



Human Resource Challenges in Tourism Industry in India

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ABSTRACT

Worldwide, the tourism industry currently employs more than 200 million people. The most significant feature of the tourism industry in India is its capacity to generate large-scale employment opportunities. It offers the potential to utilise natural resources and adds value to the local architectures and environments of many areas. However, a special feature of tourism is its ability to employ large numbers of women and young members of the workforce. Most job opportunities from airlines, hotels, travel agencies, handicrafts and cultural and other tourism-related activities. But, salaries paid by the tourism industry are comparatively far less than the other industries like BPO's and I.T. Tourism sector comprises mostly of small and medium sized enterprises where HR practices are not standardised, lack of professional approach is resulting in high employee dissatisfaction and it reflects a poor image of the tourism sector. Inefficient training and education programmes are discouraging the competent and talented people to prefer the tourism industry as a career option which is resulting in less supply of manpower. Tourism development requires a number of HRD strategies aimed at the tourism industry personnel, sustainability based work culture, professional, ethics are basic to sustainability in tourism. The industry-people and government should take the initiative to promote travel, tourism industry amongst all the stakeholders. This paper discusses the importance of human resource in the tourism industry, human resource challenges faced by tourism industry, the best practice in the tourism industry and remedies for improving the HR practices in the tourism industry.

KEYWORDS: Human resource, Skill development, Tourism industry, India.

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