designed to cut through any din, right to the base of the spine.

http://www.moxon.net/india/surviving_india.html

4. On my last visit to the south, I was approached by a woman who identified herself as an ayurvedic physician. She pointed to the freckles on my arm (I'm a white gal, red haired with lots of freckles, which multiply under the Indian sun) and said to me with such compassion, "I can get rid of those for you".....

<http://www.indiamike.com/india/india-for-beginners-f122/what-indian-people-think-about-the-tourists-t3988/2/>

5. If you are a tall blonde foreigner, I feel sorry for you because you will be the "circus come to town" on a pretty regular basis.

<http://www.indiamike.com/india/india-for-beginners-f122/what-indian-people-think-about-the-tourists-t3988/2/>

Further, challenges for tourism destinations are attitude and the motivational process of attitude changes reflected in public communication and the individual behaviour (Kelman, 1958). The answer to these grievances is soft skills. But imparting soft skills training to a population of one billion is a mammoth task. It can be done only piecemeal, and through awareness campaigns via the all pervasive media and that too over a long period of time.

However people in the hospitality industry, those in tour operating companies, and in hotels can be targeted first. They are the primary and most lasting interface with the tourist.

The need of the hour is for professionals in travel and tourism industry to fine hone their soft skills to communicate a more positive image to the rest of the world.

What are Soft Skills?

Soft skills is a sociological term for a person's Emotional Intelligence Quotient, which refers to the cluster of communication, lingual skills, personal habits, personality traits, social graces, friendliness, and optimism that mark us. (Career Opportunities News, 2002). Soft skills complement hard skills (part of a person's IQ), which are the technical

requirements of a job and many such similar jobs.

(http://en.wikipedia.org/wiki/Soft_skills#cite_note-0).

Some core areas in soft skills are:

1. Proxemics
2. Kinesics
3. Paralanguage
4. Manners and Etiquette

Proxemics is the science of spaces between individuals. All individuals like to have a personal space around them and intrusion is not welcome. The western world has more or less defined the space that individuals like to have with others, depending upon their relationship. A distance of 12-25feet is called the public distance and if complete strangers come closer than this ,an individual may feel anxious or uncomfortable.4-12 feet is the social distance and individuals feel comfortable if people they know socially stay within these limits. 18 inches to 4 feet is the personal space and only close friends and relatives are welcome here. Area upto 18 inches of the body is the intimate zone and other than family and very close friends, no one else can step this close without the other person stepping back. As guides, facilitators, hosts, the social zone is the ideal. This would keep the tourist at ease and not alarm him/her.

Kinesics: The body speaks volumes even if the mouth is silent. Intimidation, interest, hostility, warmth all can be communicated with body language. Body language reinforces our verbal communication and it is even more important in cases where the two parties do not speak the same language.

Body's posture both while standing and when sitting is very important to communicate professionalism. If a person is slumping, looking listless or else looking oily and well fed, burping loudly, he cannot evoke confidence in his audience. On the other hand a person bending slightly forward while listening, or standing with feet slightly apart , not in attention nor in a stretch, will communicate his willingness and enthusiasm in any given project. The western tourist finds the eastern nodding of the head very curious and mystifying. They read many things into the eastern nod, yes, no, don't know and could be much much more.

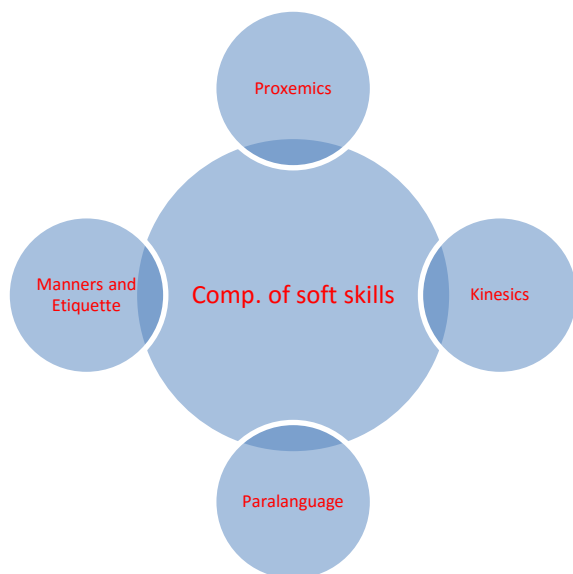
In fact a professional would thoroughly study the entire concept of body language in all its four aspects **of emblems, adaptors, illustrators and regulators**. Some of these are culture specific while others, though universal, are little known.

Paralanguage: As for the qualities of speech, the speaker should be wary of all the qualities of speech quite apart from the words themselves. Paralanguage deals with the speech qualities like volume, rate of speech, pitch, rhythm, pronunciation and enunciation. The western tourist to India is perplexed by the noise he encounters in India. Added to that if the person addressing them speaks loudly, he is considered rude. A shrill voice grates the ears of his listeners while many a comedy and tragedy is a result of errors in pronunciation.

Manners and Etiquette: When a foreign tourist visits another country, he does not hope to find a replica of his own country or civilization. The host ought to maintain and showcase his own culture, and traditions. Yet some common courtesies, some etiquette, some respect towards the foreigner would go a long way in winning the delight of the customer. This includes respecting their privacy, of not staring, of not barraging them with questions about their personal lives, of not persisting in requests, of forcefully feeding them etc.

"The tourism industry of India is based on certain core nationalistic ideals and standards which are: *Swaagat* or welcome, *Sahyog* or cooperation, *Soochanaa* or information, *Sanrachanaa* or infrastructure, *Suvidha* or facilitation, *Safaai* or cleanliness and *Surakshaa* or security." And yet the endeavourer has to go beyond the customer expectations. The mantra of the tourist industry has to change from customer satisfaction to customer delight.

It is not a question of surrendering your identity to the west. As the house keeper says in *To Kill a Mockingbird*, "Don't matter who they are, anybody sets foot in this house's yo' comp'ny and don't you let me catch you remarking on their ways like you was so high and mighty!" (Harper Lee 1997)



Soft skills vis-à-vis Tourism: Tourism is a service industry and deals with tourist's experience. Tourist experience depends on his communication with locals, guides, hoteliers etc. Accommodation Accessibility, Attraction and Amenities are considered for the development of a tourist destination; a less emphasized area yet equally important element is the availability of quality human resources of service providers. However, more emphasis is being stressed on upgrading the physical aspect (hard powers) rather than on developing these 'soft skills e.g. Kinesics, Paralanguage, manners and Etiquette of tourism development. Soft skills in tourism encompass a wide range of personality elements, from service providers and their way of operation, mannerism and behavior to the various ethical considerations that the tourism business entertains. Even within the periphery of these soft skill techniques, the limelight is focused on the principal suppliers like airlines and hotels and on service providers in the organized sector like the travel agents (TAs) and tour operator (TOs). Relegated (less importance) into the background or sidelined are the service providers at the grass root levels (unorganized sector) like the taxi drivers, the porters at the railway platforms, the policemen on Traffic Management duty, the lady at the immigration window, the bellboy who secretly

guesses the amount of tips he is likely to get, the salesman at the souvenir shop or the tour guides taking the tourists on a revelation journey. They are the ones who constitute the first line of direct interactions with the tourists themselves and yet ironically the ones most underestimated.

Identification of service providers on the basis of maximum/minimum interaction level with the tourists is an important step for planning training programmes that will benefit them and enhance their personality. The manner in which the primary service providers interact with the tourists is an important decisive factor that enriches the overall experience of the tourist's for the entire tour programme. Human emotions are subject to rapid fluctuations depending on how it reacts or responds to a particular display of behavior. The anticipation of an experience of a lifetime at the monument can turn into an uneventful episode if the expectant mood of the tourist is disturbed. The cause of disturbance can be anything- irritating driver, the indifferent bossy attitude of the person at the ticket counter, the endless number of tatus pestering you to buy their ware (thus making your movement uncomfortable) and so on. On the other hand, a customary half-hearted visit to the monument can turn out to be a memorable one if the tourist experiences pleasant interaction. A smiling appreciative comment about one's country made by the person issuing the entrance ticket can really make a difference and at times, though unrelated it can magnify the value and the beauty of the monument innumerable times.

A satisfied tourist is a powerful and free advertisement for a tourism destination and ensuring that the tourist forms a positive opinion, a lot of parameters have to be identified and their functioning synchronized to produce the desired satisfaction level. One of the major contributing factors towards a higher tourist's satisfaction level is the manner in which tourists are received and treated at the most primary level of interaction with the service providers at the host destination. This calls for an urgent need to polish and upgrade the servicing skills of these service providers. GOI's Capacity Building programmes are proficient means of accomplishing the same

TOURISM EDUCATION AND TRAINING

Indian Institutes offer graduate, post graduate level degree and diploma in tourism, travel, hospitality and aviation. More than 52 universities and 1000 institutes offer courses in this area. Few reputed institutes are Indian Institute in Tourism and Travel Management (IITTM), Institute of Hotel Management (IHM), National Institute of Tourism and Hospitality Management (NITHM) and universities like H.P. University, HNB Garhwal University, Devi Ahilya University, Bundelkhand University, Pondicherry University, Jammu University, Dr. Ambedkar University, Burdwan University offer these courses. Soft skill is a part of curriculum in all institutes/university run tourism and related courses.

Regular Courses: Travel, Tourism and Hospitality classes are conducted by more than 56 universities / government institutes. When the students of some of the more established colleges in this sector were asked about possible changes in tourism education to make it more viable and practical, the students suggested the following:

1. Emphasis on practical exposure
2. Language and Soft skills Labs
3. Input regarding use of IT
4. Visiting Faculty form the Industry

It is observed that students good in soft-skill are serving in the industry for longer time and they are satisfied.

Some of these institutes even offer foreign language classes but unfortunately, they are more a formality than a practical help to the students. There are no language labs . and the focus of the course seems to be to get good marks only. In foreign countries like Institute for Tourism, Macau has language lab even for graduate level students.

Service Providers (CBSP): CBSP's importance especially in the developing countries is illustrated by its presence as a separate budget line in the formal costing of the Millennium Development Goals (MDGs) presented to the 2005 UN 'millennium +5' summit in New York. The tourism and hospitality industry being service-based and infused with a host dynamic environment requires capacity enhancing measures to be taken up on a regular basis. Govt. of India established training institute e.g. IITTM, IHMs

and 8 Food Craft institutes all over the country to impart education and training in this area. Beside regular courses these institute's are also given the responsibility to organize CBSP programs with the basic aim of assisting the service providers with skills and knowledge required to service the tourists efficiently .Capacity Building refers to assistance given to individuals for general up gradation of performance ability. Realizing the fact that the regular programmes offered by IHMs, IFCs and other institutes in the private sector cater mainly to the organized sector, the HRD Ministry embarked upon formulating and implementing the Capacity Building for service Provider (CBSP) Scheme from the year 2002-2003 with the aim to provide basic training to the service providers in the Unorganized sector (and also several other categories in the organized sector). These programmes were intended to provide certain inputs that will improve their behavior and service levels. The CBSP scheme was designed to include the development of a system of certification and covered the following training programmes:

- i) Basic Skill up gradation in general for existing service providers
- ii) Training of Trainers Programmes
- iii) Awareness Programmes
- iv) Awareness of tourism benefits/knowledge in the rural areas
- v) Soft skill development in general for fresh candidates
- vi) Specialized skill development, including language courses for fresh as well as existing service providers

Service providers are also to be covered under the scheme: Information providers, Drivers, Government staff who come in contact with tourists, Supervisors, Guides, Travel Assistants, Manager for small Hotels, Bakers and Confectioners, Catering Staff, Meal providers, Tour Escort/ Assistant, Reservation and ticketing Assistant. House keeper, Event Management supervisor, Hospital House keeper, Interior Designer, Florist, Tourism Staff of Central and State departments, Tourism facility Planners and management staff Tourism facilitator/Runner, Foreign language, Bartender, Cooks, Stewards, Receptionists, Interpreters,

Naturalists, Rural Artisans/ Craftsmen/Entertainers etc. Nature of training (Area to be emphasized): Behavior Skills, First Aid, Presentation and Communication skills, Health and Personal Hygiene, Cleanliness, Basic nutrition values, Energy saving and nutrition saving techniques, Basic tourism awareness, Client Handling & Behavioural skills, skill development in general for fresh candidates, Specialized skill development, including language courses for fresh as well as existing service providers, Awareness programmes, Developing skills in product presentation in tourism etc.

A separate guideline for the scheme was prepared. Some of the important points highlighted in the 'Guidelines for the CBSP scheme' (revised version, 2006) are:

Technology- a catalyst in soft skill training:

Technology has been playing a very crucial role in soft skills. It has created a standard platform for a trainee as-well-as trainer. Multimedia labs are providing language softwares and virtual reality based programmes for manners and etiquette. India, there is requirement to develop type virtual reality sessions in tourism institutes. Govt. of *Madhya Pradesh* has created a virtual guide in collaboration with Air Tel to give right information with right presentation to the tourist.

Findings and Conclusion

Few important finding are:

1. There is requirement of training in soft skills at the grass root level like taxi drivers, porters, police personnel etc.
2. Students undergoing tourism courses must be given exposure to real or real like environment to develop them. In this area we could develop multimedia lab in the fashion of MYCIN (a decision support system for doctors based on artificial intelligence).
3. Students are given more exposure to theoretical inputs like tourism concepts, marketing, HR, history and less exposure to soft skill modules as visible from the syllabus of major universities and govt. institutes in the country. Even reputed institutes are teaching foreign languages e.g. French or German at the most. But,

unfortunately students require basic training of English. They need intensive training of speaking English in standard accent.

4. Tourism institutes do not have a separate module for soft skills. It is treated as a part of language. Students are usually not aware about manners and etiquette related issues, cross cultural gaps between India and western, Asian or other part of the world.
5. As tourism students can not learn many languages in short period of time, there must be more emphasis on non-verbal communication. So that they could deal tactfully with the tourists.

Therefore it is concluded that there is requirement of soft skills in the tourism. At present there is gap in planning stage and implementation stage.

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