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Manpower Requirement in Tourism & Hospitality Sector – A Study of North East India

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ABSTRACT: The north east region of India has great attractions for tourists. Tourist flow to the various tourist spots of region is increasing and hence the demand for hospitality and tourism related services are also increasing. The hospitality and tourism industry is competitive in nature which has created the requirement of competent manpower to meet the needs of modern day tourists. This paper makes an attempt to study the present situation and future requirements of manpower in Hospitality & Tourism sector of north east India.

KEY WORDS: Human Resource requirement in Tourism, Hospitality, North East

I. INTRODUCTION

Government of India promotes north east India's tourism by describing the region as "Paradise Unexplored". Truly, all the eight states of north east India is blessed with fantastic natural beauty, unique weather with beautiful cultural and historical heritage, rich wildlife, magnificent river islands and people with warm hospitality. Due to the presence of such attractions, both state and central govt. have taken initiative to promote the tourism potentialities of north east India. But, there is competition in the hospitality and tourism industry. Tourist destinations all across the world lure tourists. Those tourist destinations which are sought after by tourists offer excellent services to tourists through various tourism service delivery channels. Modern day tourists are aware about the quality of service and facilities that they can expect from hospitality and tourist establishments. Therefore, in a tourist destination, tourists want good quality services and facilities. This has created huge demand for skilled and competent manpower in the industry. From the point of view of marketing a tourist destination, harmonious behaviour and efficiency of people working in hotels, resorts, travel agencies, point of tourist attractions etc. plays a great role in bringing delight to tourists that visit a tourist destination.

II. LITERATURE REVIEW

Many studies have already been carried out in this domain. In a study, Helavalada Wajiga and Julius Tumba Ndaghu (2017) studied the manpower planning for effective utilization of human resource in an organization. In their study they found that through manpower planning organizations can use their human resource optimally. The growth and success of any organization greatly depend on the effective planning and utilization of its human resource. Ananthalakshmi Mahadevan and Fadumo Ahmed Mohamed (2014) in their research paper studied the impact of human resource management on performance of employees. In their study they found that the three most important factor in human resource management in improving employee performance are training, compensation and performance appraisal. Philmore Alleyne, Liz Doherty and Dion Greenidge (2006) made a study on approaches to human resource in Barbados hotel industry. The study revealed that adoption of human resource practices are prevalent in the hotel industry of Barbados. The study also showed that the HR practices in Barbados in many aspects are ahead of HR practices seen in developed countries. Bholanath Dutta (2011) in his book on International Tourism Management highlighted that, trained manpower in the tourism industry is scarce. However in his book he stressed that increased business in the tourism sector will demand more trained human resource to cater to the need of the industry. Dr. Sandeep Malik and Vivek (2018), in their research work found that in the scenario of globalization and competition human resource

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development is must for the success of the tourism business. The study also emphasizes that human resource should be trained to contribute for the requirement of the tourism sector.

III. OBJECTIVE & METHODOLOGY

The objective of this study is to see the present scenario and future requirements of manpower in Hospitality & Tourism sector of north east India.

This work is based on secondary data collected from govt. records and publications. Descriptive research methodology has been adopted in this research paper.

IV. DISCUSSION

The north east India is attracting increased number of tourists to its various tourist spots with improvements in communication infrastructure and publicity. With the increasing tourist flow, the demand of skilled manpower to serve tourists in various tourist establishments particularly in hotels and restaurants has increased. But, only 2.3% of the people working in such establishments have formal skill training. In absence of skilled people, tourism and hospitality industry in the region is managing the manpower requirement with unskilled, untrained people. The following table shows the employment intensity and profile of people working in hotels.

Table – 1: Employment Intensity and Profile of People – Hotels

Particulars	Employment Intensity*	Profile of people employed
Five, Four Star/Heritage Hotels	174	Mostly highly trained/skilled with hotel management degree/diploma
Three, Two & One Star Hotels	122	Managers & supervisors are generally highly Trained / skilled. Junior staffs are just graduates or even SSC pass/dropouts
Other Hotels in the Unorganised Sector	22	Very few trained manpower. Most of the employees consist of untrained manpower

Source: Ministry of Tourism, Government of India; *Employees per 100 rooms

It has been seen from the above data that only the star category and heritage hotels in the region have people with formal degree or diploma in the relevant field.

Table - 2: Employment Intensity and Profile of People – Restaurants

Particulars	Employment Intensity*	Profile of people employed
Conventional restaurants	26	Generally half of the persons employed in kitchens of conventional restaurants, cafes and fast food outlets are diploma holders either from private hotel management
Cafes	31	

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Fast food outlets	32	institutions or Food Craft Institutes. 10-20% of people in F&B Service are Hotel management degree/diploma holders
Dhabas / Bhojanalayas	26	Employ unskilled manpower

Source: Ministry of Tourism, Government of India;*Employees per 100 chairs

Table - 2, shows that there is dearth of skilled manpower in the restaurants and food outlets of the region. The people of the region are not fully aware about the job and entrepreneurial opportunities in the hotel and restaurant sector.

Since the tourism sector of the region is growing day by day, therefore demand for competent human resource in the tourism and hospitality sector is growing rapidly. The following table -3 gives a clear indication of the growing requirement of human resource in the said sector.

Table 3: Human Resource Requirements in Hotels, Restaurants and Tour Operators (in '000s)

	2008	2012	2018 (Estimated)	2022 (Estimated)	Incremental (2008-2022)
Hotels	1289	1869	2939	4065	2775
Restaurants	2112	2481	2639	2834	723
Tour Operators	129	164	220	273	144
Total	3530	4514	5798	7172	3642

Source: Ministry of Tourism, Government of India

With the improvement in communication networks as well as economic activities more and more people are visiting north east region. As a result number of tourists in tourist spots of the region is increasing. Again, due to govt. policies for encouraging tourism & hospitality business in the region the sector is witnessing a steady growth. This also indicates higher demand of human resource in the sector in future.

In such a scenario the region will have to systematically take an approach toward enhancing the supply of skilled manpower to meet the demand of the industry. However, it is seen that the number of educational institutions offering academic programmes on tourism and hospitality management is very less in the region. Another surprising fact is that, the number of institutes offering skill development programmes of NSDC (National Skill Development Corporation) in the tourism and hospitality sector is inadequate. The tourist establishments due to unavailability of trained workforce give employment to untrained people which severely affect the service quality of such establishments.

V. CONCLUSION

Understanding the fact that there is dearth of trained and competent human resource in the tourism and hospitality sector, govt. should take initiative to make almost all educational institutes offer academic programmes and training courses in tourism and hospitality management. Govt. tourism departments may conduct training programmes for existing employees of the tourist establishments and hotels. While keeping nominal charges, such courses can be made mandatory for anyone who wants to work for hotels, restaurants, resorts etc. The region will be able to compete in today's competitive tourism and hospitality industry if these sectors can be managed by competent professionals.

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