

AN INSIGHT INTO EMPLOYMENT IN THE TOURISM SECTOR IN INDIA

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ABSTRACT

Tourism is the practice of traveling somewhere for fun away from lonesome. Tourism is not only a leisure and fun activity rather, but it is also the industry that draws, accommodates, and entertains tourists. It also helps to generate income for the country and is a continual source of income. It aids and encourages infrastructure development by making ways for dams, roads, connectivity, airport improvements, and any other activities that help tourists in visiting a place in a much better way. It is a wonderful method for cultural exchange. Tourism also plays an important role in eradicating unemployment. It created many jobs specifically in the hotel industry, hospitality industry, service sector, entertainment, transportation industry, etc. which allows trying new tasks and learning new skills. It also increases the standard of living of people and also helps in the economic progress of the nation by generating foreign currency. This paper aims to study the employment opportunities and challenges in the Indian tourism industry.

Keywords: GDP, National Tourism Board, Tourism Finance Corporation of India, Ministry of Tourism and Culture, Village Level Council.

1. INTRODUCTION

India has gained exponential growth in the tourism industry. The tremendous growth in the Indian economy is the main reason for the growth of tourism. The travel and tourism industry in India is one of the most profitable industries and is credited with contributing a substantial amount of foreign exchange. The Indian tourism industry has also helped the growth in other sectors like horticulture, handicrafts, agriculture, construction, and even poultry. The ministry of tourism plays a crucial role in formulating national policies and programs to help the government in improving the quality of the tourism industry.

2. OBJECTIVES OF THE STUDY

- To study the employment opportunities in the tourism industry in India.
- To comprehend types of tourism.

3. METHODOLOGY OF STUDY

This study is descriptive research and is based on secondary data. It includes the compilation of research articles of the experts and published articles in magazines, periodicals, websites, published books, etc.

TOURISM AND EMPLOYMENT OPPORTUNITIES

The employment opportunities in tourism can be created mainly in two ways. They are:

Direct employment opportunities: Direct employment opportunities are the total number of job opportunities supported directly by travel and tourism. Eg: employment provided by hotels, restaurants, travel agencies, tourism information offices, museums, protected areas such as national parks, palaces, religious sites, aircraft, monuments, resorts or shopping outlets, photography, farmhouses, etc. There are a large number of specialist personnel required to work as accountants, housekeepers, waiters, cooks, and entertainers, who in turn need a large number of semi-skilled workers such as porters, chambermaids, kitchen staff, gardeners, etc.

Indirect employment opportunities: In addition, it should be emphasized that tourism is also responsible for creating employment outside the industry in its more narrowly defined sense, and in this respect, those who supply goods and services to those directly involved in tourism equally are beneficiaries of tourism. Indirect employment opportunities include activities like restaurant suppliers, construction companies that build and maintain tourist facilities and necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services, furnishing, and equipment industries, souvenir industries, farming, and food supply, etc. which are more or less dependent on the companies providing direct employment. The economic importance of tourism in India can by no means be underestimated. It benefits the people living in and around tourist centers financially. Fortunately for India, the Ministry of Tourism of the central government and the Department of Tourism of the different State Governments are jointly trying to make all possible attempts to attract tourists to this country. The government of India understands the importance of promoting Tourism, Tourist hotels, lodges, dormitories, and rest houses are made and maintained by various State Governments to look for the comforts of the tourists. The money spent by foreign

tourists at hotels and other places helps the local economy. The Natural Tourism Board and the Tourism Finance Corporation of India have been working in full swing to bring about the improvement of tourist centers in India. Tourism has now been accepted as an industry like all other industries that earn foreign exchange from the tour-loving people of the world and tremendous employment opportunities. The travel and tourism industry, along with the related sectors contributing to it, is expected to grow in leaps and bounds in the coming years. The travel and tourism industry, along with the related sectors contributing to it, is expected to grow in leaps and bounds in the coming years. A job in this industry can be highly exciting and adventurous and even pays well.

TRAVEL AND TOURISM'S DIRECT CONTRIBUTION TO EMPLOYMENT

According to the report of the World Travel and Tourism Council, Travel and Tourism generated 26,148,000 jobs directly in 2017(5% of total employment) and is forecast to grow by 2.8% in 2018 to 26,883,000(5.1% of total employment). This includes employment by hotels, travel agents, airlines, and other passenger transportation services excluding commuter services. By 2028, Travel and Tourism will account for 33,195,000 jobs directly, an increase of 2.1% p.a. over the next ten years.

TRAVEL AND TOURISM'S TOTAL CONTRIBUTION TO EMPLOYMENT

As per the report of the World Travel and Tourism Council, the total contribution of Travel and Tourism to employment was 41,622,500 jobs in 2017(8.0% of total employment). This is forecast to raise by 3.1% in 2018 to 42,898,000 jobs (8.1% of total employment). By 2028, Travel and Tourism are forecast to support 52,279,000 jobs (8.4% of total employment), an increase of 2.0% p.a. over the period.

TYPES OF TOURISM

All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decides to boost revenues from the tourism sector by projecting India as the ultimate tourist spot. The reason why India has been doing well in all types of tourism in India is that India has always been known for its hospitality, uniqueness, and charm attributes that have been attracting foreign travelers to India in hordes. The Indian government, to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called 'Incredible India' to encourage different types of tourism in India. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. The diversity that India is famous for ensures that there is something to do for all tourists in India, no matter what their interests are.

Rural Tourism: The development of infrastructure in rural areas having tourism potential is being supported under the existing scheme of destination development. The objective is to showcase rural life, art, culture, and heritage in rural locations and villages, which have core competence in art and craft, handloom, and textiles as also an asset base in the natural environment. Under this scheme, the thrust is to promote village tourism as the primary tourism product to spread socio-economic benefits to rural and new geographic regions, thereby stopping the migration from rural to urban areas. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation.

Adventure tourism: As a kind of tourism in India, adventure tourism has recently grown in India. This involves exploration of remote areas and exotic locales and engaging in various activities. For adventure tourism in India, tourists prefer to go trekking to places like Ladakh, Sikkim, and the Himalayas. Himachal Pradesh and Jammu and Kashmir are popular for the skiing facilities they offer. White water rafting is also catching on in India and tourists flock to places such as Uttarakhand, Assam, and Arunachal Pradesh for this adrenalin-packed activity.

Wildlife tourism: India has a rich forest cover which has some beautiful and exotic species of wildlife. Some of which are even endangered and very rare. This has boosted wildlife tourism in India. The places where foreign tourists can go for wildlife tourism in India are the Sariska Wildlife Sanctuary, Keoladeo Ghana National Park, and Corbett National Park.

Medical tourism: Tourists from all over the world have been traveling to India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. Several medical institutes in the country cater to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as the USA and the UK.

Pilgrimage tourism: India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are Vaishnavi Devi temple, Golden temple, Akshar Dham, Mathura Vrindavan, etc.

Eco tourism: Among the types of tourism in India, ecotourism has grown recently. Ecotourism entails the sustainable preservation of a naturally endowed area or region. This is becoming more and more significant for the ecological

development of all regions that have tourist value. For ecotourism in India, tourists can go to places such as Kaziranga National Park, Gir National Park, Gir National Park, and Kanha National Park.

Cultural tourism: India is famous for its rich heritage and element of spirituality, which is why tourists come to India to experience it for themselves. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund Mela. The types of tourism in India have grown and this has boosted the Indian economy. For continual growth, efforts must be taken by the Indian government, so that the tourism sector can contribute more substantially to the nation's GDP.

CHALLENGES IN TOURISM

Some of the challenges in the tourism sector are as follows:

Unequal treatment: There is no equal treatment for all types of employees. Even though men and women are doing jobs in the tourism sector fewer career opportunities are being dominated by women while key managerial positions are dominated by men. Women are underrepresented in managerial and senior positions. Family and care responsibilities are still not equally shared.

Poor pay and working conditions: To speak generally tourism sector is organized by how hourly rates of pay, overtime work without extra money, long working hours of more than 48 hrs per week, and very little or no adequate break during peak season periods, inappropriate management and leadership styles such as unplanned recruitment, little attention to staff turnover, etc.

Pollution: Now a day's pollution caused by tourists, tourism service providers, and supporting industries is becoming a major challenge for the tourism sector.

Density of population and vehicle: Due to the increased density of population and vehicles the serenity and healthy living of the people are affected.

Deforestation: Homestays have substituted the place of forests which leads to deforestation.

Lack of interest in the agriculture sector: Many agriculturist people are moving to the tourism sector which badly affects the agricultural sector which is a major industry contributing to the economic development of the country.

Seasonality: Seasonal tourism is also an important challenge for the employees in the tourism sector.

4. CONCLUSION

During the last decade, the tourism industry has seen many important changes that will surely have a significant impact on future tourist demand. The rise of e-tourism has made it easy to make up one's trip online rather than to buy a tourist package proposed by a tour operator will bring great changes to the tourism industry. Green tourism which is also known as nature-based tourism or sustainable tourism is another thing. It has a great demand and will continue its growth in the future as many travelers are aware of the impact of tourism on the environment. According to the World Travel and Tourism Council, by 2020 Indian tourism industry is expected to contribute 8,50,000 crores to the GDP. It is expected that through tourism India can generate enough wealth to pay off the international debt. This is the reason for including tourism among the core sectors of the Indian economy.

India is a country with varied cultures and traditions. Indian festivals, dresses, heritage sites, etc. are more popular among tourists. Commercial enterprise business is having a large potential to generate employment and also in earnings to contribute to the economic development of the nation. Many unemployed and semi-skilled persons are self-employed, especially in rural areas. Adventure tourism and medical tourism are growing remarkably. The policies and changes implemented by the government of India are one of the main reasons for the development of tourism. Further steps have to be taken to increase our tourism promotional activities and to get benefits for the economy and also for the employment sector.

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