International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

# To Enhance Expectations and Perceptions of Tourist Experience Through Upskilling and Reskilling

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**Abstract**

To enhance expectations and perceptions of tourist experience through upskilling and reskilling The evolution of technology has taken the educational sector by storm, The pace at which technological developments are happening students are thus exposed to education through technology rapidly. It is the need of educationist to move forward and upgrade their skills, re-develop their skills to stay in touch in pace with the next generation. The nature of teaching-learning processes, pedagogical systems, teaching styles, skill requirements of students as well as tutors, and the role of policymakers, administrators, as well as other stakeholders are going to change profoundly with the growing interventions of modern technologies. skill development and upgradation challenges can be met by continuous adaptations in teaching pedagogies, such as experiential learning, and flip classrooms, combined with vocational training. The goal further will be to empower teachers and facilitators to develop skill-based, outcome-oriented skills and courses, thus there is a need to develop and focus on these areas and strive to impart updated, relevant education to the younger generation.

**Keywords:** Tourism, Skill, Reskilling, Hospitality Industry.

### 1.1 Research Design

**Purpose:** The purpose of the study is to develop and understand the necessity of skill development in the Tourism sector.

**Approach -** This study is restricted only to the hospitality and tourism industry and does not cover any other industries.

**Methodology:** Data collection is qualitative in nature and cannot be quantified.

The study is based on observation and experiential methods and does not include any other data collection methods.

**Limitations:** This study is restricted only to the hospitality and tourism industry and does not cover any other industries.

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### 1.2. Review of Literature

New technological enhancement is transforming and changing the face of higher education. Technology-enhanced learning has taken on several different formats. Skog et al. (2018 p. 432) According to research, integrating technology with successful classroom techniques improves academic success, increases student learning, increases student satisfaction, and increases faculty acceptance (Missildine et al. 2013) E-learning or web-based learning

Research conducted on Their Effectiveness in Tertiary Education" by Kyong-Jee Kim and Curtis J. Bonk (2006) provides a comprehensive review of e-learning and web-based learning in tertiary education. The authors analyze the effectiveness of e-learning and web-based learning in comparison to traditional classroom learning and identify factors that contribute to their success or failure.

The study finds that e-learning and web-based learning are effective in improving student learning outcomes, particularly in terms of knowledge acquisition and retention. The authors note that e-learning and web-based learning can be particularly useful for adult learners who may have work or family commitments that prevent them from attending traditional classroom-based courses. However, the authors also note that the effectiveness of e-learning and web-based learning is dependent on several factors, including the quality of instructional design, the level of student engagement and motivation, and the level of support provided to students. The study also highlights the need for ongoing evaluation and improvement of e-learning and web-based learning programs.

The industry faces a range of challenges, including changing consumer preferences, technological advancements, and the impact of COVID-19. Several studies have highlighted the importance of upskilling and reskilling for tourism industry employees to remain competitive and adapt to changing circumstances. In particular, the development of digital skills has been identified as a key area for upskilling, with the increasing use of technology in the industry. One study by Buhalis and Amaranggana (2015) found that upskilling and reskilling programs that focused on digital skills were particularly effective for small and medium-sized tourism enterprises. Another study by Sigala and Gretzel (2019) highlighted the importance of upskilling and reskilling for tourism destinations, as they face the challenge of adapting to new technologies and changing consumer preferences.

In terms of specific training programs, the World Tourism Organization has developed a range of initiatives aimed at upskilling and reskilling tourism industry employees. These include the Tourism Online Academy, which offers a range of online courses on topics such as sustainable tourism and digital marketing, and the Skills Development Program, which provides training and certification for tourism industry professionals. Overall, the literature suggests that upskilling and reskilling are essential for the tourism industry to remain competitive and adapt to changing circumstances. The development of digital skills is particularly important, and there are a range of training programs available to support this.

Recent trends have led to the emergence of some prominent models, such as virtual learning (or virtual classrooms), flipped classrooms, blended classes, and the massive open online course commonly known as MOOC (worldscientific.com).

**Virtual Learning** - Virtual learning refers to an educational environment where students study a digital-based curriculum through the use of technology, such as computers and the Internet. This type of learning can be delivered in a self-paced (asynchronous) environment or in a real-time (synchronous) environment, where students and instructors interact in real-time via video or audio conferencing.

Virtual learning can take many forms, including Massive Open Online Courses (MOOCs), webinars, and virtual classrooms. It is often used as a way to provide flexible and accessible education to learners who

may not be able to attend traditional classroom-based courses due to work, family, or geographical constraints. One of the key benefits of virtual learning is the ability to personalize the learning experience for each student. Instructors can use digital tools to tailor the curriculum to meet the needs and interests of individual learners. Additionally, virtual learning can provide opportunities for collaboration and interaction among students from different parts of the world, promoting cross-cultural exchange and diversity, However, virtual learning also presents some challenges, such as the need for reliable technology and internet access, as well as the potential for reduced student engagement and motivation in a remote learning environment Overall, virtual learning is a growing trend in education, offering a flexible and accessible alternative to traditional classroom-based courses.

**The Flipped Classroom** - The flipped classroom is a pedagogical approach to teaching and learning that involves reversing the traditional roles of classroom activities and homework, In a flipped classroom, students watch pre-recorded video lectures, complete readings, or engage in other forms of independent learning outside of class, before coming to class to engage in collaborative, hands-on activities, discussions, and problem-solving exercises. The goal of the flipped classroom is to shift the focus of classroom time from passive listening to active learning, where students can apply their knowledge and skills in a supportive and interactive environment. This approach also allows teachers to spend more time engaging with students and providing personalized feedback, rather than lecturing.

Flipped classrooms can take many forms, from pre-recorded lectures to interactive online modules. They are often used in higher education, but can also be effective in K-12 classrooms Some of the benefits of the flipped classroom approach include increased student engagement, improved student-teacher interactions, and better student learning outcomes. However, the flipped classroom approach also presents some challenges, such as the need for students to have access to technology and reliable internet access, and the need for teachers to create high-quality digital content and activities.

Overall, the flipped classroom is a popular approach to teaching and learning that seeks to enhance student engagement and learning outcomes by shifting the focus of classroom time from passive listening to active learning.

**Blended learning** - Blended learning, also known as hybrid learning, is a teaching and learning approach that combines traditional face-to-face classroom instruction with online learning activities In a blended learning environment, students engage in a mix of in-person and online learning experiences, to enhance student engagement, flexibility, and learning outcomes.

Blended learning can take many forms, from a simple combination of online and in-person activities to more complex models that involve personalized learning pathways, adaptive assessments, and real-time feedback, Some examples of blended learning activities include online discussions, virtual simulations, and multimedia presentations.

The benefits of blended learning include increased student engagement, improved learning outcomes, and greater flexibility for students who may have work or family commitments that prevent them from attending traditional classroom-based courses, Additionally, blended learning can provide opportunities for personalized learning, where students can work at their own pace and receive targeted feedback and support from teachers. However, blended learning also presents some challenges, such as the need for reliable technology and internet access, the need for teachers to design high-quality online content and activities, and the need for effective communication and collaboration between teachers and students.

Overall, blended learning is a flexible and effective approach to teaching and learning that combines the best of both traditional classroom-based instruction and online learning activities.

**Massive Open Online course** - Massive Open Online Courses (MOOCs) are online courses that are designed to be open to a large number of learners from around the world. MOOCs typically provide free access to course materials, such as video lectures, readings, and quizzes, and are often delivered through online platforms such as Coursera, edX, and Udacity.

MOOCs can cover a wide range of subjects, from computer science and engineering to humanities and social sciences. They are often taught by professors from top universities around the world and can include interactive elements such as discussion forums, peer-reviewed assignments, and online assessments. One of the key features of MOOCs is their scalability, which allows them to reach a large and diverse audience. This makes MOOCs a popular option for learners who may not have access to traditional classroom-based courses, or who want to gain new skills and knowledge in a flexible and accessible format. Some of the benefits of MOOCs include the ability to learn at one's own pace, the ability to access high-quality educational content from top universities around the world, and the opportunity to connect with learners from diverse backgrounds and cultures. However, MOOCs also present some challenges, such as the need for self-discipline and motivation, the lack of personalized feedback, and the need for reliable technology and internet access. Overall, MOOCs are a popular and accessible way to gain new skills and knowledge and to connect with a global community of learners.

**Way forward** -Various technology tools and gadgets are being adopted from the industry. Chatbots and clickers are simple illustrations in this regard. Chatbots are conversational interfaces that indulge in instant communication respond to queries and enhance the experiences through technology. Using chatbots in HEIs can also promote smart learning. Chatbots perform two important tasks: they analyze a question and frame an answer. Chatbots can benefit HEIs by engaging users through personalized responses and providing information quickly and are available 24 × 7 × 365 which can provide information quickly. Classroom gadgets like clickers are common and prominent features of 'smart classrooms.' These clickers are instructional devices that enable teachers to capture and evaluate student responses to questions in the classroom quickly. Instant feedback on student assignments and comprehension, increased student attendance, focus, and participation, and enhanced exam performance are some of the benefits of using clickers (Keough 2012).

Higher education institutions should be prepared to offer students experiential learning, as technological disruptions are taking centre stage. Higher education institutions (HEIs) in India must learn to integrate technology into their teaching methods and curricula. Communication, negotiation, and relationship building are all human skills that play a role in career and capability growth and capacity-building.

**Experiential learning** - The teaching-learning process and its approach are drastically changing with the advent of Industry and associated technology. Experiential learning refers to the application of theory and academic content to real-world situations, whether in the classroom or the workplace. This helps to improve and enhance course-based learning outcomes that are specifically focused on employability skills. Students can gain knowledge through first-hand experiences instead of reading or being taught.

**Bloom's Taxonomy** - The six levels of Bloom's Taxonomy of Learning Objectives classify several skills that can be used to teach critical thinking. These include remember, understand, apply, analyze evaluate and create. HEIs should try to move away from conventional lecturing and other rote learning which focus on 'Lower Order Thinking Skills' (remember, understand, and apply) and strive to have pedagogies and content that enhance higher-level learning and development of 'Higher-order thinking Skills' (analyze, evaluate and create). So, the shift should be more toward facilitating the development of critical thinking

and creativity among students through greater emphasis on higher-order skills and application of knowledge.

**Assessment System** – testing higher-order skills, such as critical thinking, analytical skills, and conceptual clarity. More focus should be on assessment for learning which will promote students to learn in individual and distinctive ways. The traditional concept of a rigid distinction between curricular, extra-curricular, and co-curricular subjects needs to be dismantled. Instead, there should be a provision of multiple entries and exit options for students which will give much-needed flexibility to students to hone their skills and interests. The usage of AI can be helpful in the assessment of students' knowledge and potential. This will lead to a new level of understanding of the student's capabilities.

**Curriculum development** – Researchers and educationists in the field of Tourism should relook at developing a new curriculum. The curriculum contents will have to incorporate changes to support capacity building among learners through a more dynamic, technologically aligned, and comprehensive approach.

## Conclusion

Rather than treating the new-age technology as a threat, it must be treated as a friendly facilitator enabling the teaching fraternity, students, and management to impart quality education in a more focused, equitable, and effective way. HEIs urgently need to align and respond to revolutionary developments resulting from Industry, as they owe society the responsibility of providing future workforce and leaders to drive the revolution ahead. To make the most out of the Ed-Tech advancements educators, students and other stakeholders need to move out of the comfort zone of their conventional approaches and upgrade their skill levels to leverage technology in the most fruitful ways. They must apprehend, adjust, and answer the needs of present-age learners and the workforce. Faculty and students alike must own up to the responsibilities to develop skill sets and familiarize themselves with the ever-evolving technological tools to solve new-age problems in the most effective ways. The HEIs need to undergo a major turnaround, beginning with the reskilling and upskilling of educators to meet the requirements of tomorrow's workforce.

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