Abstract

The study “Impact of Manpower Aspects on Tourism of Northern Konkan of Maharashtra” explores the growth of the travel and tourism industry in North Konkan areas like Thane district and Raigad district and explain the role of various factors which could be considered for the betterment of Travel and Tourism aspect in the research areas. This research has focused on the participants for the growth of this industry. Especially focusing on Travel Agents, Tour Operators, localities, the 2* and 3* rated hotels owners and employees as well as students of hotel and travel industry of Thane and Raigad i.e. the Northern Konkan of Maharashtra.

The first part presents Introduction. This includes background, history, scope of research, World Tourism’s Overview and India’s tourism. It is focused on the problems and hypothesis of the study. It studies the history, criticality, importance of the study. This chapter explains status of tourism in India. Global tourism is an important point to check the finances of the country. Tourism is known as an important source of income for several nations across the globe. It contributes majorly to nation’s economy. T &T helped develop infrastructure in many countries. Lifestyle of the localities has seen improvement. In short the localities have now got a quality of life. Local art artifacts and handloom gets promotion once tourist visit here. Maintaining and preserving the local lifestyle so that the integrity of the place is not disturbed. Tourism is growing very fast and the trend is catching along. Exploring new places, enjoying their culture, visiting monuments’ forts, and other places of interest inspires people to take on expeditions to newer locations. Tourism is known to be individuals commuting outside their land for over a day. [Source: League of Nations (1937)].

This chapter also studies the Organisational Process and Profile. Tourism profile of Maharashtra, Tourism trends, Maharashtra’s tourism policy, Tourism profile of Konkan and also exploring Tourism profile of Northern Konkan of Maharashtra. Tourism in Northern Konkan of Maharashtra studies all the major tourist destinations which have made Northern Konkan of Maharashtra a preferred destination. This also is focused on the various components of the tourism industry in Northern Konkan of Maharashtra. The study is limited to reviewing factors like Hotel owners, Travel agents, Tour Operators, students of travel and hospitality industry and Localities and their emphasis on quality Manpower management and its importance in the overall development of tourism. To know more about tourism, the concept of tourist should be
known. Tourist is a person who undertakes tourism. Tourism has multiple factors. Tourism includes travel to destinations as well as staying at those destinations. While at the destinations, tourist should not stay at their residence but out.

The second chapter reviews the previous study done in this area and factors studied for the betterment of tourism overall. The previous studies reveals that there have been different studies on Tourism and employee engagement and level of satisfaction in tourism having different aspects of services. Although most of the employee engagement studies are found in the field of ecological studies it is seen that there is no dearth for studies on training and Organizational Performance related to the area of Tourism. There have been a few references in researches that trained Employees lead to customer satisfaction but it is very rare to come across studies which focus their attention on demand and supply of trained staff for tourism in Northern Konkan area of Maharashtra.

Moreover there have been no studies found on the aspect of trained manpower available and retention of the employees. Therefore the intention of the researcher is to find out how far the education and employment impact on growth of Tourism in Northern Konkan Belt of Maharashtra. So researcher has taken the issues in the study where the problems have not been taken by researchers in their previous studies and hence the title of “Impact Manpower aspects on Tourism of North Konkan of Maharashtra” has been selected for the current study.

Chapter three is completely centered towards Research Methodology used for this study, which includes data collection, sample selection, type and contents of questionnaire, processing of data and finally interpretation of the data. The study embraces both qualitative and quantitative research approaches. And explains the methodology selected for study where primary research has been carried out to understand the different aspects of the studied title; researcher has also ensured an error free survey methodology by validating the questionnaire by conducting Pilot study. Survey has been conducted mainly in Thane city and Alibaug of Maharashtra. Different suitable statistical tools have been applied through SPSS application.

Fourth chapter outlines the analysis of the collected data. Hypotheses tested with statistical tools applied and finally the results has been derived which emphasized on various problems.
These problems are discussed and elaborated in the Chapter five called Result and Discussion. Here the problems like Inadequate knowledge of English speaking, Inadequate soft skills and communication skills, Lack of knowledge of new concepts such as adventure tourism, religious tourism, experiential tourism etc., lack of professionally trained adventure sports teachers, shortage of good quality trained guides and Inadequate knowledge of local attractions and tour planning. Suggestions for the sturdy upliftment of socio-economic conditions as well as necessary measures should be taken against commercial exploitation of localities in tourist areas, stringent action for abuse against localities as well as taking action against those who deliberately involve in illegal and unwarranted activities which are detrimental to the tourism any way.

Chapter six focusses on Recommendations, Summary, Conclusion, Limitations and Scope for further works. Here recommendations like transparency (on the part of MOT) in providing information and status of jobs of localities in this industry along with the region and status quo for further discussion. The induction and other developmental options should be given to the localities/the village authorities on the challenges of localities and the travel industry. The administration should implant an efficient training and provide an option to earn his livelihood through travel and tourism industry. In addition to this the state government should provide an option for jobs for the sons of the soil. The administration at the state level and the village authorities should entertain the views of the localities in drafting the strategy. Major emphasis should be on Training and development of the adjoining as well as existing employee in the research areas of Northern Konkan.

Finally Government should increase seats available with Universities/Certified Govt. run agencies/other such institutes which train manpower for tourism is sufficient in number than what is actually required is also rejected hence it can be said that there is requirement of more number of institution to train manpower in tourism industry in Northern Konkan Areas.

Another aspects is that facilities of Infrastructure and Manpower skill at these tourist places are not sufficient than expected and study revealed that there are ample number of chances to
improve facilities of infrastructure and Manpower in Northern Konkan Belt for the growth of Industry.

This study also provide opportunity for the further research into this area by working on economic and social uplifting of manpower involved into tourism in North Konkan part of Maharashtra.