

A SKILL GAPS IN TOURISM SECTOR AND REVIEW OF GOVERNMENT MEASURE TO MEET THE GAPS

Ms Manasi Vinod

Assistant Professor, Department of Economics, Ramniranjan Jhunjhunwala College of Arts, Science and Commerce Ghatkopar, Mumbai

Abstract : Under the regime of WTO, with more economies opening up, tourism is expected to achieve spectacular results in terms of foreign exchange earnings and employment generation thereby in economic growth.

Tourism is already growing leaps and bounds in many states of our country. However growth of tourism is limited by the unskilled manpower in this sector. Keeping in view the same, Government of India has taken many steps to build the human resources in tourism. Policy measures for human resource development and capacity building are incorporated in Tenth, Eleventh and Twelfth Five Year Plans. One of the ongoing initiatives is the scheme “Hunar se Rozgar Tak” – A training initiative to create employable skills. Participation of the private sector institutions is one of the significant features of this programme. So far this scheme has an overwhelming response. With such schemes tourism sector would have no limits to its growth.

Keywords: Economic Growth, employment generation, Skill gaps, Human resources development, Public Private Partnership.

1 INTRODUCTION

Tourism can have a great impact on regions and obviously destinations. The various dimensions of tourism have varied impact of tourism in terms of economic, social, cultural and environmental influences. The main aspects of economic impact of tourism are as follows:

1. Income generation
2. Employment generation
3. Tax revenue generation
4. Balance of payments effects
5. Improvement in the economic structure of a region
6. Encouragement of entrepreneurial activity

Thus for a developing country like India tourism can be an engine of growth. Statistics published World Travel and Tourism Council (WTTC) support the fact that across the globe tourism has contributed significantly in the economic growth as well as in employment generation of a country. Thus this study is taken up to understand the role played by tourism in Indian economy

OBJECTIVES:

- ◆ The paper seeks to find out the contribution of tourism in the economic development of Indian economy with special reference to employment generation.
- ◆ To take an account of the skill gaps in the tourism sector.
- ◆ This paper aims to evaluate performance of the scheme “Hunar Se Rozgar Tak”.

LITERATURE REVIEW:

According to a report by Mc Kinsey, tourism is going to be the very significant industry in the world in the next few years. India is experiencing the same now. Tourism is being considered as a sunrise industry in our economy. India is growing as a favorite destination of the foreign tourist.

According to Leena Kakkar and Sapna , tourism has played a significant role in the economic growth. It has played a supportive role in the development of industry. It has contributed to the foreign exchange earnings, income as well as employment generation. Since tourism has forward and backward linkages to sectors such as hotels, infrastructure it will reap the full potential of these opportunities.

In his case study on Agra and Varanasi Dr. Prakash Singh derives at the conclusion that tourism has played a very dominant role over the traditional sectors of the developing countries such as agriculture. Tourism contributes more than the agriculture in the GDP of India .

RESEARCH METHODOLOGY:

The paper involves descriptive research. Therefore the secondary sources of data are used for the purpose of analysis. Various reports of the Ministry of tourism, government of India are used in the study.

CONTRIBUTION OF TOURISM TO EMPLOYMENT GENERATION IN INDIAN ECONOMY:

According to the data published by World Travel and Tourism Council (WTTC) total contribution of tourism to India's GDP is 6.2% in 2013 and forecasted to rise by 7.3% in 2014. Similarly direct contribution of tourism in employment in the year 2013 is 4.9% which is expected to rise by 2.5 % in 2014. The total contribution of tourism to employment is 7.7% in 2013 and is expected to rise by 2.7% in 2014.

SKILL GAP ANALYSIS IN TOURISM SECTOR

A study of tourism industry shows that there are three major sub segments.

- i. Hotels and restaurants
- ii. Tour operators
- iii. Travel Industry

The education wise distribution of work force in the travel and tour operators segment is provided in the table below:

Education Level	% of people	Functional area assigned
MBA, CA, CS, ICWA	3 - 5	Management level as Branch Manager or Divisional Manager
Post Graduates/Graduates	25 - 35	Ticketing (Travel Counsellors), Marketing and sales, Accounts / Finance department, Foreign Exchange, etc.
Diploma / Certificate Course	42 - 45	Ticketing, executives / assistants in various departments
High School and below	15 - 30	Ticketing, Messenger / Delivery boys
Total	100	

Source : Primary Research and IMacs analysis

Skill gaps in tourism sector and review of government measure to meet the gaps

Following table shows education wise distribution of Human Resource in hotels and restaurants

Educational level	% of people	Functional area assigned
MBA, CA, CS, ICWA	5	General Manager / Manager
Post Graduates / Graduates	20 – 30	Managers / supervisors / Assistants – Front office, F&B Services, Kitchen (Chef / Cook/ Steward), House Keeping, Purchase, Sales, HR etc
Diploma	25- 55	Chef, Steward, Line Cook, F & B Services, etc.
High School and below	20- 40	Kitchen Staffs, Front office – Bell boys, waiters/ Servers, Bartenders, Security guards, Room service, etc
TOTAL	100	

Source: Primary research and IMacs analysis from NSDC

It is very clear from the above analysis that a large percentage of employment in this sector is less educated or unskilled. Specialised degrees in tourism hospitality management are essential.

Following table shows skill gap in case of front office assistant, team leader in tour and travel operators, food production in the hotels. However guides, people at various levels of housekeeping as well as food and beverages section also suffer from inadequate skills.

Skill requirements and skill gaps in front office

Job Role	Education	Skills	Skills Gaps
Office Assistant	Office Assistant	<p>Skills;</p> <p>Ability to handle incoming and Outgoing calls – telephone etiquettes;</p> <p>Facilitating smooth client check ins and check outs;</p> <p>Receiving check out settlement and maintain a proper account for the same;</p> <p>Knowledge on various hotel offerings, procedures, etc.;</p> <p>Familiarity with billing software;</p> <p>Familiarity with the local region to guide guests & tourists.</p>	<p>Inadequate communication skills;</p> <p>Inadequate customer orientation;</p> <p>Lack of knowledge about various service offerings in the hotel;</p> <p>Inadequate knowledge of billing software.</p>

Skill requirements and skill gaps common to travel and tour operators

Function	Level	Skills required	Skill gaps
Operations	Team Leader	Need to ensure that the tickets, visa, etc. are issued correctly and promptly by the team; Ability to act as a solution provider for the team members when they are unable to handle a situation; Knowledge on various aspects of ticketing; Supervisory skills; Time management	Time management; People management; Client handling.

Skill requirements and skill gaps in food production

Function	Level	Skills required	Skill gaps
Cook / Chef	Chef / Head Chef	! Knowledge on various kinds of cuisines; Awareness on food Calorific values; People management; Administrative skill; Flair for creativity- Innovation in food Preparation; Food presentation skills; Ability to plan menu; Knowledge on food costing; Quality Control; Inventory management; Communication Skills.	! Lack of knowledge on latest cuisines; Inadequate people Management skills; Inadequate knowledge of cost management

Thus the above skill gap analysis is sufficient to understand the intensity of the need to invest in human resource developments in the tourism sector especially those working at the lower cadres of the tourism operations.

There is a shift of approach of the government towards HRD and Capacity building in tourism industry.

HUNAR SE ROZGAR TAK'-A training initiative to create employable skills:

The Ministry of Tourism has launched this special programme in 2009-10, fully funded by it for the creation of employable skills amongst youth belonging to economically weaker sections of the society. This initiative was taken to bridge the gap of skilled manpower in hospitality sector. Under this scheme, a person seeking admission to the programme should be minimum eighth pass and in the age group of 18 to 28. The training is provided for the 6- week Food and Beverages Service and 8- week Food Production courses.

The new courses introduced along with the existing are Training related to coach or cab driving skills, Stone masonry to preserve our heritage and golf caddy.

Common features of the schemes introduced so far are:

- ◆ The age group of trainees is 18 – 28 years
- ◆ Each training programme is of short duration ranging between 4 weeks to 8 weeks
- ◆ No fees chargeable to the trainee
- ◆ Each trainee is entitled to incentives comprising free lunch and a set of uniform and stipend
- ◆ Training cost met by Ministry of Tourism
- ◆ Provision of stipend for the trainee with a minimum attendance of 90%
- ◆ The implementing institutions entitled to a payment of 5% - 10% of the respective programme costs to cover their administrative expenses.

ITDC would be made one of the key implementing agencies for this scheme since they have the institutional expertise available in Ashok Institute of Hospitality and Travel Management in Delhi and has a chain of hotels which can become the training centre.

Partnership with the private sector stakeholder associations like HAI, FHRAI and IHHA would be strengthened to increase the reach of this programme. Special efforts will be made by the institutions to foster forward linkages in terms of placements in the hospitality sector and facilitating bank credit for those who desire to start their own venture.

EVALUATION OF THE PROGRAMME “HUNAR SE ROZGAR TAK”

Achievements of the programme:

- ◆ Employment to the underprivileged section: Tourism activities require people from the skilled as well as unskilled strata. People from the economically backward category can get an employment source in tourism if trained properly. This scheme enables people to get a job.
- ◆ Increasing number of beneficiaries: According to Ministry of tourism, number of persons who were trained has increased since inception of this programme. In 2009 -10 numbers of persons receiving training were 5610 which increased to 12191 in the year 2011 -12.
- ◆ Special focus on backward states: North eastern states are economically backward states. These states have wealth of nature. Under the 12th Five year plan the scheme has more provisions for these states.
- ◆ Limitations or weaknesses
- ◆ Even if this programme has potential for employment generation it suffers from certain weaknesses.
- ◆ Limited reach of the programme: Since tourism is growing in leaps and bounds demand for trained manpower is tremendous. However this programme is able to train very less number of people as compared to the demand.
- ◆ Less awareness of the programme: The major weakness of this programme is lack or low awareness of this programme among the prospective beneficiaries.
- ◆ Tie ups with the industry and coordinating officer: It has been observed that all of the training institutes involved in this programme do not have tie ups with the industries. Similarly there are no coordinating personnel designated by the government for this job.
- ◆ Drop outs from the programme: An evaluation study under MoT has shown that there is a high dropout rate from this course. It is resulting in loss of monetary and human resources.

CONCLUSION

The benefits can be fully tapped when tourism sector responds positively to the changing scenario. Along with the other serious issues, inadequate trained human resources is a very serious problem today. Number of institutes providing affordable training in various areas of hospitality should be increased. Only certain parts of the country are benefitted from this scheme since the scheme is not applied in all the states so

far. Like any other schemes in India it may be a good scheme which is not reaching to the potential beneficiaries. Effective implementation of the scheme is the need of the hour.

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