

# AN ICT'S APPROACH TOWARDS STRATEGIC ROLE OF HUMAN RESOURCE IN INDIAN TOURISM INDUSTRY

## Abstract

A company's success depends greatly on its human resources. Organizations must be proficient in managing human resources because doing so might be difficult. It is the responsibility of human resources to carry out tasks that contribute to an organization's success. To be motivated and at ease at work, they must be. In any business, including the tourism, an organization's ability to create results determines its success. Because of its diversity, the tourism sector has sensitive needs for human resources. ICT applications in tourism have benefited and facilitated the distribution and awareness of information on products and services related to tourism. In order to enhance the experience of vacations for an individual, now data collection is done from every user of different age groups, which helps the businesses to create an understanding for their current and future consumers and the further human resources are trained and employed with better insight to help and cater the needs of their consumers. Tourism industry is based on personal relationship management between the tourist and the service provider, so it becomes imperative for them to create a cordial relationship with the consumer to ensure his good word of mouth, favourable review on every platform and future visits. The successful administration of businesses in the tourism industry can be attributed to good human resource management, which will be covered in this paper. This Book chapter will concentrate on crucial facets of human resource management, including competencies as well as the hiring procedure and rules. To highlight ICT's importance in the tourism sector, the effects on human resources will be highlighted. The results of information and communication technologies, work ethics, and rewards will also

## Author

**Dr. Ritu Singh**  
Assistant Professor  
IMS University  
Lucknow, India.  
ritusingh1912@gmail.com

be emphasized. The study's findings support the need for openness in the hiring process. It should make it possible for the company to find devoted workers who are best suited for the business. ICT has enabled the successful management of human resources in the travel and tourism sector since it allows employees to learn and obtain pertinent information about a problem. When violations and misconceptions are detected, management is required to handle employee complaints. Long-tenured employees may receive compensation for their dedication. It is also recommended that receiving praise for quality work raises performance.

**Keywords:** Human Resource, Tourism Industry, ICT, Work Ethics, Motivation.

## I. INTRODUCTION

Travel and tourism is the largest service industry in India. It offers tourism for history, culture, health, commerce, and sports. The main goals of this industry are to promote and develop tourism, keep India competitive as a travel destination, and enhance and expand current tourism offerings in order to promote economic development and job creation. India's tourism and hospitality industry, which is one of the driving forces behind the growth of the nation's services industry, is one of the most well-liked travel destinations in the entire globe (IBEF 2022). The travel and tourism sector is much broader and includes the hospitality industry as a subset. This large conglomerate's shared objective is to provide travellers with essential or desired goods and services. The travel and tourism sector has grown to become both India's and the world's biggest civilian sector.

The HR department is one of the key factors that affect a travel company's performance. Human resources are responsible for doing activities that are desirable to the success and growth of an organization. They have to be motivated and feel comfortable or ease at work. HRM is practiced in many fields including the tourism industry (Kay et al. 2004). Every day, customers will interact with travel agency employees. They inquire about rates with hotels and resorts and look up travel information. Therefore, the necessities for tour agents include a computer with Internet access and other amenities. They require software and schedule calendars for recording and monitoring information.

The Human Resource Department's responsibility is to give the travel agents the tools they need to do their jobs as effectively as feasible. Along with work experience, talent and skills related to the travel business are crucial when conducting the hiring procedure. The position can only be handled successfully by an experienced candidate who has the capacity to manage numerous people at once when coordinating travel activities. A skilled HR management professional can select the best applicant by evaluating the applicability of degrees and certificates in the travel and tourism-related industry. It's crucial for a travel agency's firm to motivate its employees. A key component in raising the organization's profit is giving travel agents opportunities to make commission. Only human resource development expertise can deal with rewarding employees based on success. To maintain the lines of communication, open with all team members, daily communication is also necessary.

Tourism industry is based on personal relationship management between the tourist and the service provider, so it becomes imperative for them to create a cordial relationship with the consumer to ensure his good word of mouth, favourable review on every platform and future visits. India as a country has always been a center of spiritualism. People from foreign countries visit our country for its religious and spiritual content. Our country has numerous sites in every state of religious importance and they witness millions of people every year who come for pilgrimage. As a country with rich history, India has a potential to be a very successful spot for religious tourism.

The strategic role of HR Management in tourism industry is about predicting and forecasting the future development or prospective of hospitality sector. In order to properly analyse threats from the market and competitors, HR must identify important development areas. HR needs to take proactive measures to safeguard the organization's knowledge and future potential.

## II. NEED OF HRM IN TOURISM INDUSTRY

Human resources are recruited, selected, and then trained to be effective enough to interact with tourists and meet their needs for recreation, enjoyment, pilgrimage, etc. by offering high standard services that are based on human interaction. That required well-trained and skilled human resource. The tourism industry is characterized by diversity and therefore has sensitive needs of human resource.

The tourism sector is a people-driven, quality-driven company that is run by people. As a matter of fact, the human factor is crucial to the overall success of any organisation, but this is particularly true in a service sector like the tourism industry. Many employees, including waiters, waitresses, and receptionists, come into direct interaction with guests and are recognised as playing a very important part in achieving the hotel's goals. The level of service provided depends not only on the staff's abilities but also on their dispositions (UKEssays 2018). The quality of food and beverages, accommodation along with courtesy, helpfulness and personal qualities of staff leads to customer satisfaction. Hence skills and the attitude of the human resource in tourism industry are essentials for customer satisfaction. This leads to the need of effective human resource management.

## III. HR FUNCTIONS IN TOURISM INDUSTRY

**Recruitment & Selection-**The recruitment process will be distinct from what it is now. The majority of hiring will be delegated to recruiting firms, who will perform online behaviour-based interviews. Online tests will be administered by professional assessment center's that have been contracted. All demographic groups will be represented in hiring, making variety a top priority. Competence to perform a task will be the only factor in the future. Keeping a panel of gig workers who will attend to particular requirements is a cost-effective payroll strategy.

Word-of-mouth/referrals from other employees, Internet advertising, Employment agencies, Newspaper advertising, Stakeholder, such as local councils and Community groups are the methods of recruitment. Interviews, practical test, assessment centres and psychological testing are the examples of effective selection.

- 1. Compensation:** There is no limit on the compensation and rewards in this sector. People will be paid for both the value they add to the business and the special skills they bring to it. Banks will probably be responsible for managing wages.
- 2. Performance Management:** assessment of performance for a specific time period is very important, it's not only helpful for management to evaluate the performance but also it is the mean of motivation for employees. 360-degree method of appraisal is very significant in tourism sector, where all the stakeholders provide information of employee's performance. The Balanced Scorecard technique of performance evaluation also will be largely adopted by organizations. In this method the employees will focus on critical aspects of job.

**3. Training & Development:** With advent use of technology and globalization this sector requires continuous and upgraded training to the personnel. There are the number of institutions which provide certain courses either offline or online which is related with this sector. Work Ethics- The administration of Sustainable Tourism Online must continue to foster productive working relationships within the tourism sector. It may offer its workers considerate working conditions and hours. Additionally, it can deter workplace infractions and promote respect among the staff. Alcohol and drug use are two behaviours that can be discouraged. The group can promote healthy recreational pursuits like clubs as an alternative to drug abuse (Nickson 2006).

#### **IV. FACTORS AFFECTING HRM PRACTICES IN TOURISM**

For successful tourism practices within the industry, it is important to understand role of human resources in it. Human resources are engaged in all kind of activities ranging from formulating plans and policies, strategies for proper functioning and then successfully executing them with hospitality. Tourism business thrives with good hospitality which is only possible with the trained human resources involved in the business. There is a positive and coherent relation between tourism industry and human resources applied in it.

ICT applications in tourism have benefited and facilitated the distribution and awareness of information on products and services related to tourism. In order to enhance the experience of vacations for an individual, now data collection is done from every user of different age groups, which helps the businesses to create an understanding for their current and future consumers and the further human resources are trained and employed with better insight to help and cater the needs of their consumers.

With more disposable income at hand and more information with the help of internet tools on a location and tourist spots and the local variety available, more and more people want to travel the places which has opened the opportunities for the local people to find employment in their region only and turn it into a profitable operation also with help of internet and travel influencers working on various platforms.

#### **V. ICT APPLICATIONS IN HRM OPERATIONS**

From the very first step taken by the prospective traveler towards the execution of his/her travel plans, different employees of the firms present in the industry starts catering to the needs the consumer with the help of tools provided by the Information Technology. Let us understand this with an example, in current times, if Miss A wants to create and itinerary for her weekend getaway, she will first look for the locations easily accessible for her in the given time-frame, for which she will go to the Internet where various travel websites and blogs are present to help with the information, which she can fact check also for her smooth and safe travel plans. After identifying the location, next step is to do necessary bookings for transportation, accommodation and food. All these can be done via multiple websites like makemytrip, yatra.com, etc. if you have any query related to your bookings, you can ask for their representatives to contact you and they answer for all your questions. These employees from these companies are well-trained to help with the customers with the help various language and algorithm tools. These websites function as connecting link between the consumer and the different service areas of the tourism industry at one stop. From here Miss

A can get information for helpdesk of her booked hotel/accommodation also, if she needs any information from them or want to give any specific instructions. All these speedy services are possible now in this era of faster connectivity and huge data storage also which give material to the companies to train their workforce efficiently as per the requirements of present times.

Now a day's different concept are also coming into practice, like hostel culture among the youth with encourages community sense and also saves money in the pocket while travelling. With 66% population below the age of 35 in our country, India boasts of its youth, who also equipped with latest technology and want to travel around. We already have seen many young influencers/bloggers on the internet providing with the information of safe travels with pocket-friendly options. Zostel.com is one of the online company which manages the bookings and services of the hostels around all over India. On the same line, a traveller can find affordable accommodation on international destinations via websites like booking.com and again all these ventures are successfully running with combined forces of hardworking human resources with efficient web of internet of things.

The service provider also experience many advantages of ICT applications which allow them to run their business operations smoothly. With the help of ICT and ERP applications they can manage the footfall on their property, while managing the workforce number as per the incoming guest list. Tourist places experiencing heavy footfall during the peak period of their region prefer to prepare in advance to able to provide uninterrupted quality services to visitors with the help of the inventory and resource applications developed for their business in a customized way. Tourists visit a particular destination because of its inherent natural or cultural value, historical significance, natural beauty, offering leisure, adventure, and amusement and all such things, as a gift of nature can't be found at one place in the whole world, therefore different places are explored and travelled by people whenever they make successful plans.

## **VI. CONCLUSIONS & RECOMMENDATIONS**

The tourism sector is acknowledged as a significant economic contributor today and faces numerous hurdles in the area of human resources. The quality of the human resource pool is one of the key problems in this respect. There is a critical shortage of skilled, quality workers in the sector. Human resource planning is now regarded as the management's approach to resolving the difficult-to-solve issues related to human resources that a company faces. In conclusion, the tourism industry's prosperity depends on the efficient management of its human resources. This can be accomplished by implementing an open hiring procedure. The procedure should make it possible for the business to hire qualified workers who will help it grow and make more money. Adopting policies that support equality and variety while taking into account an employee's competence is possible.

In order to keep good relations, the management can also make sure that there are rules governing employee behaviour. It can resolve differences among employees using strategic methods. Additionally, workers must receive fair pay for their efforts. This will motivate them to put in extra effort. In order to enhance the tourist experience, it is imperative that the workforce involved in the industry is efficient in providing services required by the final consumer and also they are satisfied with their working conditions which is ensured by

their employer and the authority engaged to provide them with regular training and development, and opportunities of growth. Positive practices in the workspace will increase satisfaction among the employees and will ensure good performance from them. Present chapter concludes that, there must be a greater emphasis on providing accurate information, advice, and guidance to anyone entering the industry with regard to work roles, salaries, job profiles, opportunities for advancement, skills and knowledge, as well as qualifications and training. A unique strategy that could assist companies in preparing for future transformation is cross-training. At the time of crises cross-training become more valuable and helpful to retain best talent in their companies.

## REFERENCES

- [1] Armstrong, M., Taylor, S. 2014. *Armstrong's handbook of human resource management practice*. Kogan Page.
- [2] Banister, D., & Stead, D. (2004). Impact of information and communication technology on transport. *Transport Reviews*, 24(5), 611–632.
- [3] Buhalis, D. and Costa, C. (2006). *Tourism Management Dynamics*, Elsevier Burlington publishers.
- [4] Burns, P., & Novelli, M. (Eds.) (2008). *Tourism development: Growth, myths, and inequalities*. Wallingford, UK ; Cambridge, MA: CABI.
- [5] Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2005). *Tourism Principles and practices*, Third Edition, Pearson Education.
- [6] Ganie, S. A., & Dar, M. A. (2020). Role of human resources in the tourism industry with special reference to Jammu and Kashmir. *Turizam*, 24(2).
- [7] <https://hospitality.economicstimes.indiatimes.com/top-talk/emerging-trends-in-human-resources-in-tourism-and-hospitality/5089>
- [8] <https://timesofindia.indiatimes.com/blogs/voices/how-hostel-culture-is-fast-gaining-popularity-among-youth-since-pandemic/>
- [9] ILO. (2010). *Developments and challenges in the hospitality and tourism sector*, Report by International Labour office, Geneva.
- [10] India Brand Equity Foundation (2022), *Tourism and Hospitality Industry in India Hospitality Sector*, *Tourism In India | IBEF* accessed on 20/01/2023.
- [11] Kay, C., & Moncarz, E. (2004). Knowledge, Skills, and Abilities for Lodging Management. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 285–298. <https://doi.org/10.1177/0010880404265351>
- [12] Muganda, M., Sirima, A., Ezra, P. M. 2013. The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology* 41(1), 53-66.
- [13] Mukhtar, S. 2013. Sustainable Tourism Development with Special Reference to Jammu and Kashmir. *International Journal of Applied Financial Management Perspectives* 2(2), 419-424.
- [14] *Nepal Tourism Statistics 2018*, Ministry of Culture, Tourism & Civil Aviation, Government of Nepal, May (2019).
- [15] Nickson, D., 2006. *Human resource management for the hospitality and tourism Industries*. Butterworth: Heinemann.
- [16] OECD. (2010). *Tourism trends in the OECD area and beyond*, in *Tourism Trends and policies*.
- [17] Raju, G. P. (2009). *Tourism marketing and management*. Retrieved from <http://site.ebrary.com/id/10416095>
- [18] Sharma, V., Dogra, J. 2012. Stakeholders' Role In Sustainable Tourism Development: A Case Study Of North East And Ladakh: *International journal of Research in Commerce & Management* 3(3), 76-79.
- [19] Singh, K., Unjum, I. 2016. Tourism in Jammu and Kashmir economy: Role and performance. *Journal of Economic & Social Development* 12(2), 112-123.
- [20] UK Essays. (November 2018). *Importance of HRM In Hospitality Industry Tourism Essay*. Retrieved from <https://www.ukessays.com/essays/tourism/importance-of-hrm-in-hospitality-industry-tourism-essay.php?vref=1>
- [21] UNWTO. (2020b). *International tourist arrivals could fall by 20-30% in 2020*. Retrieved April 5, 2020, from <https://www.unwto.org/news/internationaltourism-arrivals-could-fall-in-2020>