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HUMAN RESOURCE DEVELOPMENT IN TOURISM INDUSTRY WITH SPECIAL REFERENCE TO WOMEN IN INDIA

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ABSTRACT

Tourism is a source of bread and butter for many people and is one the largest employment generating economic sector in the world. As per WTTC (2021), travel and tourism generated 334 million jobs. This sector supports 1 in every 10 jobs on the planet. It is a labour-intensive industry; many people across the world are directly or indirectly employed in the tourism industry. Various people working for airlines, hotels, restaurants, travel agencies/tour operators, online travel portals, local transporters, entertainment organizations, sightseeing attractions and others such as souvenir merchandisers, local artisans, local shopkeepers, local guides, drivers and photographers earn their living through tourism. In most regions of the world, the majority of tourism workers are women. But women tend to be concentrated in the lowest-paid and low-level jobs in the tourism sector. In addition, women do a large amount of unpaid work in family tourism businesses also. Therefore, as a specialized UN agency in the field of tourism, UNWTO is trying to enhancing the positive impact of tourism development on the lives of women. It helps to achieve the fifth sustainable development goal - "*achieve gender equality and empower all women and girls*". In doing so, member countries are encouraged to bring gender issues, gender equality and the empowerment of women to the forefront of their tourism policies.

Key words: Human Resource Development, Women Empowerment, Beti Bachao Beti Padhao, Hunar Se Rozgar Tak

METHODOLOGY: The present study aims to present human resource development in tourism industry with special reference to women in India. Secondary data is used as the main data source. The secondary data is collected from various books, magazines, journals, periodicals, press reports and websites. This study is mainly a descriptive one.

In India tourism is one of the largest sectors of the service industry. It increases the National income of the Country. The table No. 1 shows total contribution of travel & tourism to GDP and employment in India. It can provide employment to job seekers ranging from unskilled to highly skilled. Therefore, the Planning Commission has identified tourism as the second largest sector in the country in providing employment to the less skilled and semi-skilled. In addition, the tourism sector creates more employment opportunities for women than other modern sectors. Thus, the healthy growth of the tourism sector is a surefire way to achieve inclusive growth in the country.

Table No.1
Total contribution of Travel & Tourism to GDP and Employment in India

Year	Contribution of Travel & Tourism to GDP in India		contribution of Travel & Tourism to Employment in India	
	% share of Total Economy	Indian Rupees in Billion	% share of Total Employment	Employment in Million
2019	7.0%	15729	8.4	40.10
2020	4.3%	9164	6.3	29.14
2021	5.8%	13161	6.9	32.10

Source: WTTC

OBJECTIVES OF THE STUDY

- To understand the requirements of human resource development in the tourism industry
- To find out what are the challenges faced by women entrepreneurs in India
- To explain the various schemes implemented by the government for the empowerment of women
- To introduce tourism related institutions for human resource development and empowerment.

SIGNIFICANCE OF THE STUDY

As women are getting more educated and are able to take up responsibilities independently, women entrepreneurship is of great importance in the current world scenario. Entrepreneurial ventures not only generate income but also generate employment for a significant number of women. It is one of the yardsticks for measuring the economic vitality of a country. The State and Central Governments are giving great importance to promoting women entrepreneurial ventures in view of the positive dimensions of productive activities. Tourism is one of the major sources of income in India. There is still a lot of potential for tourism to flourish in India, so much so that women entrepreneurs have endless potential to grow. This paper mainly deals with educational/training institutions that facilitate human resource development in the tourism sector and focuses on key entrepreneurial issues faced by women in developing countries like India and key women empowerment programmes.

WOMEN ENTREPRENEURSHIP AND TOURISM

Tourism provides a wide range of income generating opportunities for women in both formal and informal employment. Tourism jobs are largely flexible and can be performed in a variety of locations, including the workplace and home. In addition, tourism offers many new avenues for women through new value chains created in the destination economy. Female disabilities are equally well known. They are generally relegated to a lower status in society, paid less and engaged in dangerous jobs. Gender stereotyping and discrimination mean that women must be content with cooking, cleaning and housework. Also, tourism jobs are seasonal and fluctuate due to the volatile nature of the industry. In some centers illicit means are adopted to promote the tourism industry, the most notable of which is the use of female sexuality as an article of trade, which inevitably leads to the criminal exploitation of women and an affront to human dignity.

By integrating a strong gender perspective into planning and implementation processes, tourism can be leveraged as a means to promote gender equality and women's empowerment at the household, community, national and global levels. Furthermore, greater gender equality will contribute to the overall quality of the tourist experience, with a positive impact on profitability and quality in all sectors of the industry. Growth and development of women entrepreneurs in terms of quality and quantity needs to be accelerated as entrepreneurship development will remain an illusion without women's participation. Therefore, an enabling environment needs to be created to enable women to actively participate in all avenues of entrepreneurial activity. It is high time that government, non-government, promotional and regulatory agencies come forward and play a supportive role in encouraging women entrepreneurs in India.

CHALLENGES FACED BY WOMEN ENTREPRENEURS IN INDIA

Women entrepreneurs in India face so many challenges. The biggest obstacle for women entrepreneurs is that they are women. However Common problems faced by women entrepreneurs are discussed as follows.

- 1, Problem of Finance: Finance is considered the lifeblood of any business. However, mainly women entrepreneurs suffer from financial shortages. First, women generally do not have ancestral property in their name to use as collateral to obtain funds from external sources. Access to external source funds is therefore limited. Second, banks consider women as less creditworthy and discourage female entrepreneurs in the belief that they can abandon their businesses at any time.
- 2, Scarcity of raw materials: Most of the women enterprises are suffering due to scarcity of raw materials and necessary inputs. The high cost of raw materials on the one hand and availability of raw materials at the lowest discount on the other hand.
- 3, Lack of Education: Only 65.46% of women in India are literate (2011 census) and the remaining 35% of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Women lack business, technology and market knowledge due to lack of education. Also lack of education causes low achievement motivation among women.
- 4, Market oriented risk: Many women face the challenges of the market due to fierce competition. Many business women find it difficult to capture the market and compete with others' products. They are not fully aware of the changing market conditions.

5, Lack of self Confidence: Lack of self-confidence, willpower, strong mental outlook and optimistic attitude among women creates a fear of making mistakes while doing their work. Family members and society are reluctant to support their entrepreneurial growth.

6, Lack of role models: Most of the women are either homemakers or employed as salaried professionals in government or private businesses. As a result, women rarely enter a business environment. So they miss opportunities to interact with businessmen. The lack of experienced female entrepreneurs reduces the incentive for other women to enter.

7, Social responsibilities: Women are not always treated equally in a male-dominated society. Married women in India are expected to take full responsibility for their children. She is left with insufficient energy to carry out her business obligations.

8, Male dominated Society: Despite gender equality laws and regulations, India's business ecosystem continues to be dominated by men. In India, most women-led businesses operate in low-income sectors, whereas more lucrative sectors such as manufacturing and construction are managed by men. This forced businesswomen to work in women-friendly industries like apparel, beauty care and so on.

9, Inability to take risk: Traditionally, a girl child lives in a protected environment in India. So, they have comparatively less exposure to real life problems. It ultimately affects their capacity to take risks in their professional life.

10, Balancing Responsibilities between Family & Business: Family is often seen as an extension of women. All married women enter into motherhood within a certain age and also play a major role in rearing their children. This causes young mothers to take a break from their careers and feed their families. Running a business also often puts women in conflict with their family commitments.

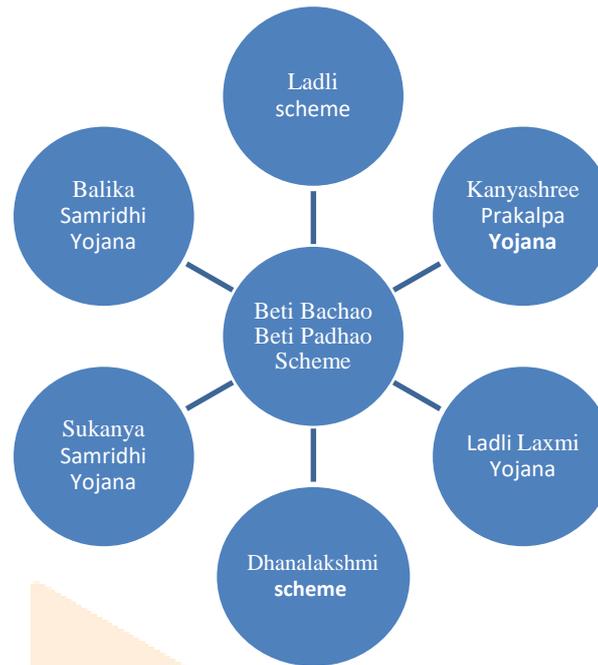
IMPORTANT WOMEN EMPOWERMENT PROGRAMMES IN INDIA

The government is implementing various schemes or programmes to bring women into the mainstream of all the sectors in the country in order to empower them. The most important among them are -

1, Mission Shakti: The Government of India has launched 'Mission Shakti' - an integrated women empowerment programme as umbrella scheme for the safety, security and empowerment of women for implementation during the 15th Finance Commission period (2021-22 to 2025-26). It also seeks to increase female labour force participation by promoting skill development, capacity building, financial literacy, access to micro-credit etc. Mission Shakti has two sub-schemes - 'Sambal' and 'Samarthya'. While the "Sambal" sub-scheme is for safety and security of women, the "Samarthya" sub-scheme is for empowerment of women. It also seeks to increase women's participation by promoting skill development, capacity building, financial literacy, availability of micro credit etc.

2, Beti Bachao Beti Padhao (BBBP) Scheme: The Beti Bachao Beti Padhao scheme launched by the Prime Minister of India on 22 January 2015 ensures the survival, protection and education of the girl child. Through this scheme, the government aims to address the decline in Child Sex Ratio (CSR) and other issues related to women empowerment. The project focused on creating awareness about the rights of a girl child through community engagement and encouraging action to support their educational growth and development. Beti

Bachao Beti Padhao Scheme includes Ladli scheme, Kanyashree Prakalpa Yojana, Sukanya Samridhi Yojana, Balika Samridhi Yojana, Ladli Laxmi Yojana, Dhanalakshmi scheme etc.



3, One Stop Center (OSC): OSCs have been established across the country to provide integrated support and assistance to women facing violence in private and public spaces. OSCs are integrated with women helplines to provide services like emergency response and rescue, medical assistance, assistance to women in lodging FIRs, psychosocial support & counseling, legal aid and shelter video conferencing facility.

4, Women Helpline (WHL): Women Helpline Scheme is one of the government schemes for women empowerment which aims to provide 24x7 emergency responses to women who face violence in private or public places. Universalization of women helpline numbers has been implemented in all states and union territories with a single toll-free number (181) providing immediate support to women across the country.

5, Mahila E-Haat: Mahila E-Haat is an initiative launched by the Ministry of Women and Child Development. It is one of the women empowerment schemes in India which provides an opportunity to women entrepreneurs to use technology and present their products on an online platform.

6, STEP (Support to Training and Employment Program for Women): One of the most effective women empowerment schemes in India is STEP. It was introduced to provide training in skill development and to assure employment to women. This government-backed scheme offers grants to institutions and organizations to conduct the training program. Marginalized people, SC/ST families, women headed families, below poverty line families and asset less women can all be beneficiaries of this scheme.

7, Swadhar Greh: This scheme was introduced to help women victims of unfortunate situations to rehabilitate and lead their lives with dignity. It aims to provide shelter, food, clothing, medical care and economic and social security to distressed women including widows, destitute women and elderly women.

8, Mahila Police Volunteers (MPVs): MPVs act as public-police interface to combat crimes against women and report incidents such as domestic violence, child marriage, dowry abuse and violence against women in public spaces. So far MPVs have been approved in 13 states.

9, Ujjawala: The government launched a comprehensive scheme to prevent trafficking of women and children. The main objective of this scheme is to prevent, rescue, rehabilitate, reintegrate and repatriate victims of trafficking.

10, Working Women Hostel: This scheme was introduced to provide safe and affordable accommodation, along with day care facilities, to working women. Through this scheme, the government aimed to facilitate services in urban, semi-urban and even rural areas that provide employment opportunities to women.

11, Mahila Shakti Kendras (MSK): The government introduced the Mahila Shakti Kendra (MSK) scheme to empower rural women through community engagement. It provides one-stop support services to women for skill development, job creation and digital literacy. This scheme works at multiple levels like national level, state level and block levels. The government aims to include 115 most backward districts by establishing 920 Mahila Shakti Kendras.

TOURISM RELATED INSTITUTIONS FOR HUMAN RESOURCE DEVELOPMENT

Currently, there is a huge potential for human resource development, empowerment and skill development in the tourism sector, keeping this in mind, the Indian government has started various educational institutions in different parts of the country from where students can acquire knowledge and pave the way for tourism development. The important among them are-

1, India Tourism Development Corporation (ITDC): ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities. In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists.

2, National Council for Hotel Management and Catering Technology (Society) (NCHMCT): (NCHMCT) was set up in the year 1982 by Government of India as an autonomous body for coordinated growth and development of hospitality management education in the country. The Council regulates academics in the field of Hospitality Education & training that is imparted at the Institutes of Hotel Management and Food Craft Institutes. During Academic Year 2021-22 number of Institutes are 91, that function in different parts of the country.

3, Institutes of Hotel Management (IHMs) & Food Craft Institutes (FCIs): It is an endeavor of the Ministry of Tourism to provide basic training and professional education to produce sufficient human resources to meet the needs of the tourism and hospitality industry both quantitatively and qualitatively. Currently, there are 48 Institutes of Hotel Management (IHMs), (including 21 Central IHMs and 27 State IHMs) and 13 Food Craft Institutes (FCIs) supported by the Ministry. While IHMs mainly provide degree level hospitality education, FCIs offer skill level education.

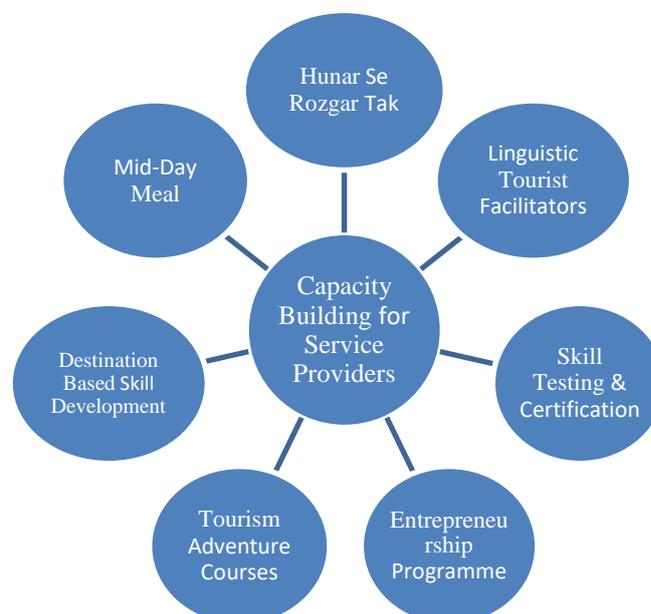
4, Indian Institute of Tourism and Travel Management (IITTM): IITTM is an institute offering training, education and research in sustainable management of tourism, travel and other allied sectors. It is an autonomous organization under the Ministry of Tourism, Government of India. It was established in 1983, based in Gwalior, Madhya Pradesh, with campuses in Bhubaneswar, Noida, Nellore, and Goa.

5, India Institute of Skiing and Mountaineering (IISM): IISM is the most popular ski training institute established by the Ministry of Tourism, Govt. of India at Gulmarg in 1968 as a temporary project called Gulmarg Winter Sports Project (GWSP). The project then converted into a permanent organization as Indian institute of Skiing and mountaineering (IISM) in 1987. It provide training in adventures sports activities like skiing, mountaineering , Rock Climbing, Aero adventure, Trekking and Water Skiing.

6, National Institute of Water Sports (NIWS): National Institute of Water Sports is an autonomous organization established in 1990 under the aegis of Ministry of Tourism, Government of India. In 2004 the institution has become a part of Indian Institute of Tourism and Travel Management. National Institute of Water Sports being an apex body for licensing leisure water sports in the country, the institute train water sports operators through various skill developing courses and certify the trainees. National Institute of Water Sports offers MBA Tourism and Travel Management in International Tourism specialization.

7, Indian Culinary Institute, Tirupati : The Ministry of Tourism established Indian Culinary Institute (ICI) at Tirupati at a cost of Rs.97.92 crore, with the objective of (i) ensuring the preservation of the entire heritage of Indian cuisine, (ii) establishing a research, documentation, museum and resource center of culinary art and (iii) to provide specialized training in culinary skills. A chapter of ICI Tirupati has been set up at NOIDA also.

8, Capacity Building for Service Providers: The Ministry of Tourism's "Capacity Building for Service Providers" (CBSP) scheme aims to provide education, training and certification to tourism service providers at every level and its main objectives are to train and improve manpower at all levels in order to i) Maximize the vast tourism potential of the country, and ii) Provide professional skills to the local people and create new employment opportunities in the tourism sector in both urban and rural areas. Under this scheme trainees are trained for jobs such as guide, driver, cook, housekeeping and hospitality.



9, The Incredible India Tourism Facilitator (IITF) Certification Program: The Incredible India Tourism Facilitator (IITF) Certification Program is a digital initiative of the Ministry of Tourism (MoT) to help the country's citizens become part of the burgeoning tourism industry. The aim is to provide online training and accreditation to tourist facilitators through the centralized PAN India e-learning module. It is an online programme where one can learn about tourism at their own time, space, path and pace. The successful completion of this programme would enable the learner to become a Certified Tourist Facilitator of Ministry of Tourism.

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