



Significant Recognition of Hospitality and Tourism Industry to Enhance Economy of Mountains

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ABSTRACT

Uttarakhand state which carved out of the state of Uttar Pradesh in 2000 is known today a place of tourism due to its four popular Dham. In uttarakhand, hospitality and tourism industry is one of the fastest-growing industries. It has also gained its popularity in rest of the other countries. So it is an essential to know the status and information related to hospitality and tourism industry in uttarakhand. Uttarakhand state is rich in natural resources such as water, forests with many glaciers, rivers, dense forests and snow-clad mountain peaks. It has a vast tourism potential with special focus on hill, green and rural hill tourism. This industry not only provides employment but also helps in the interaction with people from different cultures, values and their rural life style. Hence, it can be well said that hospitality and tourism industry has major contributions to enhance and explore the economy of mountains

KEYWORDS

Uttarakhand, hospitality and tourism industry

INTRODUCTION

In recent years, the term hospitality and tourism industry has become increasingly popular and may be interpreted in a number of ways whether it is commercial, industrial or public services. It may have four attributes which are that must have a relationship between individuals who take the roles of host or guest, this relationship may be commercial or private (social), the keys to successful hospitality in both the commercial and private sectors include knowledge of what would evoke pleasure in the guest and hospitality as a process that includes arrival, providing comfort and fulfillment of guest's wishes, and departure. Tourism industries are not same as the other industries. It is because we provide the services to the customer while rests of the industries provide the tangible product.

The Indian hospitality industry has emerged as one of the key industries driving growth of the services sector in India. It has evolved into an industry that is sensitive to the needs and desires of people. The Hospitality industry is a broad category of fields within the service industry (Probst, M. and Estrada, X. 2010). The positive features of hill districts are that they have enormous potential for tourism, a suitable climate for high-value agriculture, and a pleasant environment due to 60 per cent forest cover. A number of factors related to promotion of tourism in Uttarakhand State, the government incentives and rapid industrial progress have given a boost to hoteliering. With increasing thrust in tourism area of Uttarakhand, career opportunities in this field are not only limited within the State but available in the whole country and moreover there are chains of hotels which operate internationally provide scope of a career abroad.

The workers working in the hotels must withstand the pressure, string of working for long hours, suffering from high blood pressure due to prolonged standing posture, lifting heavy pots and kettles and working near hot ovens and grills. An occupational hazard includes slips and falls, cuts and burns. So there is a need to take care of that kind of workers. There are some major risk factors include repetition, awkward posture, force exertion, static posture, mechanical contact stress, temperature and vibration (Sanon, V. 2014). Work-Related Musculoskeletal Disorders (WMSDs) are musculoskeletal Disorders that are caused or made worse by work methods and environment. It does occur when the physical capabilities of

the worker do not match the physical requirements of the job. Hence the present study had been planned with following specific objectives-

OBJECTIVE

To find out types of hospitality and tourism industries exist in Kumaun region of Uttarakhand with special focus on hill tourism, green tourism and rural hill tourism.

MATERIALS AND METHODS

A descriptive research enumerates the existing conditions in which the researcher has no control over the variables and can report only actual conditions. The interview schedule was found to be an appropriate tool, which would adequately gather information pertaining to research work. Considering the objectives of the study, research was carried out at the hotels/restaurants/tourism of Kumaun region of Uttarakhand. A sample size is a definite plan for obtaining a sample from a given population. Total sample sizes of 200 were selected.

RESULTS

Status of hospitality and tourism industry

Uttarakhand has many tourist spots due to its location in the Himalayas. There are many ancient temples, forest reserves, national parks, hill stations, and mountain peaks that draw large number of tourists. There are various hospitality and tourism industry in uttarakhand but we selected almora, mukteshwar, binsar and lohaghat towns because of the need of the research.

Table 1 envisaged the status of hospitality and tourism industry with specially focusing on hill tourism, green tourism and rural hill tourism. At domestic level, 6 units of binsar focus on hill tourism and 5 units focus on green tourism. Whereas 7 units of mukteshwar focus on hill tourism, seven units of lohaghat focus on hill tourism and 4 units focus on green tourism.

Table 1: Status of hospitality and tourism industry

Places	Units					
	Domestic level			Commercial level		
	Hill Tourism	Green Tourism	Rural Hill Tourism	Hill Tourism	Green Tourism	Rural Hill Tourism

Binsar (Almora)	6	5	-	9	4	2
Mukteshwar	7	-	-	6	10	4
Lohaghat	7	4	-	8	8	9

On the other hand, at commercial level nine units of Binsar focus on hill tourism followed by 4 units focus on green tourism and only 2 units focus on rural hill tourism. Six units of Mukteshwar focus on hill tourism and 10 units focus on green tourism. Only 4 units focus on rural hill tourism. Whereas in lohaghat, 8 units focus on hill and green tourism and 9 units focus on rural hill tourism.

Specific considerations rendered by different departments of hospitality and tourism industry

- Cent per cent front office workers reported that good communication practices, understandability and interaction with the people are the most important quality and 10 per cent revealed that observance is the least important quality. Fig 1 specific considerations rendered by front office workers.
- Whereas cent per cent housekeeper said that trustworthiness, understandability and engagement in the work are the most important quality while 9 per cent told trustworthiness is the less important quality. Fig 2 shows specific considerations rendered by housekeepers.

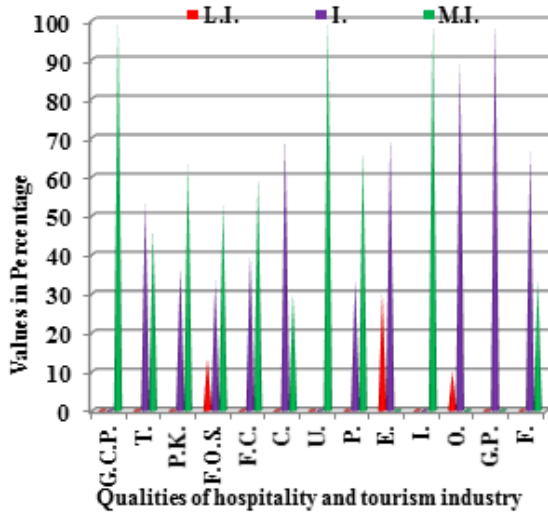


Fig 1: Specific considerations rendered by workers of front office department

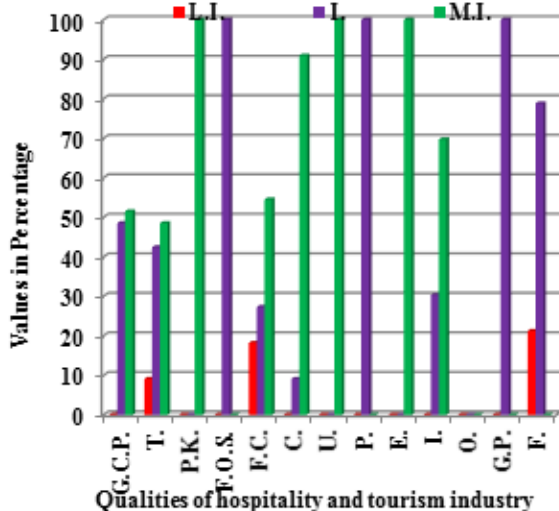


Fig 2: Specific considerations rendered by worker of housekeeping department

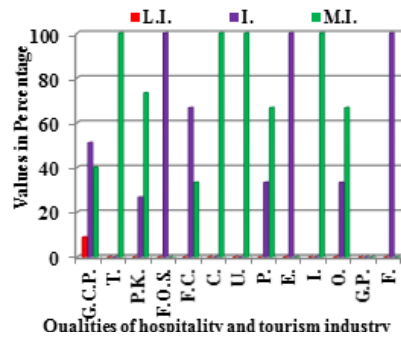


Fig 3: Specific considerations rendered by workers of food production department

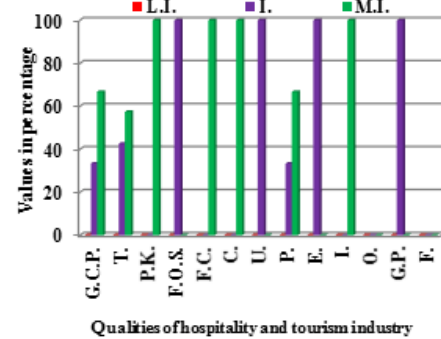


Fig 4: Specific considerations rendered by workers of food service department

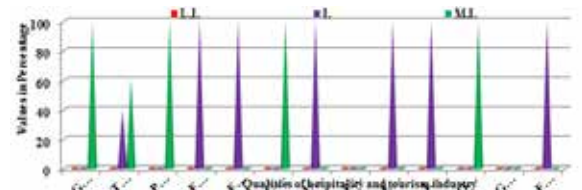


Fig 5: Specific considerations rendered by workers of tours and travel department

Note:- G.C.P. - Good communication practices, T.- Trustworthiness, P.K. - Professional knowledge, F.O.S. - Friendliness of staff, F.C. - Fair cost, C. - Cooperativeness, U. - Understandable, P.- Punctual, E. - Engaging, I. - Interactive, O. - Observant, G.P. - Good pacing, F.- Flexible, L.I.-Least important, I.- Important, M.I.- Most important

Cent per cent workers of food production reported that cooperativeness and understandability are the most important quality and 9 per cent revealed that good communication practice is the least important quality. Fig 3 presents specific considerations rendered by workers of food production.

Workers of food service department said that friendliness of staff, cooperativeness, good pacing and engaged in the work are the important quality of hospitality. Thirty three per cent workers reported that good communication practice is the important quality. Fig 4 depicts specific considerations rendered by workers of food service.

Cent per cent workers of tours and travel answered that friendliness of staff; understandability, interaction, fair cost and flexibility are the important quality of hospitality. Forty per cent reported that trustworthiness is the important quality of hospitality. Fig 5 presents specific considerations rendered by workers of tours and travel.

Elements consider when choosing a tour destination

In the hospitality and tourism industry tourists are much important unit as without them tourism cannot exist. In the modern world people travel from all four corners of the globe, some for work but mainly for pleasure. The choice of a holi-

day destination is influenced by various elements. On the basis of comparison, it was found that cent per cent front office workers reported that unspoiled nature and the quality of accommodation are very important elements. Whereas cent per cent workers viewed that thermal spa is slightly important element for choosing a tour destination and 15.2 per cent workers said friendliness of the local people are very important element. On the other hand, cent per cent workers of tours and travel reported that unspoiled nature and diversity of cultural/historical attractions are important elements while 15.8 per cent workers said that organization of the local transportation services are slightly important element.

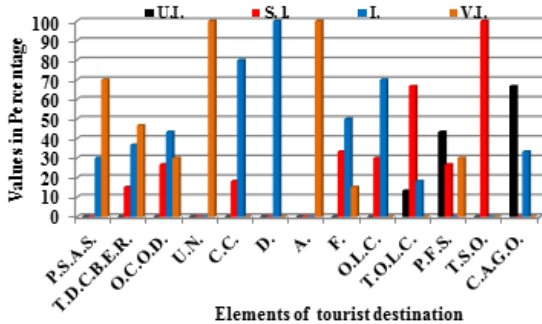


Fig 6: Elements consider when choosing a tour destination (responded by front office workers)

Note:- P.A.A.S. - Personal safety and security, T.D.C.B.E.R.- The destination can be easily reached, O.C.O.D.- Overall cleanliness of the destination, U.N.- Unspoiled nature, C.C.- Climate conditions, D.- Diversity of cultural/historical attractions, A.- The quality of the accommodation (hotel, apartment), F.- Friendliness of the local people, O.L.C.- Organization of the local transportation services, T.O.L.C.- The offer of local cuisine, P.F.S.- Possibilities for shopping, T.S.O.- Thermal spa offer, C.A.G.O.- Casino and gambling offer, U.I.- Unimportant, S.I.- Slightly important, I.- Important, V.I.- Very important

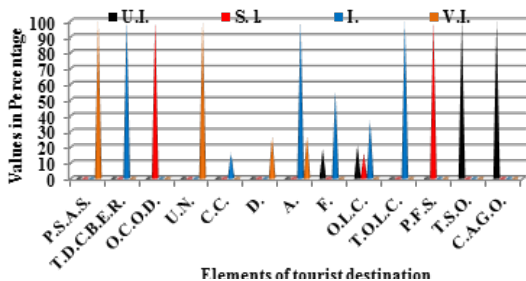


Fig 7: Elements consider when choosing a tour destination (responded by tours and travel workers)

IMPLICATION OF THE STUDY

The findings of the present study and the gaps noted among different parameters brought out a number of implications for safety managers, government, non government organizations, policy makers, research workers, extension workers and manufacturers.

1. Training to the restaurant/resort/tourism workers on methods and methodology for safe working culture for health and safety (safety managers, government, non government organizations, policy makers, research workers, extension workers and manufacturers).
2. Designing of ergonomically sound tools/ implements/equipment for different departments of hospitality industry (safety managers and manufacturers).
3. Developed guidelines and sensitize the workers to adopt the same for reducing accidents/ injuries (safety managers and policy makers).
4. Development of standardized regulation work practices and disseminate the same in domestic and commercial hospitality industry through educational package (educational institutions).

CONCLUSION

On the bases of the findings of the study following points of conclusion can be drawn-

- At domestic level, maximum 7 units of lohaghat and muktेश्वर focused on hill tourism.
- Whereas at commercial level, maximum 9 units of binsar focused on hill tourism and minimum 2 units focused on rural hill tourism.
- Eighty nine per cent workers reported that professional knowledge is the most important quality of hospitality and tourism industry.
- Cent per cent front office workers reported that unspoiled nature and the quality of accommodation are very important elements.

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