

A Study on Career Availability and Obstacles in Tourism

Datiki Ravi Teja

MBA, Department of Management Studies
Bharath Institute of Science and Technology,
Selaiyur, Chennai, Tamil Nadu 600 073
Bharath Institute of Higher Education and Research

ABSTRACT

Tourism is the collection of activities, services and industries that deliver a travel experience including attractions, transportations, accommodations, eating and drinking establishments of retail shops, entertainment, business and other hospitality services provided for individuals or groups of travelling away from home. Tourism is extremely labour intensive and a significant source of career. It is among the world's top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and migrant workers. Tourism and hospitality creates diversified career availability in different sectors like accommodation, food and beverage establishments, transportation services, travel agencies, tour operation companies, natural and cultural attractions sites. The challenges are poor pay and working conditions, sexual harassment, discrimination, unequal treatment, low education and training, undemocratic and rigid corporate culture, seasonality and political instability which drastically reduce the number of visitors which in turn brings high employees' turn over. Concerned stakeholders including, academicians, policy makers and business owners of tourism and hospitality shall take actions to bring sustainable work force for the development tourism and hospitality sectors.

KEYWORDS: Tourism, hospitality, individuals, career, availability.

1. INTRODUCTION

Tourism is one of the world's largest and rapidly growing industries. In the 21st century, global economy is driven by three major industries includes technology, telecommunication and tourism. Tourism is the collection of activities, services and industries that deliver a travel experience including attractions, transportations, accommodations, eating and drinking establishments of retail shops, entertainment, business and other hospitality services provided for individuals or groups of travelling away from home. Tourism is extremely labour intensive and a significant source of career. It is among the world's top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and migrant workers. Tourism and hospitality industries create many career availabilities in different areas like accommodations, transportation, attractions sites. Therefore, the availability of skilled and trained manpower is a crucial element in the success of any tourism development plan or programme, hence employees is a sine qua non of tourism industry. However, the constraints of career in tourism industry are unstable career, low job status, long antisocial working hours and low pay. The immediate and most obvious consequences of such a situation is the difficulty of recruiting suitable staff and high staff turnover, these are costly to the success of the industry. In some countries, the contribution of tourism for career is indispensable; for instance, India is the second largest career generator in the field of tourism as large as 25 million jobs. Indeed, less due attentions have been giving to employees working in tourism and hospitality sectors. However, staffs are the heart for excellent and prompt

service delivery system. Thus, such staffs are arguably the most indispensable assets of the organization. The relationship between human resources and tourism can be expressed in two main aspects. First, tourism can only flourish if the industry can employ an adequate supply of good quality staff or sustainable workforce. The other issue is that the way in which staffs are treated by both managers and customers and vice versa should be in line with social equality and justice. Therefore, this review paper is aimed to give summarized information on the issues of career availabilities and challenges of tourism and hospitality and indicated the implication of the findings to concerned stake holders including, academicians, policy makers and business owners of tourism and hospitality so as to take actions to bring sustainable work force in the industry.

CAREER AVAILABLITIES IN TOURISM SECTORS

Based on the involvement or contribution tourism supply side, career availabilities in tourism and hospitality sectors can be created either directly or indirectly. Direct Career availabilities are the total number of job availabilities supported by directly in travel and tourism. For example career by hotels, restaurants, travel agencies, tourism information offices, museums, protected areas such as national parks, palaces, religious sites, monuments, aircrafts, cruise lines, resorts or shopping outlets, souvenirs, photography, sightseeing tours, farmhouses, bed and breakfast, rural inns, and guest houses, local transportation, Guides, cooks and scouts.

Airlines: Airlines are the major Travel Industry employers, offering a host of Jobs at various jobs ranging from entry point to Top Management. The jobs are: Reservation Agents ,Flight Attendants including Air Hostesses, Maintenance Staff, Aircraft Mechanics etc. Travel Agencies and Tour Operators: Travel Agents are mostly retailers who deal with Air-Tickets as a Product. There may be smaller Travel Agents as well. The Tour Operators are Tour organizers and mainly they are of three types: Dometic, Inbound and Outbound. They normally don't undertake Ticketing as a major source of Income. They normally need Tour Planners, Tour Escorts, Publicity and Reservation Specialists, Transport Co-coordinators etc.

Hotels, Motels and Resorts: They Handle the Accommodation aspect of Tourism. They need people at different levels eg: General Managers, Resident Managers, Accountants, Management Trainees, Director of Human Resource and Personnel, Director of Sales and Marketing. Staffs and Executives at clerical and Executive levels

Transport Companies: Companies owning Transport Fleet needs drivers, Guides, etc. Tourism and hospitality also supports indirect career in activities like restaurant suppliers, construction companies that build and maintain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services, which are more or less dependent on the companies providing direct career for their revenues.

Careers in restaurants, catering and eateries are hugely dependent on the people doing the cooking, slicing and dicing. Chefs, sous chefs, cooks, and kitchen staff are much sought after individuals for their specialist skills. Eateries also require managerial staff to make the important decisions and to ensure that the front-of-house team is working efficiently.

The tourism industry incorporates many of the same careers as the hospitality industry. However, many other careers impact on people's tourist activity. People who work in travel agencies and tourist information centres provide valuable services, which facilitates people's holiday

experiences. Their specialist knowledge of certain areas is greatly important in helping people to make the most of their free time in new places. Admittedly, the internet and travel literature are becoming increasingly popular alternatives to dealing with people face-to-face in these kinds of establishments. However, if people want a slightly more personal touch when planning their adventures, these guys are there to help. Similarly, tour operators, tour guides, holiday reps and staff who work at tourist attractions help people to make the most of their experiences. These kinds of roles are also especially important within slightly more extreme areas of tourism, such as adventure sport holidays, where people with specialist skills, and safety and technical knowledge are required.

Careers in passenger services are another important part of the tourism industry. Air cabin crews and customer service staff on trains, ferries, cruise ships and coaches are essential for helping people's trips be as comfortable and enjoyable as possible.

So careers in hospitality and tourism aren't all about catching the rays and having a good time while on the job. Other reasons that career availabilities are diversified ever before, are tourism and international travel become popular all over the world and people themselves considered that travel is human rights; destinations are worried much to meet the needs and wants of tourists to offer high standard of services in the destinations; tourists have wide choice of holidays; international standards and quality assurance system are being set by national and international tourism and hospitality organizations to provide standardized and quality customer services thereby this is resulted for ensuring sustainable development in the sectors; the continuous decline of international oil price is also reduced the cost of travel. All the aforementioned cases are the main reasons for the growing number of tourist flow in the destinations. Therefore, high number of workforces are required to provide services for the tourists. Due to this facts, tourism and hospitality sectors with supporting industries provide a diversified career availabilities.

OBSTACLES OF CAREERS IN TOURISM

As per UNWTO report on the assessment of the availabilities and challenges which face women with respect to career in tourism conducted in 2011 noted that unskilled or semi-skilled women tend to work in the most vulnerable jobs, where they are more likely to experience poor working conditions, inequality of opportunity and treatment, violence, exploitation, stress and sexual harassment. In developing countries, additional factors such as low level of education and training, widespread poverty, poor maternal health and lack of sex education together with socio- cultural factors have prevented women from being empowered as economic actors. Businesses can be located at some distance from residential areas, particularly in poorer countries and communities, imposing both travel and time costs on women who frequently have limited access to both financial and time-flexibility resources.

The other issue is that lower levels and occupations with few career development availabilities being dominated by women while key managerial positions are dominated by men (Vargas, N.d). Women are under-represented in managerial and senior positions.

Family and care responsibilities are still not equally shared. The task of looking after dependent family members is largely borne by women. Far more women than men choose to take parental leave. This fact, together with the lack of facilities for child care and elder care, means that women

are often forced to exit the labour market: The tourism industry also has a poor record on the career and promotion of people with disabilities.

POOR PAY AND WORKING CONDITION

Generally speaking, the tourism and hospitality sector is recognized by Low hourly rates of pay, over time work without extra money, long working hours of 50 hours per week, little or no adequate breaks during peak season periods.

The other challenges are inappropriate management style/corporate philosophy and leadership style such as unplanned recruitment, little due attention for staff turnover, imported workforce, considering staffs as cost rather than asset, rigid leadership which is against the concept of democracy, inadequate trainings, and many tasks, such as making computer bookings and working theme park rides are monotonous. The reason being that tourism career is often challenged by one or more of the following factors: seasonality during some months of the year the number of tourists is very low so that tourism and hospitality business sectors cut staffs.

Furthermore, career availabilities in tourism and hospitality are affected by different difficult situations that the industry faced. Most importantly, in order to have effective work forces in tourism and hospitality industries much should be devoted to build democratic, participative management cultures; emphasis for human resource management to bring quality, recognizing employees as assets, rewarding staffs with best performance, strengthen linkage with educational institutions to provide courses which are more closely geared to the needs of the tourism industry, in terms of both course content and the mode of delivery, such as the use of open and distance learning. This is the only way by which the majority of the staff in the industry can gain access to educational availabilities.

To overcome the effect of seasonality, according to Griffin and DeLacey, it needs clear policies to such as: targeting markets most likely to travel in the offseason; discounted seasonal offers; organizing events at less busy times of the year; encouraging attractions to stay open longer; and where year-round full-time career cannot be achieved, alternative solutions may prove possible. For instance, working hours could be adapted to suit seasonal patterns while maintaining benefits or seasonal workers could be ensured jobs with the same employers each season.

National and local governments should strive to provide the best possible wages and benefits that can be extended to include contributions to health care, disability, maternity, education and retirement, where these are not legally mandated. Amenities such as housing, food and medical care should be provided where needed and should be of a good standard. Service charge distribution should be a well-documented and transparent process

2. CONCLUSION

Today, Tourism and Hospitality sectors are the foremost sectors of the world economy. It improves balance of payments as well as income creation and career availabilities. Besides, tourism can be also nurturing sociocultural amplification of the people, empowering women and disabled communities by creating favourable job options. Due to this, both developed and developing

countries give due attention for creating quality staff for quality tourism and hospitality industries to step on the sectors contribution for the country's development. Based on the review, tourism and hospitality industries have creating many job availabilities for millions of people in the world in different areas like accommodation, food and beverage restaurants, dining rooms, cafes, fast food outlets, pubs, nightclubs, bed and breakfasts, motels, hotels, resorts, lounges, catering operations; airlines, airports, aircrafts, ships, boats, cruises, land transportations like train, bus, travel agencies, tour operation companies. Political stabilities, reduced working hours, technological advancement, increased income and conducive climate are the major favourable conditions for the development of the stated tourism and hospitality establishments to create millions of jobs. Unfair treatment among men and women employees; untrained workforce, poor working condition, seasonality of the sectors, sexual harassment and stress; high working hours without overtime payment, the sector is low paid salary payer and other socio-cultural related factors are some to be noted as challenges for career condition in tourism and hospitality business.

3. REFERENCES

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