



## Pool of Employment: Tourism Industry

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### ABSTRACT

*Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 percent of the world's total jobs directly and millions more indirectly. Tourism sector jobs require only basic and highly transferable skills. In such way, tourism industry helps variety of job opportunities (hospitality, food and beverages, tour operators or travel agencies) in creating decent employment. Tourism has become an instrument for sustainable human development including poverty elimination, environmental regeneration and job creation.*

**Keywords : Tourism Industry, Trends, Employment generation.**

### INTRODUCTION

Tourism is unique. It involves industry without smoke, education without classroom, integration without legislation and diplomacy without formality. Tourism with its wide range of constituent sub sectors is now world's largest industry. The dramatic growth of tourism over the last twenty five years is one of the most remarkable economic and social phenomena of the period. The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments. The travel and tourism industry (about US\$3800 billion per year) is nearly 7 times the size of the Information Technology industry (about US\$560 billion per year). However we do not give it seven times the importance that we do to Information Technology. One tourist results in the employment generation of nearly 2 to 4 jobs. Government of India take necessary action plan for improving tourism marketing should be create more and more employment in this incredible industry.

### OBJECTIVES OF THIS PAPER TO STUDY

1. To reveal the employment opportunity in tourism industry.
2. To know burgeoning of tourism industry in India.

### METHODOLOGY

This paper mainly based on secondary data. The data's are collected from Journals, websites and various reports of the government and research institutes.

### TOURISM TRENDS IN INDIA

India is a Tourist's Paradise as far as our 10,000 year old Heritage, History and Cultures are concerned. We only get 3.0 million tourists per year, the same as the city countries of Dubai, Singapore and some small cities of Europe and North and South America. Even small countries, like Malaysia and Thailand get nearly 10 million tourists per year. China gets nearly 47 million tourists per year. Tourism activity has long

lasting socio-economic impacts on the host economy and community. The employment impact of tourism goes beyond employment in sectors in which tourists directly spend their money, such as hotels, restaurants and airlines. The establishments which receive tourists also buy goods and services from other sectors that generate employment in those sectors through multiplier effect.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity, art and culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam. [Source:www.ibef.org/industry/tourismhospitality.aspx]

### TOURISM AS AN EMPLOYMENT GENERATOR

The government of India is becoming increasingly aware of the importance of international tourism. This awareness has been fostered by international organizations and development banks provide increasing technical assistance and capital for tourism development in the country. The various forms of employment created by tourism may be classified as follows:

1. Direct employment: The person who works in tourism enterprises (such as hotels, tourist shops and travel agencies).
2. Indirect employment: Jobs generated in supplying sectors (such as agriculture, fisheries and manufacturing)
3. Induced employment: Additional people supported by the spending of income made by the direct and indirect employees.
4. Construction employment: Jobs generated in the construction of tourist facilities and infrastructure.

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. The motivations for tourism also include social, religious and business interests. The spread of education has fostered a desire to know more about different parts of the globe. The basic human thirst for new experience and knowledge has become stronger, as communication barriers are getting overcome by technological advances.

The sector is giving employment to our 50 million persons in India. This sector is contributing 0.56 percent share in international tourist arrivals while the country occupies 2.2 percent of geographical area in the world. **WTTC** report projects that by 2016 the total travel and tourism activity is expected to post a total demand of economic activity of US \$ 12,118 billion. The world's travel and tourism is expected to contribute US \$ 2,969.4 billion in nominal terms (3.6 percentage of total) by 2016. The travel and tourism economy contribution is expected to reach US \$ 8,971.6 billion (10.9 percentage) in the year 2016. By 2016, travel and tourism is expected to create 9 percent of total employment or one in every 11.1 jobs and is expected to get capital investment in both public and private sector by US \$ 2,059.8 billion or 9.6 percent of the total global investment. The Government is expected to spend on travel and tourism US \$ 480.9 billion or four percent of total government expenditure by 2016.

**TABLE: 1**  
**Foreign Tourist Arrivals in India, 2002-2012**

Year	FTAs in India (in million)	Percentage change over previous year
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.58	9.3
2011	6.30	13.0
2012	6.65	5.4

Source: Bureau of Immigration and Ministry of Tourism, GOI

**TABLE: 2**  
**Foreign Exchange Earnings from Tourism in India, (2002-2012)**

Year	FEE from tourism in India (in US \$ million)	Percentage change over previous year
2002	3103	-3.0
2003	4463	43.8
2004	6170	38.2
2005	7493	21.4
2006	8634	15.2
2007	10729	24.3
2008	11832	10.3
2009	11136	-5.9
2010	14193	27.5
2011	16564	16.7
2012 (Jan-Jun)	8455	8.2

Source: RBI and Ministry of Tourism, GOI

**TABLE: 3**  
**Number of Domestic Tourist Visits to all states/UTs in India, (1997-2012)**

Year	No of Domestic tourist visits to states/UTs (in million)	Percentage change over previous year
1997	159	14.1
1998	168.20	5.2
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.50	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	846.53	15.6
2012(P)	1036.35	19.9

(P) Provisional. UT: Union Territory Source: State/UTs Tourism Department.

**TABLE: 4**  
**Share of top ten states/UTs of India in number of Foreign Tourist Visits in 2012**

Rank	States/UTs	Foreign Tourist Visit in 2012(P)	
		Number	Percentage Share
1	Maharashtra	5120287	24.7
2	Tamilnadu	3561740	17.2
3	Delhi	2345980	11.3
4	Uttarpradesh	1994495	9.6
5	Rajasthan	145370	7.0
6	West Bengal	1219610	5.9
7	Bihar	1096933	5.3
8	Kerala	793696	3.8
9	Karnataka	595359	2.9
10	Himachalpradesh	500284	2.4
	Total of top 10	18679759	90.1
	Others	2051741	9.9
	Total	20731495	100

(P) Provisional. UT: Union Territory

Source: 1. State/UTs Tourism Department. 2. Ministry of Tourism, GOI

To sum up, Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. The Global Tourism industry is worth an estimated \$1.4 trillion in 2013, with revenue rising at an annualized 2.5 percentage over the past five years. Furthermore, the outlook for the industry is relatively positive: job growth in Travel and Tourism is forecast to average 1.9 percent per year over the next decade, compared with 1.2 percent annual growth forecast for total jobs in the global economy.

## CONCLUSION

Tourism helps a country's economy in a various ways. Tourism is a service industry and can have a significant effect on those countries with surplus labour .To this service industry human labour is extremely important, most sector of tourism industry are labour-intensive,and require relatively short training for most jobs. Jobs in tourism are always attractive and highly respected. It is a composite sector, generating income in a large number of activities as sectors and sub sectors like, hotel and other accommodation units, travel agents and tour operators, transport services, tourist resorts and complexes, shopping facilities including sales outlets for curios, handi-crafts, souvenirs, and so on. The tourism sector is often criticized for providing only low-wage, seasonal employment, but it has to be obvious that if there are no tourism many workers in India would be unemployed.

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