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INTRODUCTION

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Introduction

In olden days, tourism was a matter of pilgrimage. Trade and commerce along with religious activities made rapid stride in the development of tourism. The International dictionary of tourism points out that ‘tour’ in English and French means a journey. The 19th century dictionary defines ‘tourists’ as the people who travel for pleasure of traveling out of curiosity. Tourism denotes the temporary, short term movement of people to destination outside the place where they normally live and work, and their activities during their stay at these destinations. Today tourism industry is in a position to pave ways for the generation of employment opportunities by offering a protective umbrella to hospitality and transportation sector.

Tourism is the second largest growing business area after information technology in the global economy. In the pre – industrial area, tourism was considered as a cultural practice among the elite sections of the society. Industrial revolution brought about increases in productivity, regular employment and great urbanization which together gave more people the opportunity and motivation to travel. Mass tourism commenced only in 1920s, firstly USA, when science and technology made possible the mass production of vehicles and then in 1930s when greater availability of leisure time the system of paid holidays introduced. The tourism becomes a mass phenomenon only after the Second World War. During that time the nature and geographical horizons of mass tourism changed from domestic holidays to international tourism. The second half of the twentieth century has witnessed the mushrooming of tourist space every where in the world. The United Nations recognized the importance of tourism to the economies of Third World. The UNO, in 1980, considered tourism as a vital force for peace among the people in the world. The developments in transportation give a rapid change in tourism.

India as a nation is vast, varied and strikingly beautiful. She has the most ancient cultural heritage and is a land of contrasts, from tropics to snows. The history, civilization, monuments, multifaceted religion, festivals, landscapes,
mountains and beaches makes India unique. India has the tradition of treating guest with all honours. The ancient scripts equates guest with God itself as the script reads “Atithi Devo Bhava”. Indian dance, music, literature, painting and architecture have all earned world wide fame.

The architectural glory of India, of course, the Tajmahal is the best known. The interest in Indian philosophy, yoga and Vedanta attracts a large number of tourists to the country. Indian literatures to a large extent attract people and draw the inspiration from the ancient classics like the Ramayana and Mahabhararata. Indian art is matchless and marvelous and its attraction is basically of motive origin. Mohan – jo – daro and Harappa are the cities to show the oldest remains of Indian art and architecture. Ajanta and Ellora are the most beautiful and oldest proof of Indian religious art, architecture and painting. The wonderful wonders like Tajmahal, the Qutub minar and Fatehpur sikri stands splendidly as a living testimony of India’s great art and architecture in the world. The melody of India won the hearts of the people universally. Folk music in our country is another attraction for the world tourists. Tourism is major industry in India as it contributes to about 4% of its GDP, employs about 14 million persons and earns foreign exchange about 5000 crores.

The state of Kerala with its flora and fauna, art and culture, and high physical qualities of life has placed her name among the countries in the world. Kerala has large stretch of beaches, extending from Kovalam in the south to Bakel in the north. The blessings of Kerala are capable of converting the land into a paradise for the tourists if little effort is made.

Kerala is endowed with lagoons, beaches, back waters, green mountains, wild life sanctuaries, historical monuments, temples, churches, and mosques. It’s rich and varied festivals, cultural activities and dance forms also added attractions. Kerala has a number of enchanting hill resorts. The active people of Kerala, their festivals, cultural activities, etc. are also added attractions in themselves. Different fairs and festivals attract a large number of people.
Kerala is a small state bounded by high lands on the east and Arabian Sea on the west. The sea facilitated connections with many western countries. The 600km long coastline extends to 11 out of Kerala’s 14 districts. Lacing the interiors of Kerala are endless stretches of lakes and lagoons, together called the Backwaters. A houseboat ride through these placid waters is a heavenly experience, with visions of rustic life gliding silently. There is a wide scope for tourism and related industries in Kerala. Developing tourism means developing employment opportunities.

The captivating natural beauty and the unique ayurvedic system of treatment are added attractions to tourists to the state. Kerala’s equitable climate, natural forests and cool monsoon are best suited for Ayurvedic curative and restorative packages. Thousands of foreigners are coming to Kerala for attaining rejuvenation and restoration of health that is embodied in the Ayurvedic system of treatment. If tourism can be creatively exploited, then a great deal of foreign exchange can be earned without really exporting anything. Tourism can provide employment in the area of handicrafts and souvenirs and is one of the great unifying and civilizing factors in modern history. It is one of the major forces that can bring about better understanding between people of different ideologies, different languages, and different social and political systems. In the Vedas, we have an ancient phrase, “Vasudeva Kudumbakam” means the “world as a family”, the idea that the human race is a family.

The economic value of tourism to a country is often measured by way of estimating its contribution to the national income, employment and tax revenue to an economy. In addition to the direct employment provided by the predominantly service oriented industry, it further creates additional indirect employment in activities such as shops and also induced employment in construction, for the development of tourism. Those directly employed in tourism industry demand for goods and services and to sustain this additional demand, more people are employed in production of those goods and service. The extra earnings of those who are employed to satisfy this demand creates further demand and in turn employment and so on.
1.1 Purpose of the Study

In general countries promote tourism to earn foreign exchange and to encourage developmental activities for improving local economies by generating employment. It may be noted that every employment generation through tourism should aim to improve the quality of the service since it determine the image of tourism.

Quality of service is highly dependent on the extent of training gained and how effectively people are managed at work. So manpower management is an integral part of people at work in tourism and their relationships within the enterprise. Effective human resource management requires training and upgradation of knowledge and skills of employees on a continuous basis.

All these aspects of manpower management and development are essential for every sector but in the case of tourism, they have special significance. Since tourism is a service industry, human resource management including planning and development in tourism has to be looked at macro level as well as micro levels.

1) At the macro level, one should take into account, the educational and training infrastructure available in the country and the efforts initiated by the Government (National Tourism Organisations) in this regard.

2) At the micro level, one takes into account how best individual organizations plan and manage their human resources.

The nature, determinants and problem areas of service quality within tourism points early to the central role of personnel, at all levels. Developing a service culture is crucial to the success of tourism. Being a cent percentage service industry people involved in tourism require high degree of training and professionalism. Training must be given to persons like front office managers of hotels, waiters, room boys, tour operators, travel agents, street guides, etc., who directly or indirectly come into contact with the tourists. Lack of skilled and trained manpower is one of the most important obstacles to tourism development.
Therefore a study about the problems in manpower management in tourism industry has significance. Facets of manpower has to be navigated, manipulated and stimulated for a better tourism industry. Hence the main purpose of this study is to analyse the potentiality of engaging maximum manpower with utmost utility in the tourism industry which take Kerala to the world map of tourism.

1.2 Objectives of the Study

The main objectives set for the study are –

1) To study and report about the manpower requirements of the tourism industry in the State.

2) To examine and assess the existing institutional / infrastructural facilities available for training manpower requirements of tourism sector in Kerala.

3) To make an analysis of facilities available to tourists at the major destinations in the State, their opinions with respect to the facilities and the attitudes of various personnel, the services available and people in such destinations.

4) To identify the problems if any confronted by the domestic / foreign tourists visiting the State.

5) To make an analysis of the educational and socio economic status of employees working in tourism industry in the State.

6) To make an in-depth analysis of the extent of influence of a) the number of tourist arrivals, b) remuneration offered to employees, c) marketing expenditure of hotels, d) hotel occupancy rates and e) the length of residence of tourists on the income from tourists in hotels in the study area, at the aggregate and at the disaggregate levels.
1.3 Hypotheses

Following hypotheses have been formulated for the purpose of the study:

**Ho:** There exists an unbridged gap between supply and demand for trained manpower suitable for tourism industry in the State.

**Ho:** The intake of Universities / Govt. agencies which offer certificate / diploma / degree imparting practical skill and special knowledge training required for tourism based industries in Kerala is far less than the actual requirements.

**Ho:** Infrastructural facilities and skilled manpower at destinations are far below tourists’ expectations.

**Ho:** The number of tourists arrival, the remuneration offered to employees in hotels, the marketing expenditure of hotels, the hotel occupancy rates and the length of residence of tourists has no positive influence on the income from tourists of hotels in the State.

![Figure 1.1: Structure of the Sample Design](image)

The population for the study is the people associated with tourism industry in Kerala. Personnel involved in hotel industry, tour operations, travel service
personnel, tourist guides, tourism police and a cross section of the public and the tourists constitutes the population. Managers at different levels in these industries and the actual work force constitute the universe.

The hospitality industry in Kerala consists of Private hotels, hotels owned by Government and Heritage Hotels constitute the first set of population. There are five hundred and ten hotels in Kerala, owned and operated by private parties. (Accommodations in Kerala, Department of Tourism, Govt. of Kerala) These include star hotels (20%) and unclassified hotels (80%). In this study samples are taken from all categories on the proportion to total population. Samples are selected by giving more weightage to Thiruvananthapuram and Ernakulam districts where large number of tourists are visiting. Seventy private hotels are taken as stratified random sample, where in ten each is from Thiruvananthapuram and Ernakulam. From other districts, Alappuzha – three, Kollam – three, Kottayam – three, Pathanamthitta – three, Idukki – six, Thrissur – nine, Plakkad – three, Malappuram – three, Kozhikkode – eight, Wayanad – three, Kannur – three and Kasargode – three are taken for the study. Due weightage is given to the different categories when selecting the samples. Therefore fifty samples from unclassified hotels, five each from 3Star, 2Star and 1Star hotels, two each from 5Star and 4Star and one from 5Star Deluxe.

The Hotels owned by Government includes Government Guest Houses, Hotels under KTDC and Rest Houses operated by Kerala PWD. The Govt. of Kerala is running guest houses in almost all the districts with the object of providing accommodation facilities to the tourists at lower cost. There are twenty five guest houses in the state with four hundred and fifty four rooms. Out of this four guest houses are taken for the study as stratified random sample. One each from Ernakulam, Thiruvananthapuram, Idukki, and Kottayam where there is maximum tourist turn out.

The KTDC provide accommodation facilities to the tourists with the object of tourism promotion. There are nineteen hotels under KTDC in the state which provides four hundred and twenty seven rooms including A/C rooms.
(Accommodations in Kerala, Department of Tourism, Govt. of Kerala) Out of these four hotels are selected as sample for the study, i.e., one each form Ernakulam, Trissur, Thiruvananthapuram, and Kozhikode districts.

The Government of Kerala is running rest houses managed by PWD. These Rest houses provide accommodation to the tourists. There are sixty five Rest houses in the state with five hundred and fourteen rooms. (Accommodations in Kerala, Department of Tourism, Govt. of Kerala) Out of these fourteen rest houses are taken for the study as stratified random sample. One from each district.

Health tourism is gaining momentum in Kerala. The State is famous for its ayurvedic system of treatments like uzhi chal, pizhchal, etc which are highly suitable for healing many deceases. There are twenty one approved ayurvedic massage centres in Kerala which provides many facilities to the tourists according to their interests. Out of these, four units are taken for the study on random basis, i.e., one each from Thiruvananthapuram, Kollam, Palakkad and Malappuram districts.

Old palaces and mansions (mostly owned by trusts, archaeological departments) are converted into heritage hotels to give enchanting facilities to the tourists. They are best on calm and quite environment to the visitors. The cost of maintaining such hotels are heavy and hence they charge commensurate amount from the customers. There are only six heritage hotels in Kerala. Out of these four are selected on random basis as sample for the study. One each from Ernakulam, Kottayam, Thiruvananthapuram and Alappuzha.

The second set of population for the study is the tour operators and travel agents. There are around fifty travel agencies working in Kerala state. (Tourist Desk, Department of Tourism) Of these, thirteen are in Thiruvananandapuram, three in Alappuzha, three in Kottayam, eight in Ernakulam, four in Thrissur, two in Palakkad, four in Kozhikkode, six in Kannur, three in Malappuram and four in Kasargode. For the purpose of the study six from Ernakulam and seven from Trivandrum and one each from other districts are taken as convenient samples.
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The third set of population is the employees working in hotels and other tourism industry. For the purpose of this study two hundred employees working in tourism industries in the State are taken as convenient samples.

The fourth set of population is the tourists itself. Tourists include foreign tourists and domestic tourists. The total tourist arrival during the year 2008 was 81,90,179 which include 5,98,929 foreign tourists and 75,91,250 domestic tourists. Four hundred samples are taken for this study, two hundred foreign tourists and two hundred domestic tourists both on convenient basis.

The fifth set of population for the study is tourist guides. There are no certified tourist guides working in Kerala but more than twenty five people are engaged in helping tourists. Most of them are unauthorised guides. Interactions with some of the guides are also done for the study.

The sixth set of population is the tourist police. There are two hundred and ten tourist polices in Kerala, who provide guidance and protection to the tourists. Some of the tourist polices were also contacted for the purpose of the study.

1.4 Methodology

This is an empirical research making use of both primary and secondary data. Anthropological, historical and psychological factors have played an important role in evolving tourism as a culture. So the study involves an exhaustive enquiry into the factors determinant to the growth of tourism industry. The population of the study is the personnel associated with tourism, i.e, the middle level managers and employees of hotels, restaurants, tour operators, travel agencies, guides, transporters, tourist police, photographers and a cross section of the public and the tourists. Stratified random sampling technique is adopted for the purpose of the study. Primary data are collected by means of pre-tested schedules. Secondary data have been collected by referring books on anthropology, history, psychology and the records and reports of the Tourism Department, Government agencies and other tourism associated bodies.
1.5 **Tools used for Analysis:**

Data collected are processed by common Mathematical and Statistical tools such as ratios, percentage, arithmetic mean, standard deviation, Correlation, Multiple Regression, ANOVA, Chi-square test, etc., were adopted for analyzing the data.

1.6 **Chapter Arrangements**

The study report is presented in Six chapters. Chapter I explain the way in which the study is carried on and the importance of manpower management and employment opportunities in tourism. Chapter II gives a detailed account of the literature reviewed. Chapter III explains the importance of manpower management and employment opportunities in tourism. Chapter IV probes into the potentialities and paucities of employment in tourism. Chapter V analyses the data collected from primary and secondary sources. Chapter VI presents the findings, conclusions, suggestions and recommendations of the study. It is followed by appendices and bibliography.

**References**


