# IDENTIFYING THE STAKEHOLDERS AND
# THEIR ROLE IN TOURISM EDUCATION

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**ABSTRACT**

*Education is a conscious and objective effort for developing human resource to be a better person. Education cannot be separated by human life and their daily activities, including their activities in doing their leisure activities, recreation, and tourism. There are still limited studies that attempt to discover the relationship between tourism education and stakeholders of tourism education. With this view, the purpose of this paper is to explore stakeholder theory and examine its relevance and applicability to tourism education development. Hence, this paper focus on three aspects on the relationship between tourism education and stakeholders of tourism education, firstly, who are the different stakeholders in the tourism education system? Secondly, what is the role of different stakeholders in developing tourism education system? Thirdly, how stakeholders and tourism education institutions could participate in enhancing the better quality of tourism education in the frame of progressive world civilization and sustainable development?*

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**Keywords:** *Tourism Education, Stakeholders, Direct or Indirect Stakeholders, Role of Stakeholders.*

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## Introduction

The word stakeholder refers to a person who has an interest or concern in the work or organization at hand. Stakeholder in education typically refers to one who is associated with the welfare and success of an education system and its functions. This includes all parties that are directly affected by the success or failure of an educational system, as well as those indirectly affected. They may also be collective entities, such as local businesses, organizations, committees, government and more. We should understand the importance of stakeholders as they can take leadership responsibilities, or lend voice to ideas, opinions, and perspectives. We should understand that the role of every stakeholder is crucial for the development of an education System.

## Objectives

- To find out the different stakeholders in the tourism education system.
- To analyse the role of different stakeholders in developing tourism education system.
- To assess, how stakeholders and tourism education institutions could participate in enhancing the better quality of tourism education?

## Literature Review

Stakeholder Theory, elaborated by Freeman in 1984, or a stakeholder approach in the strategic management of an organization means introducing and implementing such a strategy that would satisfy the interests of all stakeholders. It can ensure the long-term success of the organization (Lapi a et al., 2013). When providing quality of higher education, Higher Education Institutions (HEIs) are affected by several stakeholders. In the context of Stakeholder Theory and quality of higher education, the authors

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have chosen the Input-Process-Output (IPO) model. At every IPO model stage, the stakeholders' impact is different. According to Angappapillai and Annapoorani (2012), Society' impact can be larger at the Input and Output stage because society assess quality of education through the prism of investments and results. Students are actively involved at the Process and Output stage, whereas faculty members assess quality of education in the context of the whole education system. Employers always assess quality of education by students' skills and ability to compete on the labour market.

**Research Methodology**

This study is a descriptive research, which is based on secondary data and personal observation of researchers. For this study, we have collected related research papers and reports to analyse the role of different stakeholders of tourism education system. Based on these papers, reports and personal observation we have prepared the findings and suggestions.

**Stakeholders of Tourism Education and their Role**

Let's take a moment to brainstorm who some of these stakeholders may be. University or Institution's board members, administrators, and teachers immediately come to mind. They each want their work to have a positive impact on students, and their jobs are directly affected by the success of the education system. Parents or society desire a successful education system for their children, while the students themselves have an interest in receiving a good education. So, there are the following stakeholders we have identified for the tourism education.

- Students (Present UG & PG Students and PhD Scholars)
- Faculty Members(Part Time or Full Time Faculty Members)
- University or Institution Administrators (Private or Public)
- Employees (Pass out Students from Tourism Education)
- Employers (High Level Managers, HR Managers, Entrepreneurs)
- Government (Central government, State government and Local government)
- Policy Makers(National and International Tourism Organisations)
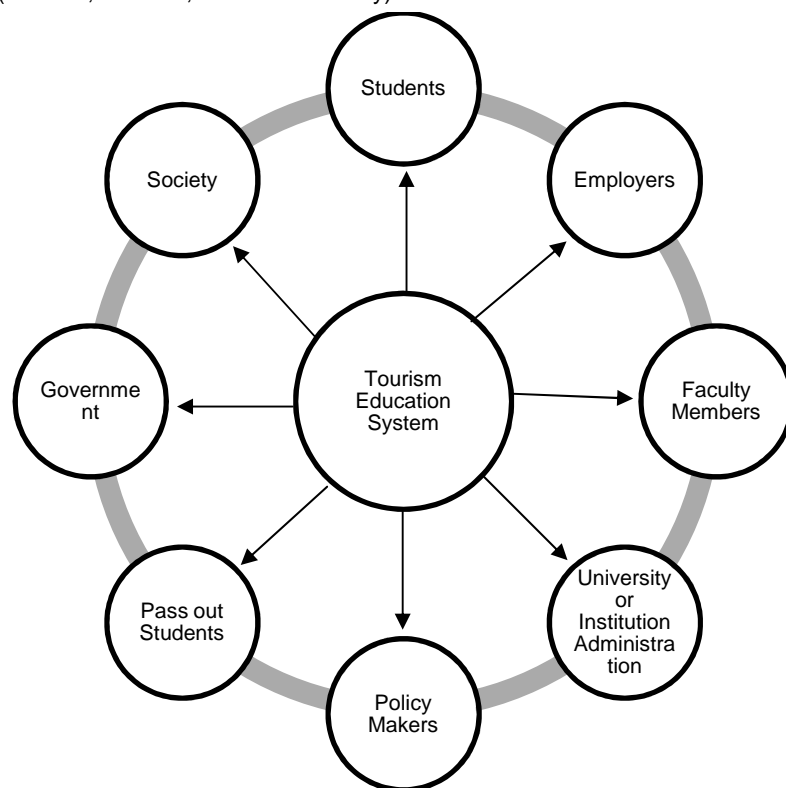- Society (Parents, Tourists, Local Community)



**Figure 1: Stakeholders of Tourism Education System**

Further we can divide these stakeholders in two group based on their direct or indirect relation with tourism education.

**Direct Stakeholders**

- Students
- Faculty Members
- Education Institution Owner
- Employees

**Indirect Stakeholders**

- Employers
- Government
- Policy Makers
- Society

**Role of Each Stakeholders**

- **Students:** Students are the part of direct stakeholders. We can't imagine education without learners. We can also say that they are the primary stakeholders and their interest matter the most. The whole education system evolves around students only. Even now a day's scholars are discussing about the student's centric education system, because whole education system is all about the development, progression and placement of students only. If we talk about the role of students in the tourism education, we can say that they should learn the skills, knowledges and experiences required in their field to work.

- **Faculty Members:** Faculty Members are the part of direct stakeholders. We can't imagine education without teachers. We can say that they are also the primary stakeholders and their interest also matter the most. The role of teachers in the tourism education are to teach the skills, knowledge's and experiences required in their field to work. Also be updated about the changes and innovation taking place in their field. A well-qualified and passionate faculty member are the assets for any educational institutions.

- **University or Institution Administrators:** University or Institution Administrators are the part of direct stakeholders. School administrators, who monitor the implementation of the curriculum, play a vital role in structuring and developing the institution and students. Furthermore, they are responsible for the providing learning facilities which are essential for teaching and learning. They are usually informed by teachers, students, and the community about the success of their teaching and learning. They can also employ the services of professional for evaluating the performance of the education.

- **Employees:** Employees are also part of direct stakeholders. They are the pass out students from educational institution. Their role is to be the link between academics and industry. They role is to make aware the institutions about the industry demand about the skills, knowledges and experiences from passing out students. They are also representative of those educational institutions from where they are passed out.

- **Employers:** Employers are the part of indirect stakeholders. We can also name them as recruiters. These people provide job opportunities to the passed-out students from the tourism education institutions. Their role is to assess the passed-out students on the basis of their knowledge, skills and experiences. Their views or assessment is very important for tourism education. Because those assessment give clear ideas to academician to prepare their students in such manner that they will be ready to work in the industry.

- **Government:** Government are the part of indirect stakeholders. Government role in tourism education is to shaping up. Government guidelines and rules really shape up any system (industry or education). For example, if government provide guideline for the criteria to work in tourism sector is mandatory educational qualification in Tourism. Then, both tourism industry and tourism education shape and nature will be change. That's why government role is very crucial in shaping up tourism education.

- **Policy Makers:** Policy Makers are the part of indirect stakeholders. Policy makers are the international and national tourism organisations which are working in the betterment of tourism sector. Their work and guidelines also affect the tourism education in many ways. For example, If any travel agency want to apply for IATA affiliation, they should must hire two employees who passed-out from IATA affiliated tourism institution.

- **Society:** Society is the part of indirect stakeholders. In fact, the community as a whole is a stakeholder in its education system. This is because local institutions educate future employees, business owners, and community leaders. A solid education program builds a stronger community by better preparing its students to be successful community members. Also, some time society attitude also matters. For example, Indian society have very low respect for the hospitality jobs. Because of that very few people prefer to opt tourism as their career choice. This kind of attitudes also affect tourism education in different society.

## Findings of the Study

Based on the literature review, content analysis and researcher's personal observation. There are the following findings of this study:

- Each stakeholder has an active role in tourism education. Some stakeholders are directly operating the tourism education and some stakeholders are indirectly managing the tourism education.
- Each one has different expectation and demand from tourism education.
- Also, each one has different issues and complain from tourism education.
- Tourism education need passionate students.
- Tourism education need well-qualified and passionate faculty member.
- Employees (passed-out students) are the best resource to connect with industry and placements.
- Employers are the best assessment tools for the tourism education.
- Government role is really important to shape up any industry or education system.
- Policymakers are the important component to manage tourism sectors and tourism education.
- Society attitudes towards tourism and hospitality sectors is very much important. It influences the human resource and market.

## Suggestions from the Study

If we want to improve tourism education, we must give attention to each stakeholder and their expectation from tourism education. For examples -

- Educational institutions may enrol only those students who are passionate and have hospitality-oriented attitude.
- Educational institutions may only hire well-qualified and passionate faculty members.
- Government may emphasize mandatory tourism qualification for working in tourism sector.
- Educational institutions may work upon alumni connection for better industry awareness and placements.
- Policymakers may ensure the job opportunity and betterment for tourism education through their tourism guideline.
- Both industry and academia may work together for more awareness and positive attitude toward tourism and hospitality sector in the society.
- Overall, each stakeholder may work together for the betterment of tourism education and tourism & hospitality sector.

## Conclusion

If we see all stakeholder's role, it seems each one is very important in its own self. Each one has either direct or indirect role. Each one has an active role either operating or shaping the tourism education system. The direct stakeholders are running and operation the tourism education, whereas indirect stakeholders are shaping and managing the tourism education. That's why, if we want to improve the tourism education system, we have to give attention on each stakeholder and their role.

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