Tourism and Employment Opportunities – A Literature Review

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Abstract

Tourism industry has emerged as one of the fastest growing sectors across the world, with the focus now shifting towards developing countries in the South Asian and South-East Asian regions. As India emerges as a major player in the global economy, it has seen a continuous rise in the number of tourist footfalls over the past decade. The Prime Minister of India has on numerous occasions cited the sector as having immense potential to create employment opportunities for India's massive youth population. This paper aims to do a thorough literature review to understand the kind of issues the tourism industry faces, across the globe. It also highlights the viewpoints on the opportunities and challenges to the tourism industry in the developing countries. The crux of the previous studies is that tourism does have a positive relationship with a country's GDP and growth rate. With the evidence of relevant data and statistical tools, many studies also pointed that tourism has resulted in increasing employment rate of many nations. Contradicting above findings, few studies indicate that tourism expansion didn't have any impact on uplifting financially backward societies in countries having lower levels of economic growth.

Keywords - Tourism, Employment, GDP Growth Rate, Literature Review

Introduction

Tourism industry is understood as all the activities which operate in order to attract, connect, accommodate, and entertain a tourist who by the (Collection of Tourism Expenditure Statistics) is defined as a person who comes to stay outside their normal environment for less than a consecutive year but more than 24 hours. Tourism could be domestic, i.e. within the traveler's own country or international, i.e. outside the traveler's country. Tourism has seen a massive growth ever since the time of globalization. With multiple earning members leading to more disposable income, and more leisure time, tourism seems the best choice for most to spend time with one's loved ones and create memories. The global market of tourism surpassed the 1 billion mark for the number of tourist footfalls, in 2012 (UNWTO World Tourism Barometer) with the emerging markets of China, Russia and Brazil leading the increase in spending over the previous decade.

According to (GLOBAL ECONOMIC IMPACT & TRENDS 2020), the world's travel and tourism GDP growth outperformed the world's overall GDP growth, for the ninth consecutive year in 2019, with a staggering contribution of 10.3% to the world's GDP. According to the same report, the tourism industry was also employing 1 out of every 10 persons, and in the last five years out of every 4 new jobs created, 1 was from tourism. It was the third fastest growing sector after Information & Communication and Financial services, with a GDP growth rate of 3.5%. In 2019, India ranked 10th on the list of top 15 countries on the list of 'top largest countries in terms of travel and tourism GDP contribution', with a growth rate of 4.9% outperforming the global average of 3.5%.

With India increasing its presence in the global economy by emerging as a major market and business hub, its unique blend of cultures, a major hotspot of unique flora and fauna, long and rich cultural history, a wide range of geographical areas, becomes a major attraction for the modern global citizen. India's unique traditions like that of yoga, natural well-being, Ayurveda, etc. continue to be a major source of tourism for many of the South East Asian countries which had a long history of cultural contacts with India. It's high time for India to utilize this soft power for boosting its economic growth.

Objectives

The main objectives of this paper are –

- To analyze the various employment opportunities in the tourism industry
- To understand the various challenges faced by the industry
- To suggest for ways to help boost the industry

Literature Review

1. Cárdenas-García, Rivero, & Pulido-Fernández (2013), aims to verify whether the growth in tourism has helped improve the economic conditions in the sample countries. The study uses secondary data from a sample of 144 countries and uses factor analysis and Structural Equation Modelling (SEM) to analyze the various variables like HDI, DOI, DCP, PSE. The findings support the hypothesis that tourism expansion does lead to economic growth but the transfer of prosperity to the general populace was negligible in developing countries. The researchers recommend further selective grouping of countries for more conclusive findings.

2. Liu & Wall (2006), tries to argue that for tourism to be positive force, it needs to include both residents and the visitors. The research uses secondary data in the form of past literatures, reports amongst others to do a thorough analysis and thereby arrive at conclusions. The research shows that tourism has indeed proved to be a catalyst for socio-economic change. The involvement of local residents, and a dedicated plan to invest more on developing human resources. It will help the local residents get more involved and benefit from tourism expansion in their area.

3. Choy (1995), tries to verify the claims that tourism industry creates demeaning, low skilled, low paying service jobs using the case of Hawaii. The researcher uses secondary data from various organizations like DLIR and OES, and compares the datasets to arrive at conclusions. The results showed that the level of job satisfaction was probably higher than average with most workers looking forward to continue working even after five years. The salaries were amongst the top five but the notion of tourism sector jobs being underpaid was because of the high number of hospitality workers in service jobs. The researcher recommends policy changes by the government to promote foreign investment and create more opportunities.

4. Szivas & Riley (1999), aims to study the implications of labor mobility into tourism and human capital, etc. when a country goes from communism to capitalism. The researchers used a mix of secondary and primary data, the sample for the primary data being individuals who had moved into tourism from some other industry; and applied statistical techniques such as VARIMAX ROTATION, standard deviation. The results show that tourism has been able to absorb the labor market upheavals, and provided for an alternative source of employment during such crises. Tourism has absorbed people from a wide range of unrelated occupational backgrounds, and for many it might be their second best option when unemployment tends to rise.

5. Hjalager & Anderson (2001), compares the impact of formal training/education against no formal training, on the retention of employees in the tourism industry. The researchers use secondary data from IDA, comparing the employment trends to arrive at conclusions. The findings support the hypothesis that formal training did increase one's chances of employment and being retained with the travel services showing maximum shift towards professionals, but in general the educational type seems to be overlooked while recruitment. The unique structure of the industry continues to attract the extremely mobile and the boundary less, with the industry seemingly providing a source of employment during times of crisis.

6. Cukier-Snow & Wall (1993), does a literature review arguing that the employment perspectives of tourism need to be understood differently for the developed and the developing countries. The studies are mostly found to be focused on understanding the demand side and not the supply side, especially in developing economies where the sector has high informal labor. Most of the studies focused in developing countries show that tourism being an underpaid work, but it might not hold true for developing economies where there are often very few better alternatives. Further research is being suggested to better understand the various other aspects of employment like cultural and gender.

7. Jolliffe & Farnsworth (2003), try to develop a model to embrace or challenge the seasonality of employment in the tourism sector. The data being used is secondary. The seasonality being a continuing phenomenon, it is suggested that firms either adopt human resource practices to embrace or challenge it. The researchers suggest possible strategies for the four major HR areas of practice viz. Staffing, Training and Development, Performance Appraisal and Compensation to

better manage the continuum of seasonality. The researchers suggest quantitative research to test the efficacy of the suggested model.

8. Snyman (2012), tries to assess the role of eco-tourism in reducing poverty. The research is based on primary data obtained from 812 surveys done in the South African countries of Botswana, Malawi and Namibia; which is then analyzed thoroughly. The results show that attitudes towards tourism and conservation varied based on their household income, education level, etc., with the higher income groups along with younger individuals having more education, viewing it more positively. The society did improve from eco-tourism and the communities receiving more direct benefits viewed it more positively. The researcher suggests further studies across the neighboring regions to provide a comparative understanding of the subject across the regions.

9. Mishra et.al (2011), aims to understand the relationship between tourism growth and economic development in India. The research uses secondary data from RBI, Bureau of Immigration, and Ministry of Tourism amongst others; the data thus collected is then analyzed using various tests like Augmented Dickey-Fuller unit Roots Test, Johansen's Cointegration test (Aggarwal, Guglani, & Goel, 2008)and Granger causality test. The research proves that growth in tourism does have a positive impact on a country's economic growth, with the variables studied having a long run equilibrium relationship between them. The researchers suggest policy changes regarding taxation, security of tourists, amongst others to help boost the sector.

10. Singh S. (1997), studies the contribution of educational and training institutions in developing human resources for the tourism industry. The researcher does a thorough review of the literature to understand the global scenario to arrive at the findings. At first a distinction is made between education and training, followed by dividing the requirements of a job into five levels for better approaches to deal with issues. The researcher suggests the training programs to be more professional, with a more holistic curriculum having international accreditations to maintain a standard.

11. Aggarwal et.al. (2008), aim to study the reasons and the experience of foreigners visiting spiritual centers with special reference to Rishikesh and Haridwar. The researchers use primary data collected using questionnaires from foreigners, and do an analysis of the data thus collected. The results show that the tourists visiting these places believed and appreciated Indian traditions, and wanted to experience the peace and divinity through the tough and difficult journeys, sans the

luxury of modern society. The researcher suggests inter sectoral approach by the government, using modern telecommunication means like the internet to provide for information in multiple languages to help spread the uniqueness of the Indian traditions to the remotest corners of the world.

12. Tripathi and Siddiqui (2010), aims to understand the gaps in tourist's service expectations with the actual service conditions, leading to the underutilization of India's immense potential for tourism. The research uses primary data obtained using 1080 questionnaires, the data thus collected is the analyzed using conjoint analysis and binary logistic regression. The findings show that tourists gave highest importance to value for money, then security, and information about places, with most tourists preferring historical/religious sites over natural sites and modern architecture. The researcher suggests the government to take measures to implement the research findings to enhance tourism.

13. Nayak et.al. (2018), aims to study the various aspects of tourism at a protected area (Bhitarkanika National Park, Kendrapara, Odisha) through the lens of the various stakeholders, to help in sustainable growth. The research uses primary data collected using focus group discussions (FGDs), semi-structured questionnaire schedules, informal talks and direct observations. The results show that majority of the local residents viewed that ecotourism didn't generate any employment, with majority having no opinions regarding the impacts of ecotourism on biodiversity and mangroves. The forest officials considered poverty being the main reason behind the few instances of non-cooperation from the locals. The researchers suggest facilitating ways to enhance financial conditions of the locals by providing them training, providing for startup capital, and employing modern technology to improve monitoring and conservation at the site.

14. Mathew & Panchanatham (2011), studies the various work life balance issues faced by the employees working for the indigenous health care practices associated with the medical tourism industry in Kerala, India. The data being used is primary, collected from 157 employees working in 24 different organizations, which was then analyzed using factor analysis (varimax rotation method), ANOVA, Pearson's correlation, regression analysis. The results show that majority of the employees were having work life balance issues, but support from supervisors and alternative work arrangements, helped reduce its impacts. The researchers suggest organizations to work on mitigating the work life balance issues by redressing the issues through dedicated channels,

increasing alternative and flexible work arrangements, since after all a happy employee can give better services for better customer feedback and retention.

15. Badola, et al. (2018), aims to study the roles institutions play in ensuring fair sharing of the benefits of ecotourism amongst the various stakeholders. The researchers use a mix of secondary and primary data collected from past literature, focus group discussions, case studies, amongst others. The results show that weak management makes the powerful stakeholders disengage local stakeholders leading to obstacles in conservation of biodiversity. Local ownership and management of resources leads to proper management and less monetary leakages. More power and involvement of locals was suggested as a measure to better manage the resources and also help in conservation of the biodiversity.

16. Baken & Bhagavatula (2010), aims to critically analyze the tourism policies with respect to their objectives of economic development and growth. The researchers use secondary data from reports, policies, and alike to critically analyze their effectiveness towards growth. The results show that the government has an inflated view of the tourism's growth potential, without much data to back up the claims. The researchers cited most of the researches being focused on supporting the policies of the government with a major lacking of any everyday reality based, conceptual and insightful research to show the potential of tourism with a sense of realism. The researchers support the development of new tourist hotspots and suggest more unbiased research on the potential of tourism.

17. Anvekar (2012), aims to study the tourist perceptions and satisfaction levels to suggest an effective branding strategy based on the PPP model, for medical tourism in India. The research is based on primary data collected from 70 foreigners who had come for allopathic treatments/surgeries at world-class medical hospitals like the Apollo Hospitals, which is then analyzed using simple percentage. The findings show that majority of the tourists had a pleasant experience, with cost being the major factor for choosing India as a destination, but only a small percentage of 8 % were willing to come back. The major factors of dissatisfaction were lack of good options for food and refreshments, not enough local public and police assistance, etc. The researcher suggests promoting India as a safe destination with local police assistance, by the government, while the private sector should create tourism packages linking healthcare with tropical tourism.

18. Kumar (2018), aims to study the significance of hospitality education, its issues and challenges with special focus on India. The research is based on primary and secondary data with the former being sourced from the various stakeholders of hospitality education. The results show that lack of standardization and proper recognition, improper HRD systems makes the highly in demand industry lack good qualified faculty, proper training institutes, good dedicated professionals, etc. Government needs to pump in lot more funds and also make more policies, to raise the standards of IHMs and make the pay scale of the faculty at par with their international counterparts. Industry being a major stakeholder their consultations should be taken, especially while making curriculums to create human resources who are employable.

19. Padhan (2011), aims to forecast the international tourist footfalls in India using univariate time series forecasting models. The data being used is secondary, obtained from CMIE, which is then analyzed using various univariate time series models – naive models, average based models, exponential smoothing models, seasonal decomposition model, and regression models. The results show that SARIMA (Seasonal Autoregressive Integrated Moving Average) showed the least MAPE value when compared with the actual tourist footfalls.

20. Yadav & Gupta (2017), aims to study the procedural justice's relation to job satisfaction and organizational citizenship behavior, in the tourism industry. The data being used is primary, collected from 204 employees, which is then analyzed using correlation, regression, hierarchical multiple regression and bias-corrected percentile method. The results show that PJ was an essential precursor towards the employees having JS and OCB, thus supporting the findings of previous studies. The researchers suggest managerial implications of the study, especially for the service based industry, where feeling of being treated as a part of the organization made the employees serve the customers better.

21. Spillane (2005), aims to study the development of tourism industry in Indonesia, compare the domestic and international tourist segments to understand their impacts. The data being used is secondary from past literature and various government data sources. The results show that Indonesia has very well managed its resources to be not over dependent on foreign (especially western) tourists but its domestic ones too, by timely adapting its industry to suit the needs of the time. The researcher is of the view that planning, and well-conceived tourism has helped Indonesia reap the benefits of the ever growing industry and India can learn from this experience.

22. Venkateswari & Anumol (2018), studies the employment opportunities and the various challenges faced by the tourism industry. The research is based on secondary data and the researchers do a descriptive analysis to arrive at conclusions. The findings show that despite the few shortcomings like that of gender inequality, poor pay, etc. India is adapting fast to various modes of E-tourism, green tourism and the global impact of India on a rise, the tourism industry will continue to grow and contribute an immense amount to its GDP, capable enough to pay off India's international debts. The government is adopting policies to promote this sector and it should continue doing so to reap the benefits.

23. Aynalem et.al. (2016), aims to give a summary of the employment opportunities and challenges in the tourism and hospitality industry. The data being used is secondary, and the researchers did a thorough reviewing of the past literatures to arrive at conclusions. The findings show that with the ever growing need for human resources in the tourism sector, the employment opportunities, both direct and indirect are huge. Gender biasedness, poor pay, untrained workforce, seasonality of the sector, and many more tend to be the main challenges the industry faces. The challenges need to be addressed by the collaboration of all the stakeholders especially the government and the employers.

24. C & Leelavathi (2016), aims to study the contribution of tourism to employment generation in India. The data being used is secondary from various websites, and government data, which is then thoroughly analyzed. The results show that India is utilizing the huge potential of the tourism industry, with an upward trend in foreign exchange earnings from tourism. India having a unique blend of cultures, and vivid range of climatic and geographical zones, has huge potential for meeting the increasing demands, with proper government and other stakeholder's support.

25. Athma & Nalini (2017), aims to analyze the employment generated by tourism in India, and the various government initiatives taken by the government to promote tourism in India. The data being used is secondary taken from past literature, websites and other government and non-government data sources, which is then tested using various statistical tools like mean, CAGR, and t-test. The findings show that direct employment in the tourism sector has increased but the indirect employment has decreased leading to a downfall in overall employment. The researchers suggest professional management, increased and improved infrastructure, and enhanced connectivity by air, to further increase the tourist footfalls, which would lead to more employment.

26. Prasad & Kulshrestha (2016), aim to understand the role and contribution of the tourism industry towards employment generation. The data being used is secondary obtained from various sources like CSO, IOTT, NSSO, IPS, and WTTC, which is then analyzed using the Leontief input-output method. The results show that the F&B sector had the highest employment multiplier followed by accommodation and transport respectively. The results indicate that the increase of expenditure by tourists leads to increase in both direct and indirect employment. The policymakers along with the various stakeholders realizing the potential of the industry should set up more credible institutes to train more professionals in the field.

27. Wang & Tsai (2014), aims to study the impact of education on the employability of hospitability graduates and compare the perceptions of students and employers regarding employability. The data being used was primary collected through questionnaires, which was analyzed using descriptive statistics and tools like paired sample t-test, weighted discrepancy scores. The results show that majority of the students lacked confidence regarding their employability and although most looked forward to be in managerial positions, most lacked confidence in the viability and effectiveness of the skills taught in institutes. The students considered the off-campus internship programs, professional skill classes, school volunteer services as being more effective in raising their employability. Work attitude and personal attributes were the most important competencies required by the hospitability industry. The researchers suggest more practical focus while teaching to enhance the confidence of students in the efficacy of the managerial theories being taught, and updating the curriculum to suit industry needs.

28. Singh & Jaykumar (2018), aims to study the soft skills and competencies required for entry level employees and then identify the gaps in the educational and training programs. The research is based on primary data obtained using questionnaires, which was then analyzed to arrive at conclusions. The findings show that employers want graduates with a combination of knowledge, attitude and soft skills such as communication skills particularly in English. The other major skills required were sensitivity towards culture, planning skills and application of one's knowledge. The researchers recommend curriculum changes to help hone the employability skills rather than just imparting knowledge.

29. Blomme et.al. (2009), aims to compare the perceptions of students and workers, regarding the jobs of hospitality industry. The data being used is primary, which is then analyzed using various statistical tools like Cronbach's alpha reliability index, mean score, standard deviation, one way ANOVA, Tukey's post hoc test, independent t-test, on SPSS. The results show that all the three sections viz. workers, students and graduates hold a positive view about their area of work, but graduates were less positive which could be owing to bad placement experiences. Students and graduates were more positive regarding developmental opportunities arising in the industry, but students seem to lose their hopes and become more negative as they move along. The researchers suggest further research regarding the role of education system and pre-entry expectations needs to be studied to help in improving the education system.

30. Inchausti-Sintes (2015), aims to empirically how tourism starts the phenomena of Dutch disease and its adverse effects on various sectors. The data being used is secondary obtained from IOT, TSA, and the National Accounts for Spain from 2006, which is then analyzed using CGE (Computable General Equilibrium) Models. The results show that tourism affects the GRAV (Gross Real Added Value) negatively by affecting three related processes – investment, consumption and exports. Tourism harms the traditional sectors like mining, and agriculture by causing an increase in the exchange rate. Tourism does help alleviate the curse of unemployment and boost the economy but being focused on non-tradable and less capital intensive it should not be the sole driver of any country's growth. Policymakers should understand the benefits of tourism but should not be extremely dependent on the sector for long term growth.

Findings and Suggestions

The key findings along with their respective suggestions may be clubbed together as follows –

1. Expansion of tourism does lead to economic growth but the transfer of economic benefits to the locals was not visible in the developing economies. Involvement of local residents and investment on developing skilled manpower was essential to help transfer the benefits to the local population. Good pay and local involvement also leads to better management of resources and helps in reducing financial leakages. It is beneficial for the tourists too, since most tourists in one study cited lack of local support and safety issues as major reasons of dissatisfaction.

2. Tourism industry employs people from diverse backgrounds and during economic crises it helps to absorb the unemployed. It is an industry based more on skills with many still working without any formal training in the field. The industry has always been highly attractive for people who are highly mobile and need a boundary less job. In developing countries where educational and training institutes are rare and policies are weak or absent, majority of the employees are engaged in the informal sector. The informal nature of employment leads to exploitation of both the employees and the tourists. The governments of developing countries, understanding the huge potential of the industry should come ahead to make the industry more regulated and responsible. It will make the industry lot more attractive and also increase the tourist footfalls.

3. The role of educational and training institutes was cited by almost all studies as a major factor in boosting good, professional and skilled manpower. The educational institutes should be more practical in their approach to help raise the confidence of students. Policies should be made keeping in mind international standards, with a minimum pay for professionals and qualified faculty to ensure quality of education. The curriculum should be designed by engaging the various stakeholders especially the employers and industry experts to raise more employable graduates. Repeated studies have shown that most graduates despite having the knowledge lack the application skills to use that knowledge effectively, so more focus should be made on skill enhancement since school level and less on just knowledge based learning. Assessments should be designed as such that they encourage application on knowledge with case studies and more practical exams, to further increase the employability. Institutes should get accredited by international agencies to further increase the quality of education and training.

4. The government should focus on developing more infrastructure supporting the industry. Most tourists in one of the studies cited safety, value for money and local police assistance as factors affecting their views regarding their stay in India. The government should increase the recruitment into the police force since India's police force is already overburdened, and highly understaffed. More connectivity via air is another important parameter as it is safer, faster and less cumbersome compared to India's railways and other means of transport. The safety of tourist's valuables should be the priority of the tour agencies which may be easily enforceable if such policies are designed.

5. Poor pay and gender bias at work was another issue in almost every country irrespective of their level of economic development. The former could be dealt with proper minimum wage laws by

the government and a sense of responsibility on part of the employer's to serve the people who help earn their bread and butter. Organizations should remember that, happy employees serve better leading to more satisfied customers who are free advertisers through their WOM and are an asset for any organization aiming to run long term.

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