



# Challenges of Human Resource Management of Tourism Sector in Uttarakhand

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**Abstract—This paper discuss about the challenges of Human Resource Management of Tourism sector in Uttarakhand.**

**Keywords-human resource management; tourism; uttarakhand;**

## I. INTRODUCTION

Human Resource Management is one of the most complex and challenging field of management. It is concerned with personnel policies, managerial practices and systems that influence the workforce. The Human Resource Approach which is currently in vogue has redefined the way people are treated and managed in the organizational context. Major Human Resource Management responsibilities include Job design analysis, recruitment & selection, training & development, compensation & benefits, performance appraisal, workers health & safety issues as well as identifying or developing valid methods for selecting most prominent staff. In recent years, with the rise in service sector industries all around the world, Human Resource Managers need to step up to the role in this fast pacing world. The service sector can be described as the part of the economy that includes individuals and businesses that produce services rather than goods. It require less natural capital and more human capital.

As this present study aim is to find out the challenges of Human Resource Management in the tourism sector of Uttarakhand. It is therefore, clearly stated that the state Uttarakhand is the point of attraction for the tourists all over the world because of its inbound scenic beauty. Uttarakhand is a state in the northern part of India. It is often referred to Devbhumi (literally “Land of the Gods”) due to the many Hindu temples& pilgrimage centers found throughout the state. On 9 November 2000, this 27th state of the republic of India was created from the Himalayan and adjoining northwestern districts of Uttar Pradesh. Uttarakhand has a total area of 53,484km sq. of which 93% is mountainous and 65% is covered by forest. The state is divided into two divisions, Garhwal and Kumaon, with a total of 13 districts.

## II. BACKGROUND

Tourism is thought to be the principal source of revenue in the state of Uttarakhand. The Tourism sector contributes almost 49.6% in the state gross domestic product. Uttarakhand

Tourism sector has been divided into following eight subsectors:

- Accommodations: - Every visitor needs a place to stay comfortably therefore this sector includes hotels, resorts, inns, guest houses etc.
- Food & Beverages: - This sector encompasses all types of establishment supplying food & beverages for consumption from fine dinner& ethnic restaurants to institutional food outlets & catering firm from pub and bars to night club and lounges.
- Adventure Tourism& Recreation: - This sector responds to the need of travelers who require active recreational experiences and activities that involves interaction with natural environment such as adventure sport with wildlife, trekking, rafting, camping, skiing, paragliding etc.
- Attraction: - It entails nature based cultural and historical sites that entertain, educate and inform both visitors& residents such as museums, historical heritage, eco-parks etc.
- Transportation: - It includes all means of transport services used by the tourist to visit different destinations such as airlines, taxis, buses, railway etc.
- Travel Trade: - The travel trade sector supports the bookings and sales in the other sectors. The people that work in the travel trade make reservations for accommodation, tours, transportation etc.
- Event & Conferences:- This sector organize event and conferences in the form of trade shows, exhibition, festival event, sports event etc for large companies who meet regularly for several planning .
- Tourism services: - This sector is made up of the organizations, associations, government agencies and companies that specialize in serving the needs of tourism industry. It includes people who research in tourism trends, advertise and market tourism products, educate or inform others about tourism.

Uttarakhand is the first state in the country to have created “Tourism Development Board” by the legislation in 2001. Ministry of tourism in Uttarakhand is responsible for making and generating revenue from tourism in the state. The ministry has to decide the rules & regulations for the efficient



working of the tourism sector. Tourism ministry of Uttarakhand has created two tourism corporations for Garhwal & Kumaon region named as Garhwal Mandal Vikas Nigam Ltd & Kumaon Mandal Vikas Nigam Ltd to offer quality services to the tourists. Through these corporations, the ministry of tourism of Uttarakhand is trying to offer a range of tourist packages in form of pilgrimage, adventure sport to wild life, tour etc. It runs its own fleet of transport and offer accommodations in its own tourist rest houses & hotels. Leisure, sight scene, rock climbing, snow skiing, wild life reserves and religious tourism play a prominent role in Uttarakhand's economy. In the same way, the numbers of education institutions are seen to flourish producing a number of trained professionals to cater this budding sector.

In spite of the fact, that tremendous efforts are laid by the state government, the tourism sector of Uttarakhand is facing a serious threat in terms of human resource development from other service sectors. Managing employees in the tourism sector is particularly a challenging task, as the sector is considered to be labour - intensive. Several studies on employment have indicated that after being in this sector for a short time, a large number of employees leave this sector due to poor salary package, extending working hours, neglected social life and slow career growth. It has been observed that over the years, there has been a change in the demand and supply pattern of human resources for the tourism sector, with the demand in favor of more educated & specialized personnel.

### III. POTENTIAL OF TOURISM IN CATERING EMPLOYMENT

Tourism is an income multiplier activity. Every year a large number of tourists visit Uttarakhand; its youth would be employed in hotels, restaurants, resorts, airlines, transport organizations etc. Uttarakhand tourism has vast potentiality for generating employment and earning large sums of foreign exchange besides giving impulse to the state's overall economic and social development. Tourism provides revenue earning for the government by the various ways. Its development shows a positive contribution in the destination economy. The government should try to plan an area for better tourist inflow rate and development of the tourism industry. Since tourism is a multidimensional activity, it would be worth to say that it has enormous capacity to rectify the unemployment problems in the state. Only the necessary thing is that both central and state governments should become active partners in making Uttarakhand to become a world player in the tourism industry. The growing economy, innovation on infrastructure development, enabling business environment, strong market fundamentals and large and growing talent pool are some of the new areas where the probability of employment can be boosted. There is plentiful opportunity for young, dynamic professionals in the tourism industry. Major areas where the employment benefits can be hunted are large hotels and resorts which provide a lot of job opportunities in further years. The development of resorts helps in the direct and indirect employment to the local people. More than 80% of those employed in the resort including the manager, receptionist, kitchen staff drivers, maids, waiters, cleaners and

housekeeping staff etc., in food preparation and serving jobs. Large hotels employ chef and head cooks who create menus, develop recipes, and oversee food preparation operations and personnel.

The industry also employs a large number of recreation and fitness workers who organize and conduct recreational activities for guests and campers. Hotel desk clerks, bookkeeping and accounting clerks and switch board operators ensure that the front office operates smoothly. They regularly make process of reservations, guest registrations, checkouts, monitor arrival and departures, handle complaints, receive and forward mail in the systematic manner. In the same way Leisure, adventure and religious tourism play a prominent role in providing employment in Uttarakhand's economy in the Corbett national park, Tiger reserve and the nearby hill stations such as Nainital, Mussoorie, Almora, Ranikhet etc., the most visited destinations by tourists every year. There are number of rural areas that have been identified, based on their core competency in handicrafts, handlooms and culture, close to existing destinations and circuits.

The above discussions of tourism potential and related employment coupled with the gaps in planning and marketing of tourism activities towards the requisite interventions at macro as well as micro level. The government plans regarding employment generation through tourism is .

Lacking efficient implementations of programs, policies and plans might be resulting in creation of more tourism related jobs. Some special attention is also required for increasing the employment of women in the tourism industry. Employers should set up such programs and schemes which can encourage women to move into tourism service occupation

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