



HUMAN RESOURCE PRACTICES IN INDIAN TOURISM SECTOR

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ABSTRACT

Indian Tourism is emerging as a sunrise sector yester years generates services, products, foreign currency and facing image problem due to large scale migration of human resources to other sectors. The Tourism Industry is facing several problems and most effective way of resolving the same is making them available the quality human resource. Inadequate management of human resource, unhappy incidents of touting and harassment of tourists have contributed to poor visitors' experience. The human resource

practices are still lacking professionalism in Indian Tourism sector. Low payment, Long working hours and Improper training more so for Grey and Blue coller employees are the key challenges which make this sector unattractive, which need to be addressed in order to reduce attrition. Human Resource Management is in the centre of sustainability-oriented tourism development initiative. Hence, the proper management of human resource is vital for the success of tourism sector in India.

KEY WORDS: Grey and Blue Coller Employees, Human Resource,

Human Resource Management, Tourism Training.

INTRODUCTION

Tourism is one of the most important economic activity in India today, because it directly generates services, products, foreign currency, employment and investments. In countries where tourism has become flourishing service industry, it has a far-reaching economic and social impact on national development.

Tourism has various dimensions in various aspects like economic, social, demographic, technological, geographical, cultural, natural, and so many fields. The rapid growth rates in the industry have a direct impact on tourism employment and human resources (HR) development. The need to develop and train the required human resources specially Grey and Blue coller employees in various segments of the tourism industry has been widely recognized.

Human Resource Management can be regarded as the foundation for the tourism sector to acquire competitive advantage. To accomplish all goals in tourism human resources in public and private sectors must be empowered in order to win customer's satisfaction. This will attract more tourists and lead to

earn more income. The Human Resource Management (HRM) function includes a variety of activities, and key among them is deciding to staffing needs and to hire employees to fill these needs, recruitment and training of the best employees and ensuring that they are high performers.

HUMAN RESOURCE: UNIQUE ASSETS

People are in the centre of organisational dynamics and treated as valuable assets. Organisations are made up of people run by the people and work for the people, without people no organisation can exist. People at work constituting Human Resources (HR) specially Grey and Blue coller employees and it is combined effort of human resources the other resources are utilized for attaining organisational objectives. For creating a performing organisation and to sustain peak performance, human resource orientation need has been recognised.

Human Resource is the unique resource holds key position in an organisation. Proper and effective utilization of human resource is the mantra of organisational success. Human dynamics plays pivotal role in surmounting obstacles, defusing complex situation and achieving organisational goal. It is universally recognised that the effectiveness with which human resource are coordinated and utilised is directly proportional to the organisational success. In tourism the task of management is to ensure high quality and competent human resource specially Grey and Blue coller employees by proper motivation and management.

INDIAN TOURISM INDUSTRY: AN OVERVIEW

Today, tourism is the largest service industry in India, is expected to increase to US \$275.5 billion by 2018 at a 9.4% annual growth rate. It is ranked the 14th top tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites. The India travel and tourism industry ranked 5th in the long-term growth and is expected to be the second largest sector in the world by 2019. India is likely to become major tourist destinations in the coming five years.

India is known for its friendly treatment to all visitors, no matter from where they come from. Its visitor-friendly traditions, varied life styles, cultural heritage, colourful fairs and festivals held abiding attractions for the overseas tourists. Despite the economic slowdown, medical tourism in India is the fastest growing segment of tourism industry.

Human Resource Management in Indian Tourism Industry

The key factor for the success and survival in tourism is human resource. Human Resources with its knowledge, skills, abilities and motivation contribute new values in this sector. Human Resource Management in tourism includes all activities from planning, making choices and arrangement of human resources depending on the needs and strategy of work. Professional training plays instrumental role in the process of human resource management. In planning for human resources it is essential to make a good plan about what type and what degree of education, knowledge and skills are necessary for each position in tourism. To reduce the large amount of unqualified human resources in tourism industries engaged in this sector should make a plan for professional training for their human resource specially Grey and Blue coller employees in order to enable them to acquire new skills and knowledge. Along with proper planning, training, human resource management should give focus on motivating their employees for capitalising them and making Indian tourism industry best in class.

India is a unique destination for domestic and foreign travellers. It is a country with great values. The saying "Athithi Devo Bhava" welcomes and pleases the foreign arrivals. The simplicity, flora and fauna of the villages of India are appreciated by foreign tourists. Good number of foreign travellers arrives to India to learn Yoga and spend time at an Ashram. The historical and architectural sites of the country welcome people from all around the globe. The handicrafts particularly carpets, jewels, ivory, brass work are eye catching. The sports events, educational facilities, IT industries, world class hotels, cultural events, festivals, fairs etc. grab foreign tourist towards India.

Foreign Tourists Arrival in India During 2000 to June 2016

Foreign Tourists Arrivals in India			
Year	FTAs in India	FTAs in India (In Millions)	Annual Growth
2000	2,649,378	2.64	6.7%
2001	2,537,282	2.54	-4.2%
2002	2,384,364	2.39	-6.0%
2003	2,726,214	2.73	14.3%
2004	3,457,477	5.46	26.8%
2005	3,918,610	3.92	13.3%
2006	4,447,167	4.45	13.5%
2007	5,081,504	5.08	14.3%
2008	5,282,603	5.29	3.9%
2009	5,167,699	5.17	2.2%
2010	5,775,692	5.78	11.8%
2011	6,31,241	6.31	9.2%
2012	6,577,745	6.57	5.3%
2013	6,967,601	6.97	5.9%
2014	7,68,163	7.68	10.2%
2015	4,45300	4.5	6.8%
2016	8,94,212	8.9	11%

Source: Bureau of Immigration, Govt. of India, for 2000- June 2016

With the changing nature of tourism and growing specializations, only smiles, communication skills and courtesy of human resource will not serve the purpose. Tourism is a growing industry in India. Several constraints like long working hours, low payment, poor job status make employment unattractive to many in this sector.

There is a pressing need to maintain common minimal standard to upgrade skills to acceptable level across national tourism. Acute shortage of skill and poor manpower planning has been the feature of Indian Tourism Sector. The need for skills, knowledge and vision is being felt more and more today. With new offers and services emerging in tourism the need for adequate qualified staff becomes even more critical.

The Challenges

The emerging new tracks of tourism, no doubt, has created tremendous opportunities but at the same opened door of dissatisfaction among human resource. There are number of challenges concerned to human resource management in Indian Tourism Industry. Shortage of Qualified human resource, lack of proper strategies and policies for human resource development, make this sector unattractive. Supply of competent and skilled human Resource is the biggest challenge before Indian Tourism Industry. The people working in this sector specially Grey and Blue collar employees are highly uneducated, unmotivated, unskilled and unproductive. Lack of standardized HR Practices, have resulted in high attrition rates and dissatisfaction in employees. The tourism industry is facing various challenges relating to human resource practice. The role of management is very crucial in recruiting and selecting right kind of people who can be valuable asset for the tourism sector. The tourism industry in India is becoming more competitive. The industry is challenged by growing demand for customers, international competition, unskilled human resource and uncoordinated training. The tourism management courses offered in the universities are hybrid in nature. There is a mismatch of tourism education with industry requirements. Multi-skilling and newly emerging areas in tourism like eco-tourisms, rural tourism, religious tourism, medical tourism are increasing the demand for flexibility in existing skill-sets of human resource.

The Way Ahead

By 2020, Indian Tourism Industry is expected to contribute Rs. 8,50,000 crores to the GDP according to the World Travel and Tourism Council. It means that every man, woman and child could become richer by Rs. 7,000. India is to realize its full potential from tourism. Indian Tourism Industry has got a major boost because of the booming IT and outsourcing industry with increased number of business trips made by foreigners to India.

According to the Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009:

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.
- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.
- Capital Investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth US\$ 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

Therefore, tourism industry should give focus on that-

- There is need for refresher training courses for the staff specially Grey and Blue coller employees of the tourism industry. Proposals for running such courses by private institutions including non-governmental organisations should be encouraged and supported.
- The need to create more tourism based opportunities especially to the local people who are trained and completed their tourism based activities and courses.
- Tourism being a highly labour intensive industry. There should be an effective HR Practises with both public and private sector participation to develop human resources to meet the requirements of the industry.
- Tourists sometime face harassment from taxi drivers, hotel owners, shop-keepers, vendors and other during their visits to various destinations. In order to ensure safe travel and thereby enhance the attractiveness of the place for tourism, the Government should with the help of local authorities, exercise closer supervision over the activities of the service providers at the different gateways and tourist destinations by setting up tourist help desks.
- The importance of Human Resource Management for Tourism Industry is increasingly being realized. There is a need to mobilize the human resource with the purpose to enable them to participate in the task of organisational development and nation building.

CONCLUSION

Indian Tourism sector is one of the most important service sectors of the Indian economy. Its contribution to employment generation, Gross Domestic Product, Foreign Exchange earnings is tremendous and significant. India is a unique destination for domestic and foreign travelers. India is a country with great values. The saying "Athithi Devo Bhava" welcomes and pleases the foreign arrivals. The simplicity, flora and fauna of the villages of India are appreciated by foreign tourists. Huge number of foreign travelers arrives to India to learn Yoga, meditate or spend time at an ashram. The historical and architectural sites of the country welcome people from all around the globe. Tourism is a service industry and here the customer is not only buying a service or a product but he is also experiencing and consuming the quality of service which is reflected in the performance of human resources. The success of this industry depends on the Quality of human resource. The real human resource challenge for the tourism industry is recruiting, training and retaining human resources specially Grey and Blue coller employees

with right skills, knowledge and attitude. The industry stakeholders need to ensure proper human resource management practices for making this sector top in class.

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