

Hrd case study

Business



The travel and tourism industry is really as good as only its people, and it is the people that make the real product. The right person in the right job is essential for the success in any business.

In travel agencies, tour operations units, hotels, restaurants, motels, resorts and similar businesses, this factor is particularly important. Thus the need to develop the required human resources in various segments of the tourism industry in general and Air India in particular has become imperative.

There are a number of problems and constraints, which concern the human resources development in the tourism sector, viz. , shortage of qualified manpower, shortage of tourism training infrastructure and qualified trainers, working conditions in the tourism sector, and lack of proper strategies and policies for human resources development. A well educated and well trained tourism executive, as also the workers at different levels AT work, always prove reactive.

In Norte, tender Is need to employ well- educated and well trained tourism personnel for achieving higher productivity.

Tourism Industry utilizing the services of well trained staff are successfully generating resources by selling tourism products in cost-effective packages, reaping higher gains; while those Tourism Industry which do not utilize the sources of well- educated and trained human resource, are placed in the second fiddle, suffering with a comparative lack of power to compete.

The resource generation ability of those Tourism Industry which utilize the services of well educated and well trained human resources, will be definitely

higher. Numerous decision-making activities, having their bearing upon planning, control, investment, product-mix, etc. , stand hampered by a growing shortage of relevant, reliable and timely statistical data on both the micro and macro levels. This too necessitates the involvement of well-educated and well-trained personnel in the Tourism Industry.

Pressures for more efficient allocation and utilization of organizational resources will require the use of far more effective personnel in tourism industry as a whole and its subsections activities adding to higher productivity. Tourism Industry in India suffers from several weaknesses both in qualitative and initiative terms. It is with the above-mentioned imperatives that this study has been undertaken. To impart knowledge and develop skills oriented to the nature and needs of the Tourism Industry for present and future needs.

To develop the individual intellectually as well as materially to enable him to lead a fuller life by developing his/her capacity to learn and earn.

To enhance the contribution, which individuals can make in the collective tourism, endeavourer, which is needed to enlarge the availability of, services which the nation, as a whole needs. To acquire/sharpen capabilities required to perform various obligations in the Tourism Industry and the tasks and functions associated with their present or expected future roles.

V) To develop an organizational culture in which superiors subordinate relationship, team work, and coordination among different sub-units are strong and contribute to the organizational wealth, dynamism, professional well-being, motivation and pride of the employees in Tourism Industry. To

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assess the growth in productivity of Tourism Industry in India. W) 10 prescribe a package AT recommendations meant Tort ten government Ana t Tourism Industry both to make the industry more effective and viable. It is premised that Tourism Industry can not achieve its effectiveness with the help of HARD philosophy and approach.

Nevertheless, the alternate hypothesis suggests that the tourism industry can achieve its effectiveness provided due care is taken to plan, develop and monitor the HARD systems, keeping in view the organizational and industry requirements. HUH Tourism Industry in India has been developing in a lop-sided manner as a result of which it has failed to develop its proper organizational structure in which superior sub-ordinate relationship; co-ordination among different sub-units and team work has not become stronger.

This has been adversely affecting the achievement of organizational goals. HUH People Join organizations with certain motives, viz. , adequate pay and perks, Job security, career advancement and satisfaction of psychological and social needs.

The management of Tourism Industry in India has not been paying due attention to these factors. HUH There has not been so encouraging the overall performance as regards higher productivity of Tourism Industry in India.