

THE NEW AGE HUMAN RESOURCES IN INDIAN TOURISM – ROLE AND EFFECTIVENESS

V.Ramanathan, B.Sc., M.B.A., (Ph.D.)
Assistant Professor,
Department of Management Studies,
SCSVMV University, Enathur, Kanchipuram,
Tamilnadu, India

A. Vanitha, B.Sc., M.B.A., (Ph.D.)
Assistant Professor,
Department of Management Studies,
SCSVMV University, Enathur, Kanchipuram
Tamilnadu, India

ABSTRACT

“Man” blessed creation in the earth carries happiness and worries at different circumstances from the childhood to old age. Both the happiness and sadness in man naturally underlies the basic need system of sharing in the environment of this real world comprises of family, friends, colleagues and society at large. Besides the emotional psyche of man being, the practicality of man life needs occupation, prestige & social image, recognition and welfare. Since the material world demands more efficiency at different situations; they interact and encounter with environment, comprehensive knowledge, articulate ideas, enhancing skills and favourable attitude which man can inculcate by the way of meeting others in different part of the world, sharing their experiences, understanding their culture, values and ethos that prevails. Life becomes more interesting and dynamic for any man in the world only by experiencing the various elements around him and understanding him. Man needs are highly diversified and progressive attitude that stimulate and demand for various products, services which are available. Today’s reality help the men beings as a form of consumer to access the product and services with the support of advent technologies. The restless man life deprives leisure and entertainments by the way of meeting others, visiting places, understanding the wonderful creations, accumulating social and experiential knowledge. Tourism is the oldest profession which updates to the modern society and as a part of any man life devotes materialistic value with aesthetic environmental creation. Today’s modern man life is vested with mechanisation and stress at different level irrespective of their age, gender, occupation, family system and geographical conditions. Avoiding pain and stress, man requires movement from one place to another for the purpose of occupation, entertainment, learning, health management, recreation and so on. Tourism is the tenet, which helps the man to manage their emotional integrity and material adage. This paper tries to derive and understand the tourism and its background, growth of tourism in general and India in particular, the various sectors involving in tourism industry, the employment and deployment of manpower in tourism and its related sectors, the present position of manpower in tourism sector, the efficiency of tourism related employees and their contribution, the deficiency among the various sector of tourism industry while utilise and channelize manpower and remedies to revitalise the energy of man resources which help them to elevate their efficiency and in turn achieve tourism to the height of overwhelming brand image in general and India in specific.

Keywords : Experiential Knowledge, Deployment of Manpower, Efficiency in Tourism, Brand Image, Material Adage, Health Management, Advent Technologies, New Age Resources.

TOURISM – AN OVERVIEW

Voyage a special notion practiced by our ancestors and gave it to us a part of life oriented phenomenon, which helps us to recreate, learn and earn sources available in the form of materials, in formations, creations, and exchanges of value. Voyage, which we make in our life time is beneficial to individual, to the society where we attached and the economy, belong. In contemporary scenario, traveling just has monetary or business connotations. In this aspect any voyage with comprehensive supports of administrative support with commercial entity, is known as “Tourism”.

The word tourism refers a kind of travel for the purpose of recreational, leisure or business. According to world tourism organisation tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." Tourism has become a popular global renowned activity. ** In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US\$944 billion (Euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%.** Tourism is the form of activity always faced a kind fluctuation with reference to the visitors, arrivals, transportations and monetary transactions. All the countries in the globe have its own special referable destinations, activities, actions and events, which are generally labelled as “tourism” and “attractive landmarks”. Every country irrespective of its value additions in its existing tourism system and operations: undergone to the level of fluctuations with economical background of that country as a core. Virtually it has to be accepted that any change in the economical scenario of the world and country in particular always shows a cascading effect on its tourism activities.

Tourism is vital for many countries, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

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occupation, entertainment, learning, health management, recreation and so on. Tourism is the tenet, which helps the man to manage their emotional integrity and material adage. This paper tries to derive and understand the tourism and its background, growth of tourism in general and India in particular, the various sectors involving in tourism industry, the employment and deployment of manpower in tourism and its related sectors, the present position of manpower in tourism sector, the efficiency of tourism related employees and their contribution, the deficiency among the various sector of tourism industry while utilise and channelize manpower and remedies to revitalise the energy of man resources which help them to elevate their efficiency and in turn achieve tourism to the height of overwhelming brand image in general and India in specific.

Table No: 1.1: Inbound Tourism Statistics

Foreign Tourists In India (Number)							
	2001	2002	2003	2004	2005	2006	2007
January	283750	228150	274215	337345	385977	459489	532088
February	262306	227529	262692	331697	369844	439090	498806
March	248965	225558	218473	293185	352094	391009	444186
April	185338	155378	160941	223884	248416	309208	333945
May	151098	132998	141508	185502	225394	255008	267758
June	176716	143100	176324	223122	246970	278370	310104
July	224432	186432	225359	272456	307870	337332	377474
August	196517	161477	204940	253301	273856	304387	360089
September	162326	151721	191339	226773	257184	297891	325893
October	181605	212191	260569	307447	347757	391399	440715
November	209685	243566	290583	385238	423837	442413	510987
December	NA	NA	319271	417527	479411	541571	575148
Total	2282738	2073025	2726214	3457477	3918610	4447167	4977193

*NA: NOT AVAILABLE

Table No 1.2 Percentage Changes in Foreign Tourists' Arrival

	2002/01	2003/02	2004/03	2005/04	2006/05	2007/06
January	-19.6	22.0	23.0	14.5	19.0	15.8
February	-13.3	13.1	26.3	17.3	18.7	13.6
March	-9.4	1.6	34.2	25.2	11.1	13.6
April	-16.2	5.0	39.1	16.5	24.5	8.0
May	-12.0	0.2	31.1	23.8	13.1	5.0
June	-19.0	27.5	26.5	16.0	12.7	11.4
July	-16.9	22.5	20.9	7.3	9.6	11.9
August	-17.8	26.91	23.6	6.9	11.1	18.3
September	-6.5	26.11	18.5	11.4	15.8	9.4
October	16.8	22.11	18.0	7.0	12.5	12.6
November	16.2	19.40	32.6	7.8	4.4	15.5
December	NA	NA	30.8	11.0	13.0	6.2
Total	9.2	13.1	26.8	13.2	13.5	11.9

*NA: NOT AVAILABLE

SOURCE: Ministry of Tourism of India, Vol – I, Hand book of procedures, 27th August 2009- 31st March'2014.

The above tables 1.1 and 1.2 show the visit of foreign tourist in India between the periods of 2001 to 2007. From the presented data it is inferred that every year the number of tourist from abroad visiting various our country for different tourism purpose is getting increased, in order to offer a quality tourism service to visitor has become imperative in country's point of view. So adding of more skilled manpower resources in Indian tourism sector becomes vital.

NEW TOURISM PRODUCTS

Eco-Tourism

Some of the tourists evince keen interest in nature. There is abundant natural wealth in India viz. Hill stations, waterfalls, forests, bird sanctuaries and beaches. A separate Eco-Tourism Wing has been established in Indian Tourism, headed by a Senior Officer of Indian Forest Service. The vision is to make India a world renowned destination specialising in sustainable tourism through focused efforts on creating synergy among all stakeholders, encouraging capacity building and public-private partnerships with revenue generating models.

Rural Tourism

Rural life is totally a new phenomenon for the urbanites who have not been to the villages striving with life and pulsating with idyllic environments. Many children born and brought up in cities do not have exposure to rural life and this makes their personality incomplete. Therefore, Indian Tourism is keen to market rural areas to urban dwellers to change their mind set and make them understand the significance of agriculture and allied activities. This will not only give them a different experience, but also make them highly empathetic when they grow up. The Ministry of Tourism, Government of India has partnered with the United Nations Development Programme (UNDP) for Endogenous Rural Tourism as pilot projects for capacity building. Within prescribed limits, the Ministry of Tourism funds the hardware projects, Government of India and the funds for capacity building are provided by the UNDP through Ministry of Tourism, Government of India.

Adventure Tourism

India has been traditionally identified as a place for spiritual experience due to its astronomical numbers of temples and outsiders seldom know the greener aspects of India. By and large, the people above middle age visit India by virtue of this image, despite our potential to lure the youth for various adventurous destinations.

Medical Tourism

India is one of the leading medical destinations in India. A large number of corporate hospitals and specialised Government hospitals make our State world renowned for cost effective treatment and post-operative facilities. There is no waiting time for the patients. The cost of treatment is less compared to the Western and other countries. The patients can convalesce at their convenience in the hospitals. Specialised doctors and well equipped Para-medical staff have made this possible by their dedicated efforts. Medical Tourism and the need for tapping provide better facilities to the local population.

Creative Tourism

Creative Tourism has existed as a form of cultural tourism since the early beginnings of tourism itself. Tourism is providing avenue for creative tourism in the annual Trade Fair by facilitating the students of Government Fine Arts College to participate in painting portraits of visitors to the Fair and to make them earn while they learn.

Educational Tourism

Educational Tourism developed because of the need to update knowledge and technical competency outside the classroom environment. Indian Tourism is keen to promote this initiative by joining hands with several educational institutions.

Dark Tourism

One emerging area of special interest in tourism has been identified as Dark Tourism. This type of tourism involves visits to dark sites such as battle grounds, scenes of horrific crimes or acts of genocides. For example, Concentration Camps. In Haryana, Gurushetra is being publicised as a dark tourist spot and in Punjab, Jalian Walla Bagh. However, in Tamil Nadu, a few places where brave people sacrificed their lives to espouse the cause of independence of our country have been identified and memorials have been constructed to commemorate their contribution.

TOURISM IN INDIA

The subcontinent of India lies in south Asia, between Pakistan, China and Nepal. To the north it is bordered by the world's highest mountain chain, where foothill valleys cover the northernmost of the country's 26 states. Further south, plateaus; palm-fringed beaches border tropical rain forests and sandy deserts.

Side by side with the country's staggering topographical variations is its cultural diversity, the result of the coexistence of a number of religions as well as local tradition. Thus, the towering temples of south India, easily identifiable by their ornately sculptured surface, are associated with a great many crafts and performing arts of the region.

In the desert of Kutch, Gujarat, on the other hand, a scattering of villages pit themselves against the awesome forces of nature, resulting in Spartan lifestyles made vibrant by a profusion of jewellery and ornamental embroidery used to adorn apparel and household linen. In the extreme north is the high altitude desert of Ladakh. Local culture is visibly shaped by the faith - Buddhism -as well as by the harsh terrain. Yet another facet of Indian culture is observed in the colourful tribal lifestyles of the northeastern states of Nagaland, Mizoram, Tripura and Manipur with their folk culture.

India's mountains provide heisting, river running, mountaineering and trekking. Its beaches provide lazy sunbathing as well as wind surfing and snorkelling, and its jungles provide shooting wildlife -with a camera.

India's history goes back to 3,200 BC when Hinduism was first founded. Buddhism, Jainism, Sikhism, Judaism, Zoroastrianism, Christianity and Islam all exist within the country today. As a consequence of India's size, the history of the country has seldom been the same for two adjoining territories, and its great natural wealth has lured a succession of traders and foreign influences to it, each having left their imprint in the country, however faint or localized. Thus, Chinese fishing nets in Kerala are a throwback to that country's ancient maritime trade, while in the north; terra-cotta figurines of the centuries BC bear distinctly Greek traces.

Modern India is home alike to the tribal with his anachronistic lifestyle and to the sophisticated urban jetsetter. It is a land where temple elephants exist amicably with the microchip. Its ancient monuments are the backdrops for the world's largest democracy where atomic energy is generated and industrial development has brought the country within the world's top ten nations. Today, fishermen along the country's coastline fashion simple fishing boats in a centuries old tradition while, a few miles away. Motor vehicles glide off conveyor belts in state-of-the-art factories

Travel through Indian states and cities bring to light, the cultural and the geographical richness of India. We provide you a glimpse to the richness of tourism in India with information on all the major tourist destinations of India and tourism services of India that will take care of all your problems while you are in India.

Tourism in India was seen as a mere service sector for a long time. It has now been recognised as an export industry due to its multiple advantages. Though Tourism gained importance belatedly, it has grown at a rapid pace and enhanced its share in international tourist arrivals as well as in foreign exchange earnings. Now, it is one of the largest service industries in India, with a contribution of *6.23 per cent to

the national GDP and 8.78 per cent *of the total employment in India. According to World Travel and Tourism Council, India will be a tourism hot spot from 2009 to 2018 having the highest ten-year growth potential. The Travel and Tourism Competitiveness Report 2007 ranked tourism in India sixth, in terms of price competitiveness. Aggressive marketing, synergised development of tourist infrastructure, dovetailing the resources of various departments, motivating stakeholders, inculcating tourist friendly culture, exploring new avenues like medical tourism and adventure tourism in the last four years have helped Indian tourism to achieve more than twenty per cent annual growth.

*Economic Times, Ministry of Tourism, Page 8, August’2009

Tourism industry has the unique advantage of generating employment for skilled, semi-skilled and unskilled persons. It ensures inclusive development for the locals. India has got enormous potential to be tapped. In India, the international tourist arrivals have crossed only five million as against a population of more than one hundred lakhs that is a negligible ratio. India's share of international tourist arrivals is 0.6 per cent. India's share in international tourism earnings is *1.24 per cent*. The diversity of tourism products, increased period of stay and better spending avenues have contributed to increase in tourist spending. India’s domestic tourism accounts for 4.6 per cent in arrivals as compared to global - domestic tourism. The foreign exchange earnings through tourism during 2009 was *Rs.54, 960 crores* . A modest increase of 0.6 per cent will translate to fifty lakhs more foreign tourist arrivals and additional *Rs.54, 960 crores* in foreign exchange earnings. This can be achieved with least impact on ecology and environment. It is therefore imperative that tourism sector should be a priority sector and promoted in a big way.

*Economic Times, Ministry of Tourism, Page 8, August’2009

Table No 1.3. International Tourists Arrivals to India

YEAR	2001	2002	2003	2004	2005	2006
Arrivals from Region/ Country						
USA	329147	348182	410803	526120	611165	696739
UK	405472	387846	430917	555907	651803	734240
Canada	88600	93598	107671	135884	157643	176567
Germany	80011	64891	76868	116679	120243	156808
France	102434	78194	97654	131824	152258	175345
Australia	52691	50743	58730	81608	96258	109867
Italy	41351	37136	46908	65561	67642	79978
Japan	80634	59709	77996	96851	103082	119292
Malaysia	57869	63748	70750	84390	96276	107286
Singapore	42824	44306	48368	60710	68666	82574
Nepal	41135	37136	42771	51534	77024	91552
Sri Lanka	112813	108008	109098	128711	136400	154813
Netherland	42368	31669	40565	51211	52755	58611
China	13901	15422	21152	34100	44897	62330
South Korea	27150	29374	35584	47835	49895	705407

*NA: NOT AVAILABLE

SOURCE: Ministry of Tourism of India, Vol – I, Hand book of procedures, 27th August 2009- 31st March’2014.

Table No 1.4 Outbound Tourism Statistics

Destination Wise Outbound Travel of Indian Nationals						
	2000	2001	2002	2003	2004	2005
Canada	52071	54742	55492	57010	68315	77849
USA	274202	26967	257271	272161	308845	344926
Bangladesh	74268	78090	80415	84704	80469	86231
Maldives	10616	8511	11377	11502	10999	10260
Nepal	96995	63722	65743	86578	89861	95685
Pakistan	66061	58378	2618	7096	19658	59560
Sri Lanka	31860	33924	69960	90603	105151	113323
Malaysia	132127	143513	183360	145153	172966	225789
Singapore	346356	339813	375658	309446	471196	583543
Thailand	224104	206132	253110	230316	300163	352766
China	120930	159361	213611	219097	309411	356460
Australia	41452	48227	45022	45597	55603	67951
Hong Kong	131368	161752	193705	178130	244364	273487
Japan	38767	40345	45394	47520	53000	58572

*NA: NOT AVAILABLE

SOURCE: Ministry of Tourism of India, Vol – I, Hand book of procedures, 27th August 2009- 31st March'2014.

Table No 1.5 Statistics of Indian National Going Abroad

Statistics of Indian National Going Abroad		
Year	No of Outbound Indians	Percentage Change over the previous year
2000	4415513	7.3
	4564477	3.4
2002	4940244	8.2
2003	5350896	8.3
2004	6212809	16.1
2005	7184501	15.6
2006	8339614	16.1

*NA: NOT AVAILABLE

SOURCE: Ministry of Tourism of India, The Gazette of India, Extraordinary, Part-II, Section-3, Subsection II (Page.No.504), edited by Ministry of Civil and Tourism, 2008

The Indian tourism attracts both internal (Domestic) as well as international tourist for the purpose of pilgrimagation and devotion, recreation, health aspect, environmental, cultural learning and for education. The reason for the growth of Indian tourism vested with the following reasons.

- The consuming power of individuals throughout the world has increased and in specific the demographic profile of consumers changes in general and in particular in India. Especially the income pattern through out the world has been changed.
- The family system and the nature of family web has reframed from joint to nuclear
- The mammoth penetration of technology and media bring forth volume of information across the globe.

- The domestic infrastructural development viz. road, accommodation, pollution control, modernisation rejuvenate of tourist spot has augmented the intake of more number of tourist both from domestic as well as international places.
- The growth of both inbound and outbound logistics
- The recent flexible policy structure and regulations of government of India towards tourism sector
- Nowadays the tourism sector of India is being viewed as a separate industry entity which attract more investment both from Indian corporate and Foreign Direct Investments (FDIs)
- The allied sector of tourism industry emerges with professional cum commercial business entity
- The revamped service cum marketing strategies offered by Department of Tourism of India help to elevate the sector to the global outlook
- Branding of Indian tourism like **“Incredible India”** makes tourist to aware about the benefit of visiting many places in India for different purpose.
- The emergence of tourism activity as a separate academic discipline (as a course of degree, Post Graduation Degree, Diplomas) in core and allied activities like tourism management, catering management, event management, hospitality management, administration, HRM, Aviation management, hotel management etc, brings assetable employees with professional training to serve for tourist customers and help the concern industry to retain tourist customers.
- Promotion of tourism as a “Product cum Service Mix” helps the industry to bring tourist from both domestic as well as international level.
- The effective Employee Relationship Management (ERM) and Customer Relationship Management (CRM) with professional ethical line help the industry to pave the growth way for Indian tourism.

Integrated Connectivity of Indian Tourism Industry and its Allied Sectors

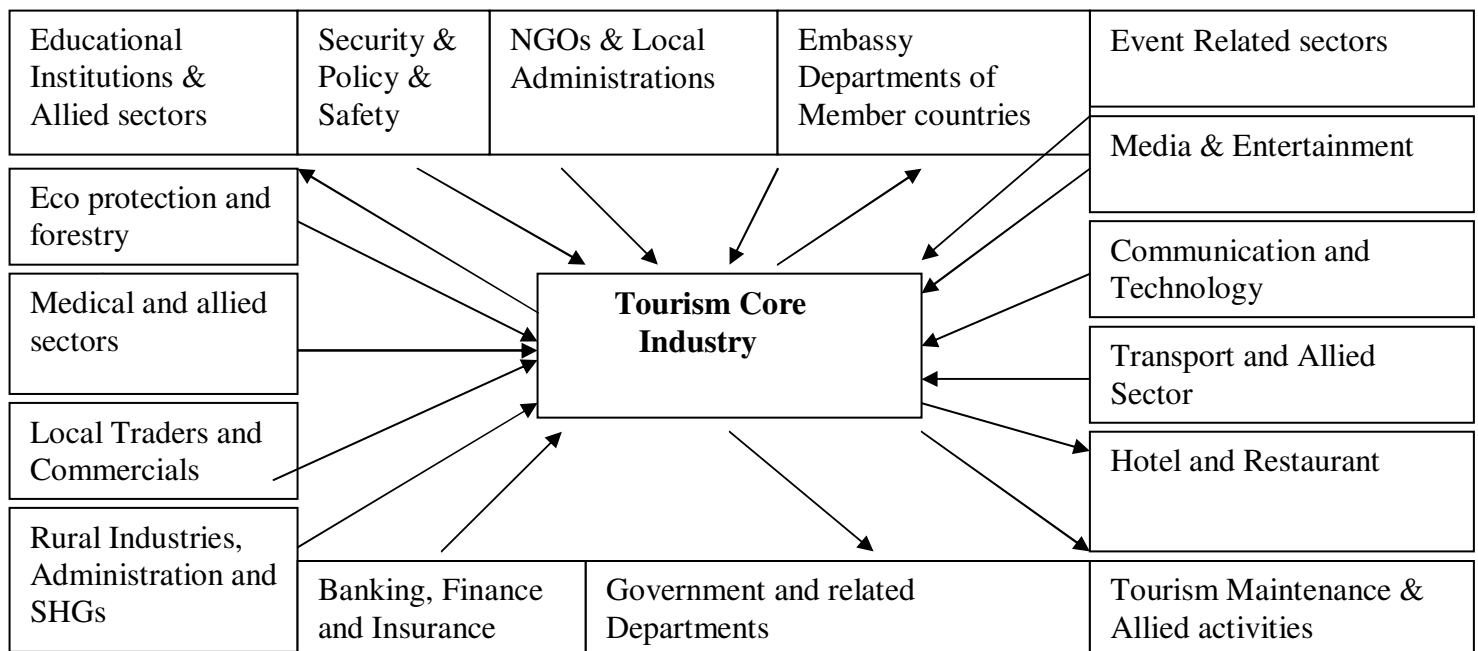


Figure No 2.1

Indian tourism industry proliferate its country brand value with the support of many related and unrelated sectors (as shown above). The effective coordination of the different allied sectors in terms of its resources and in deployment, infrastructural development and maintenance, upgrading of needy technologies, procurement and development of manpower resources in its various functional areas with professional outlook in service made this industry as a growing entity which earns more revenues to the economic development of our country

DIFFERENT CATEGORIES OF HR INVOLVEMENT IN TOURISM SECTOR

Tourist services, i.e. accommodation, catering, transport, in-house travel agency, duty free shopping, entertainment, publicity, consultancy, etc., New avenues/innovative services like full-fledged money changer services and Western Union Money Transfer, Training Consultancy in hospitality sector, event management and consultancy and execution of tourism and engineering projects. Hotels, Restaurants (including one Airport Restaurant) Transport Units, Tourist Service Station, Duty Free Shops at International as well as Domestic Custom Airports, Tax Free outlet, Sound & Light Show and Catering Outlets. World class duty free shopping facilities .Domestic/International ticketing, hotel booking and tour packages, car and coach rentals, money changing services, money transfer services, overseas insurance and organizing exhibitions. India's tourism sector to employ man resources. India's travel and tourism sector is expected to be the 2nd largest employer in the world which is likely to employ over *40,037,000 people by 2019*, considering the way the travel and tourism industry has started growing, according to a joint study conducted by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) and YES Bank. The share of India in the world employment is expected to be significant as in the next couple of years; India would have developed a good number of sites for travel and tourism with an extensive focus on agri tourism. The study has projected that India would get capital investment worth *\$94.5 billion by 2019* in the tourism and travel sector since it is expected to grow at *8.8 per cent between the period 2011 and 2019*. Besides, the two institutions are of the view that growing travel and tourism industry will place India at the third position in the world in a decade's time.

*Economic Times, Ministry of Tourism, Page 8, August'2009

The travel and tourism will finally transform not only the urban India but also the rural part of the country and eventually promote agri tourism by involving thousands of farmers into it and their farming will witness huge changes. Tourism would be the largest service industry in the country. Its importance would lie in being an instrument for economic development and employment generation particularly in the remote and backward areas. The increasing tourism activities will help India build environmental and cultural awareness, provide positive experience for both visitors and hosts, and give direct financial benefits for conservation. It will also provide financial benefits and empowerment for local people and raise sensitivity to host countries political, environmental and social climate besides supporting man rights and labor agreements.

Agri- tourism will be special beneficiary of development of tourism and travel industry which will comprise agri museums, agriculture related festivals and fairs, including farmers' markets. Agri museums will have the benefits for farm vacations, heritage trails, farm tours and farm activities.

Growth in tourism and travel industry will stimulate investment and create opportunities in ancillary and support line of business. It will showcase the environmental, cultural and heritage aspects of the region as also further showcase local cuisine and culinary practices, handicrafts and vernacular skills.

ROLE OF MAN RESOURCES IN INDIAN TOURISM INDUSTRY

In olden days tourism was imaged as a pure service entity with mix of product cum service plethora, but in the millennium era it is perceived as a mixture of product, concepts, ideas, events, landmark & locations,

knowledge instrument.. All these elements comprised under a package of tourism with the balanced support of services. For an example imparting of knowledge in India to the students of abroad and vice-versa being conceived as a product with the support of modern teaching methods & aids, add on value based services. So today any tourism is based activity functions with the support of allied sector needs a balanced mix of product cum services.

Tourism can be termed as “Servuction process” because this service can be delivered only by the presence of customers (tourist). Any servuction process under service industry can be consumed and delivered effectively to the maximum propitiation of consumers only by the support of employees (People – 6th service mix) who deliver the service in a customised way. The involvements of man resources are highly imperative in the process of servuction in order to minimise service quality gap (SERVQUAL).

As par as the Indian tourism industry is concerned, the roles of man resources are essential at the every stage of service activity. It requires an “Integrated cum Collaborative Man Resource Approach”. Irrespective of the functional areas where the man resources are serving in tourism industry and allied sectors should have balanced attitude of customer satisfaction towards the services they render. The following table shows the various tourism-allied sectors and the importance of man resources towards the effective functioning and delivery of services with respect to their organisation Hierarchy.

Table No 1.6. Deployment of Human Resources in various Functional Areas of Tourism Sector

Sl.No	Core Sector	Allied Sectors	Deployment of Human Resources in various functional areas
1	Transportation	Aviation	Operations, Finance And Accounts, Hospitality& reception, Ticket services, customer care and complaints, HR and Administration, Marketing and Promotion, System Administration, Traffic management and maintenance, packaging, Drivers and guides and manual services
		Railway	
		Sea Transport and cattle	
		Road Services and Travel Agencies	
2	Hotel and Restaurant	Hotels and Accommodation	Reception, Food processing, Administration, Housekeeping and maintenance, manual services, Finance and Accounts, hospitality, maintenance, system administration, promotion and publicity,HR.
		Restaurant	
		Fast Food Services	
3	Hospital and Medical Services	Hospitals	Reception, Food processing, Administration, Housekeeping and maintenance, manual services, Finance and Accounts, hospitality, maintenance, system administration, promotion and publicity,HR, Technical and non technical, lab works.
		Health check up centres	
		Pharamaceuticals	
		Meditation, yoga and massage centres	

4	Media, Communication and Entertainment	Medias like Tv, radio, ad agencies, internet, newspapers and periodicals	Reception, Administration, Housekeeping and maintenance, manual services, Finance and Accounts, hospitality, maintenance, system administration, promotion and publicity, HR, Technical and non technical, lab works and processing, reporters, tourist guides.
		Tele services and communication	
		Theme park, amusement part, Event organisers	
5	Banking sector	Banking	Administration, manual services, Finance and Accounts, hospitality, maintenance, system administration, promotion and publicity, HR, Technical and non technical, Auditing, exchange process, ATMs, selling and direct marketing
		Finance	
		Insurance	
6	Educational Institutions	Universities both government and private	Administration, Finance and Accounts, counselling, teaching and training, maintenance, system administration, promotion and publicity, HR, Technical and non technical, Auditing,
		Training institutes	
		Schools and colleges	
7	Government and Private Agencies	Department of Tourism and allied offices	Administration, Finance and Accounts, files management, surveys and planning, allocation of budget, system administration, promotion and publicity, HR, Auditing
		District government offices, local administration, corporations, NGOs, Rural Development agencies	
8	Security and Safety and environmental management	Forestry	Administration, Finance and Accounts, security management, Training institutes, system administration, Publicity, HR, quality inspection, certifying agencies
		Police and Private Securities	
		Traffic management	
		Customs and excise Departments	

From the above table we are able to know about the role of man resources and their job related activities in tourism industry and its allied sectors.

HUMAN RESOURCE PRACTICES IN INDIAN TOURISM INDUSTRY

The pace of tourism development and its allied sectors with value added services and competitions among countries to influx more number of tourist visit to their countries and retain them to revisit continuously the various existing and upcoming tourism services made this industry to execute and accelerate professional tourism management practices. To perform all these activities the support of man resources are highly demandable.

Right from creating the attitude of man resources to serve for tourism industry and make them to continuously serve in the industry, the industry in general and organisations in particular recapitulate

modern HR practices. Today's employees and their employability have been widened and job switching from one industry to another becomes very comprehensive. Majority of man resources hesitate to involve in service sector and reframe their attitude need high negotiation skills.

So from the stage of recruitment to develop and retain man resources in this industry involve dynamic man resource practices. In addition to that there are some functional areas under tourism industry, which requires the employability of women also need a tailor, made HR practices and treatments to the industry concerned.

Any service process will be succeeding only based on the skill and attitude of service providers. So train the employees in such a way handle the situations with confidence and courage. In addition to that it becomes necessary for the organisations to equip their manpower more productive in terms of learning – delivering process. KSA (Knowledge, Skill, Attitude) a vital element for this industry as far as the man resources are concerned.

The new age man resources vested with the support of knowledge and technology based economy, stress and conflict reductions are the areas, which need the support of concern organisations under tourism industry. Employee Relationship Management (ERM) is the prime source for the effective Customer Relationship Management (CRM) of tourism industry and HR practices.

HR practices are highly demandable in the areas like employee retention, potential appraisal, welfare management, quality work life balance etc.,.

PROBLEMS FACED BY HR INTERVENTION IN TOURISM INDUSTRY

- Social and work life imbalances of man resources working in tourism industry
- The emergence of 24x7 work culture as far as the industry concerned
- Technology – man value imbalances
- Dealing of continuous customer grievances and complaints
- Lack of coordination both intra and inter work places
- Disintegration of family, society and workplace network chain.
- The work place pollution and health hazards
- The augment of demanding consumers and restless demanding services
- The requirement in the combination of core work cum integrated marketing attitude among workers
- Rigid pay packages and disparity based perquisites
- Continuous needs of updating both work and personal skills which involves rigorous training
- Cross cultural imbalances, language barriers, speedy expectation and lack of balanced expectations and service delivery.

SUGGESTIONS TO OVERCOME THE HR INTERVENTION PROBLEMS

- Frequent job based and family oriented counselling
- Lucrative pay packages cum potential based reward schemes to employees
- Work place emotional supports from peers, superiors and management
- Autonomy and authority for employees to take work related and customer management decisions
- Space for exploring individual employees' creation at work places
- Identity of family supporting management practices from organisations
- Constant mindset and attitude formation among employees to continuously serve for the tourism industry concerned

- Reducing of role and goal ego, role and goal ambiguity among employees at peer, superiors and subordinate level
- Comprehensive and updated learning of intra, inter related sectors
- Man recognition and match able rewards at work place
- Intra tourism facility for employees along with paid holidays

METHODOLOGY TO IMPLEMENT SUGGESTIONS

- Collaborative leadership skills and approach by the way of giving equal importance to work, man, family and social relationship
- Self-realised learning avenues like autonomy at work places
- Experiential based learning
- Periodic reviews and counselling for employees and especially the installing the system of Man Resource Accounting (HRA)
- Continuous strategic review related to HR practices which match the need of new age man resources.

CONCLUSION

Tourism industry and its allied sectors in India are showing the growth sign in recent years and India is a country which projects a competitive tourist-attracting destination as far as the world tourism concerned. The Government regulations and support, the emergence of different forms of tourism, the entry of leading corporate giants in tourism sectors, the realisation of socio-regional group about the benefits of tourism at the respective places, the multiple of income sources and avenues thorough tourism practices reshaping Indian tourism industry as a healthy one. The man resources presently employed with tourism industry and its allied sectors encompass their roles will make our Indian tourism industry as a notable income and economic generative industry as far as world trade and economic concerned. The healthy HR practices among the new age man resources will make tourism of India as a prominent tourism brand with reference to world tourism, commerce and marketing front concerned.

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