

# Human Resource Management in Tourism and Hospitality Industry in India

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## ABSTRACT

Hospitality and tourism industries includes Hotel, Catering and Tourism Sector (HCTS). Being a service industry, the manpower is the blood of any tourism and hospitality organization. Tourism is promoted by the government because it offers the potential for creating jobs, generating income for the country and revenue for the government. Most job opportunities from airlines, hotels, travel agencies, handicrafts and cultural and other tourism-related activities. Currently Travel & Tourism provides employment to approximately 31 million (both direct & indirect) people throughout the country and this number is predicted to rise to over 40 million by 2019 and over 43 million by 2022. There are several human resource problems in the tourism & hospitality industry viz., shortage of quailed manpower, inadequate and inefficient training and education programs, working conditions in the Tourism Industry, lack of proper strategies and policies for HRD, low wages, high staff turnover.

Tourism in India accounts for 7.5 per cent of the GDP and is that the third largest exchange earner for the country. it's expected to tourism industry in India generate US\$275.5 billion by 2018 at a 9.4% annual rate of growth . The Ministry of Tourism plans to assist the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students.

**Keywords**– Foreign Exchange Earnings, Human Resource, Job Opportunities, National Tourism Policy, Training and Development.

## INTRODUCTION

The hospitality industry is one part of the larger travel and tourism industry that, in addition to hospitality, consists of transportation services organizations and retail businesses. The for - profit and not - for - profit operations within the hospitality segment share a standard goal: to supply lodging and/or accommodations including food services for people. The travel and tourism industry can be divided into three segments: transportation services, hospitality, and destination businesses. This text concerns one segment: hospitality. Lodging organizations within the hospitality segment include hotels, conference centers, destination resorts, camp and park ground facilities, and inns. The Government of India has shown some interest, though obviously not enough, in the promotion of Tourism Industry over the years, the Government has realized the importance of the skilled manpower in the field at different level to train and develop human resources. The government should set up a high power committee consisting of Human Resource Development professionals, professionals from the Tourism Industry, prominent economists and intellectuals to study and assess various aspects of HRD and conclude on a National Tourism Policy on HRD. Inadequate infrastructure is another factor of much concern for Indian tourism. As matter of fact, one of the major setbacks that the Department of Tourism has suffered is that its demand for substantial investments amounting to Rs. 45,000 crores which involves centre, states financial institutions and private sector to develop tourist infrastructure. Modernisation of Delhi and Mumbai airports is needed urgently. It s believed that the Department of Tourism has been unable to convince the Finance Ministry and the Planning Commission to grant adequate resources for the development of infrastructure. It is imperative on the part of the Department of Tourism to fight all the way to acquire those sources for integrated infrastructure development. For the upgradation of Human Resources there should be a career planning, career development and guidance mechanism to form employees conscious of the overall phases of their growth and development. it's the proper time to accord the status of tourism in priority thanks to increase in tourist arrivals and therefore the socio-economic benefits of the tourism phenomenon. According to the Economic Survey 2016-17, the world has the capacity to make large scale employment both direct and indirect, for diverse sections in society, from the foremost specialized to unskilled workforce.

A national tourism policy 2002 issued by Department of Tourism, Ministry of Tourism & Culture, Govt. of India highlighting the importance of the sector and the objectives of tourism development in the country. During 2016-17 the Ministry has sanctioned an amount of Rs 205.77 Crore and Rs.2330.82 crore under the schemes of PRASAD and SWADESH DARSHAN respectively.

## OBJECTIVE

The primary objective of this paper is to define the term employee engagement in context of Indian hospitality industry and how effective it is, in the present competitive environment. Beside these objectives major challenges of challenges of Indian hospitality industry is also been reviewed in this paper.

## METHODOLOGY OF RESEARCH

Research is a descriptive research. Research is based on secondary data. For the purpose of the study; an extensive review of literature has been studied. The data has been collected from internet. Also, related texts like textbooks, journals and other publications of professional were also consulted.

## CHALLENGES

The major problems and constraints facing human resources development in the tourism sector can be summarized as follows:

1. Shortage of qualified manpower, particularly at the managerial level, which poses a major obstacle to the overall development of the tourism sector.
2. Shortage of qualified and experienced teaching staff.
3. Shortage of training materials and facilities.
4. Lack of strategies and policies for human resources development in the tourism sector.
5. Difficulty in keeping pace with rapidly changing technological innovations and dynamic changes in the global marketplace.
6. Complexity of the multidisciplinary nature of tourism studies.
7. Gap between the training capacity of training/educational institutes and the actual need of the industry.
8. Shortage of higher-level programmes for management development.

Pessimistic views of HRM in tourism and hospitality  
 Generally tourism and hospitality has often struggled with negative perceptions about employment practices and conditions and this perception has often been matched by the truth. Keep and Mayhew (1999) for instance within their review of the talents issue in the tourism and hospitality industry suggest the industry features a number of personnel problems, including: generally low wages, unless skill shortages act to counter this (e.g. chefs).

- unsocial hours and shift patterns that are not family friendly.
- overrepresentation of women and ethnic minorities in low-level operative positions, with better paid, higher status and more skilled jobs filled by men, pointing to undeveloped equal opportunities policies in the sector.
- poor or non-existent career structures and use of capsulized seasonal employment.
- over reliance on informal recruitment methods.
- lack of evidence of good practice personnel/HRM practices.
- little or no trade union presence.
- high levels of labour turnover.
- difficulties in recruitment and retention of employees.

Recognizing this reality of poor employment practices, Riley et al. (2000) argue that economics is that the key determining factor for HRM policies and practices in tourism and hospitality. This economic imperative creates a short-term perspective on managerial deciding and strategy in reference to HRM, and also means management are more likely to deploy a weak internal labour market.

## OPPORTUNITIES

The World Tourism and Travel Council (WTTC) have recently notified India together of the fastest- growing tourist economies within the world as per the statistics provided by World Travel and Tourism Council (WTTC) within the past 7 years contribution of Indian Tourism industry (Direct and Indirect Impact) in GDP has increased from Rs 958.17 Billion to Rs 2190.24 Billion and employment within the industry has increased from 21.9 Billion to 25.6 Billion, the expansion in Indian tourism industry both in terms of Tourist Arrival and exchange earning is remarkable. Indian Tourism registered a growth over 104% over a period of 10 years from 1997 to 2007 in terms of Foreign Tourist Arrivals (FTA). The estimated number of FTA in 2007 touched 5 million as compared with 4.45 million in 2006; moreover, the exchange earning registered a growth of quite 300% over a period of 10 Years from USD 2.88 Billion in 1997 to USD 11.96 Billion in 2007. The phenomenal growth in economy has cause increase in income , change in spending habits and demographic structure; increasing affordability thanks to numerous holiday packages and cheaper air fares, has resulted during a rapid climb in outbound tourist traffic; which grew at a rate of 25% over the last three years and has seen a growth of quite 160% over the last 10 years from 3.73 million to approx 10 million in 2007. the planet Travel & Tourism Council estimates that the Indian Travel & Tourism (T&T) industry will post Rs 4,412.7 billion (US \$ 91.7 billion) of economic activity in 2009, growing to Rs. 14,601.7 billion (US \$ 266.1 billion) by 2019 registering a nominal compounded annual growth of 12.7%.

## CONCLUSION

HRM involves managing manpower so as to enhance individual, group and organizational effectiveness. it's important to manage human resources as they assist within the prosperity and progress through the committed and artistic efforts and competencies of their human resources. HR management as "planning, organizing, directing and controlling of the procurement, development, compensation, integration, maintenance and separation of human resources to the top that individual, organizational, and social objectives are accomplished." HRM emphasizes mainly on the accomplishment of individual or personal objectives of the workers (e.g.: promotions), encouraging team work, attaining higher profits, social development, etc. Recruitment and maintaining good people are essential to the success of each organization, whether profit or non-profit, public or private. it's important that organizations, manage human resources on endless basis, thanks to the growing expectations of employees. HRM encourages team work, facilitates career development and makes an attempt to make the proper environment to develop careers of managers within the organization. A healthy environment can occur only the working relationships between all the workers are established, resulting in an overall development of each individual employee also because the organization on an entire. Deming (1982) once remarked- "Abundance of natural resources isn't a requirement for prosperity. The wealth of a nation depends on its people." HRM also looks into the grievances and issues faced by the workers and industrial relations. Thus HRM acts as a fuel for the graceful functioning of a corporation and its overall development and progress and HRM practices play an important role within the successful human resource management and development in hospitality industry.

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