

Employment Opportunities and Challenges in the Hotel and Tourism Sector

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ABSTRACT

Hospitality is an umbrella term covering an assortment of ventures, including Travel agencies, Hotel, Inns, Resorts, Clubs, Cruises, Railway and Airline catering services. It additionally alludes different sort of organizations that offer services. Tourism and hospitality sector is one of the largest employment generation avenues in India and helps in inclusive growth of the country. Hotels are the main component of Tourism product; they become a great source of revenue generation. Indian Accommodation sector is also blossoming with the aim of providing contemporary standards of facilities available in hotels, which leads to employment generation. As Hospitality industry growing day by day the competition for the survival has been getting tougher, it is very crucial to analyze challenges faced by industry in recent scenario. The aim of this research paper is to explore various employment opportunities and challenges in the Hospitality and Tourism Sector. Various journals, articles and research papers have been referred to find out the same.

Keywords: Hospitality, Tourism, Challenges, Opportunities.

INTRODUCTION

Hospitality industry is one of the fastest growing sectors in the global era. It bring together people with different culture by breaking all the barrier. India is a developing country and here tourism industry has generated a number of employment opportunities for the people of this country. It is growing in an exceedingly sturdy manner and become one of the key drivers of development of any country in the world. In hospitality sector the tourism and hotel industry is growing globally at an awfully quick pace that creates wide opportunities for employment and economic growth.

It alone is a multi- billion dollar enterprise and it is experiencing the rare growth trend, as hospitality industry growing day by day, it's very important to take initiatives to solve various issues and challenges faced by the industry in recent scenario.

Employment Opportunities in the hospitality and tourism Sector

Hospitality is an integral sub- section of the tourism industry. The hospitality industry spans over a wide array of sectors ranging from hotels and restaurants to casinos and airlines.

The scope of the hospitality and tourism management in India included:

Hotel and restaurant management: This industry keeps your doors open to work in hotel as well as chain restaurants. Reputed restaurants these days prefer to have hospitality graduates who possess the right skills and techniques.

Cruise management: Cruises combine both transport and accommodation. The purpose of cruise is to provide a luxury hotel experience while afloat, combined with travel to exotic and interesting destinations. Cruises offer activities both onboard and on land, such as games and musical productions.

Travel agency: Travel agencies arrange transport and accommodation for travelers. They have specialized consultants who work with individual clients to tailor a suitable package, which include lodgings, activities such as yours and travel arrangements such as plane tickets.

Hospital and Catering Management: Today hospitals prefer to have housekeeping managers and a qualified front office staff for the general management and upkeep of the hotels. So hospitality graduates are given utmost preference for these positions.

Railways: Today IRCTC prefer hospitality graduates to work in various projects as things have become more specific.

Airlines: Huge opportunities await for hospitality and tourism graduates in the airline sector. Cabin crew, customer service, airline ticketing and other areas of airlines industry are open for the hospitality professionals.

Travel Agencies & Tour Operators: There are various types of specialized Travel Agencies and Tour Operators Companies offer to hospitality professionals like Domestic Tour Operators, Adventure Tour Operators, Inbound Tour Operators, Outbound Tour Operators, Religious Tour Operators, and Medical Tour Operators etc.

Meetings, Incentive, Conferences & Exhibition Industry: Various events related to various industries happens in India as well as abroad in which the tourism management students are given preference.

Tour Escorts: Students of tourism management gets huge opportunities in domestic as well as international tour escorting.

Education: Tourism and hospitality professionals can opt for teaching at school level as well as at College and University level after fulfilling the required qualification.

Challenges in the Hospitality and Tourism Sector

Innovative Technology: Hospitality and Tourism require certain innovation in their technologies to make the stay and experience of the customer's more memorable and worth value. There are certain technologies still present but according to the available resources more can be done with innovation.

Reputation Management: With continuous harm to the image of the industry we need certain market policies that build the reputation of the hotels.

Retaining and finding talent: Having a perfect personnel for the job kind is difficult. Various channels are used by the HR for the recruitment. Candidates need to undergo the various screening before finalizing the candidate. Even after finalization of the candidate it's difficult to retain the good talent due to competition in the market.

Personalizing client's experience: In today's time more preference is given at personalizing the experience of the customer's.

An increase in the international Tourism: With the increase in the Interns tourism challenges have arises in front of the Indian hospitality industry to meet the global standards.

Human resource development: Some of the services required in the tourism and hotel industries are highly personalized, and no amount of automation can substitute for personal service providers.

Global Uncertainty: Terror attacks are the example of global uncertainty; there are other areas also which needs concern such as geopolitical relations, governmental travel restrictions and currency exchange rates. The industry needs to take a proactive approach in addressing these issues and their potential impact.

Branding Issues: The Industry is facing brand issues which leads to increased competition between the brands and create diverging interests between owners and brands. It becomes a challenge to instilling authenticity of local culture into brand standards.

Financial Viability: There is a significant amount of capital currently flowing into the hospitality industry. Not only are investors betting on a strong recovery, but also in some cases they are not performing realistic projections and investment analyses. Should expectations not materialize, then sub-par returns could damage the overall financial credibility of the lodging industry.

Safety and Security: The threat of terrorist attack remains a major concern for the industry. Hotel operators must make every effort to protect their guests while encouraging tourism.

Distribution Channel Management: It is a challenge must be viewed in a much broader context than in the past. Whereas most hospitality organizations have devoted extraordinary efforts to managing electronic channels, a broad-based distribution management strategy now must consider to a focus on the most profitable customer.

Airlines in the 21st Century: It is important to closely monitor the fundamental changes occurring in the airline industry and their potential impact on the hotel industry for the viability of the hotel industry depends greatly on airline lift capacity, service and convenience in travel as well as the cost of airline travel.

LITERATURE REVIEW

A National tourism policy was designed in 2002 which increased the India's share in the World Tourism from 0.4% to 1% within five years. The National Policy was based on six key indicators which are as follows:

- Information
- Welcome
- Facilitation
- Cooperation
- Cleanliness
- Infrastructural development.

Tosum (2001), through his study examined about various challenges prevailing in the tourism sector. He further states that developing nations do not have any option but to supply their growing tourism sector even if the tourism practice adopted by them are sustainable or not. It is not necessary that the tourism model followed by developed countries will be beneficial for the developing nations as well.

Stephen J. Page, Joanne Connell (2006), in their book talked about the amount of potential tourism sector posses when it comes to employment generation. They also examined the various determinants of employment bin hospitality and tourism sector.

Ajola. O.A (2008), found in her studies that development of tourism in an area leads to unemployment reduction, generation of the foreign exchange and it also improves the living standard of the people.

Bhatia A.K(2010)in his book states the economic significance and historical dimension of tourism.

Shalini N Tripathi and Masood H. Siddqui (2010), in their study stated that with the evolution of leisure with time hospitality and Tourism Sector have become the global activities. India possess a great potential when it comes to the development in hospitality and Tourism sector.

Aguayo Eva (2011), analyzed in his paper that the tourism leaves an economic impact on the industry .By using the econometric model he established a positive impact on the tourism service and employment sector.

Lanumuia (2012), through his article examined about the kind of impact tourism industry would have on the process of development of tourism sector and the overall development.

According to T. Subhash (2015), stated that over the years travel and Tourism has been a growing industry. Tourism industry in India has become a sun rise, an industry with great level of employment generation and a great source of foreign investment generation.

CONCLUSION

Through this study it can be concluded that Tourism has great impact on the economy. Students have various career opportunities after they finish their education in Tourism industry like they can work with travel agencies, in hotels, in the retail sector etc. Apart from the private they have opportunities in the government sector as well. The challenges include requirement of the innovative technologies, reputation Management by the hotels, Retaining and finding the right talent, personalizing the clients experience and many more. The current changes in the labour market present opportunities as well as challenges for the hospitality sector. Like other sectors, the hospitality sector must work to attract and retain skilled individuals and build the capability of their workforce.

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