

# A STUDY ON THE CHANGING OF MANPOWER SELECTION PROCESS IN HOTEL INDUSTRY WITH SPECIAL REFERENCE TO GUWAHATI CITY

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## ABSTRACT

*The tourism sector is in boom in the present age around the globe. In Assam also the scenario is nothing different. Guwahati being the gateway of Assam is also registering a high rate of increase in the number of tourist's whole round the year. The number of tourist places has increased as well as the number of skilled workers. With the incoming of national and international tourists the standard of manpower selection has reached a different level altogether. Now the preference is given to the professional degree holders in the hotel industry. The preparation of various food items, drinks, serving the food etc. for every activity professional hands are preferred even if not experienced. This study throws light on the manpower selection aspect with the changing scenario of hotel industry in Guwahati. This study is attempted to uncover the impact of tourism on selected hotel industry in Guwahati and its effect on manpower recruitment in those industries. Future research can throw light on the manpower selection aspect with the changing scenario of hotel industry in Guwahati, investigate on the quality of hospitality offered by the hotels etc. which will help in better understanding of effect of tourism on this sector. This will also help the hotel managers to better plan and manage their hospitality procedure and indirectly help in the development of the economy.*

**KEYWORDS:** *Hotel Industry, Manpower, Recruitment and Selection, Tourism*

## I. INTRODUCTION

Tourism is travel for recreation, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

[1] Tourism has become an admired leisure time activity. The tourism industry involves the awareness of services related to leisure activities. Some examples of the services that are included in tourism marketing are

transportation, lodging, foodstuff, cocktail and entertainment. Usually, a company using tourism marketing specializes in one aspect of tourism rather than several aspects of marketing.

The tourism product includes all the experiences of a tourist from when he leaves his home to when he returns. The places of interest include natural attractions including climate, history and culture which can be seen as the unrefined material of the tourism product. Other factors that can gain tourist approval include amenities such as water, electricity, transport and communication.

The tourism artifact is the sum of all the factors in vicinity that can result in consumer satisfaction.

[2] Tourism marketing is a planned and combined effort of the national tourist bodies and the businesses in the tourism sector of an international, national or local area to attain growth in tourism by increasing the pleasure of tourists. This is done by the tourism houses so as to earn profit.

Tourism marketing differs from product marketing because of its unique characteristics. Tourism is an intangible product that lack transferability. It can be consumed only once, and the consumer relies on the pre-purchase information to make her/his judgment. Many different business houses are engaged in the process of creation and marketing the tourism product and thus there is a variation in the quality and final delivery. Demand is recurring in nature and motivation of consumers varies usually.

In this scenario, the hotel industry has a huge role to play they can take the advantage of growing interest of the people towards this sector by providing satisfactory services. In the process of delivering quality services the important aspect which should be kept in mind of the owners of the industry is the proper selection of manpower which plays an important role. Out of the four factors of production, labor that is, manpower plays a significant role. The difference in the service can be brought in only if proper selection of manpower is done.

## **SELECTION PROCESS**

[3] According to Dale Yoder, " Selection is the process in which candidates for employment are divided into two classes- those who are to be offered employment and those who are not."

The following are the steps of selection process which is followed by the organizations and it is modified as per the rules, strategies and objectives of the organization:

1. Reception and preliminary interview or screening: The selection procedure of an organization is influenced by many internal and external factors. After the information is floated for a job position many candidates apply. So out of those applications received it is required to scrutinize those applications which fulfill the requirements for the post. The selected applicants are then called for a preliminary round of interview. This is conducted to rule out the obvious misfits.
2. Application blank- It helps to know about the applicants bio data, educational qualification, work experience, extracurricular activities, references and salary demanded by the candidate etc.
3. Selection test- Applicants who clear the other two rounds are called for the selection test. In this round it is judged that whether the candidate will be able to sustain in the present job if it is offered to her/him. The behavior, performance, skills etc. everything is judged effectively so as to get the true picture of the candidates.
4. Physical examination- A physical examination is conducted so as to judge the health and stamina of the candidate which serves as vital factor in the path of success.
5. Reference check- A reference check can provide the most significant information about the candidate which could not yet be detected by the organization. The prospective employer should make an investigation about the candidate's background so as to get a clear picture of the past.

6. Final selection- Here the candidate is offered the job and the contract of employment is prepared where the details of the job are mentioned which includes things like rules, terms for termination, details of duties etc.

In the hotels the selection process is almost the same just the difference lies in the rules of employment which makes the procedure stringent or simple,

## **TOURISM SCENARIO IN ASSAM**

Assam is the gateway of North-East Region of India which serves as a link to the rest of the Seven Sister States. There lies a huge scope for the tourism industry in Assam because Assam is very rich in flora and fauna, wildlife sanctuary and National parks etc. [4] It has the Kaziranga National Park, Manas National Park, Pobitora Wildlife Sanctuary, Nameri National Park, Dibru-Saikhowa National Park, Orang national park etc. The climate is sub-tropical in nature as it experiences the monsoon.

## **DESTINATIONS**

[4] The notable tourist destinations of Assam are listed below:

- River Cruise at Brahmaputra
- Guwahati
- Majuli
- Kaziranga national park
- Jatinga
- Tezpur
- Jorhat
- Sibsagar
- Hajo
- Haflong
- Tinsukia
- Dibrugarh

Tourism sector has been able to generate employment whole round the world because of its unique features. Besides creating job

opportunities for tourist guides, conducting tours, establishment of hotels, motels and so many other avenues in the tertiary sector, tourism can be a major source of employment in Assam too. It is said that every domestic tourist can generate direct and indirect employment of three persons, and this can be even higher (seven) in the case of incoming of every foreign tourist in the country. [2] It is also estimated that every one million rupees invested in tourism, 47.9 direct jobs can be created besides opportunities for indirect employment.

It is remarkable that the tourists come to see the various places of interest in Assam throughout the year. But the boom period starts from October when the rainy season ends and the climate becomes pleasant. The national parks like Kaziranga, Orang, Manas, and Pobitora etc. are opened for the visitors during this period when rainy season ends. The boom period continues till April when the national parks are closed due to rain.

## **II. OBJECTIVE**

This study is attempted to uncover the impact of tourism on selected hotel industry in Guwahati and its effect on manpower recruitment in those industries.

## **III. METHODOLOGY**

It is a descriptive study which comprises of both primary and secondary data. Primary data has been collected with the help of interview method with the middle level officers of the hotels. A total of three hotels have been selected randomly from the city of Guwahati. Data has been analyzed with the help of tables and charts wherever necessary. Secondary data has been collected from Journals and websites.

## **IV. ANALYSIS AND FINDINGS**

Tourism industry has been rising at a double compounded rate per year all-round the globe. Guwahati is not an exception to this rule. The places of interest includes temples, historical remains, parks , sanctuaries which is able to pull a big crowd from whole round the world and this world class tourists want an elite hotel to stay in. Thus, the scope of Hotel industry has flourished in Guwahati. There is an increase in the number of hotels in Guwahati along with the level of earning and employment in this sector.

With the incoming of various classes of tourists the hotels have started taking skilled manpower for offering them better services. Previously the scenario was not as it is today. Every small aspect is being taken care of in this flourishing industry now. Students with professional degrees in Hotel Management are welcomed in the industry for various departments. Those good in communication skill are welcomed for those departments which have direct contact with the customers and rest in the back office activities.

Previously, the hotel staff could have been any Tom, Dick and Harry but now various institutes are coming up giving specialized courses in various areas of hotel management like mock tail making, sweet dish preparation, specialist in main course meal etc. The selection process has become more rigorous because now what is desired is quality and not quantity.

#### **INTERVIEW WITH THE MANAGER IN HOTEL VIP, KALAPAHAR:**

The manager of the hotel said that the hotel is very strict in its staff selection because a carelessly chosen staff is a liability for the hotel. It is so because the rate of attrition has been high as regards to the staff in the hotels. When the hotel started a decade back it was not at all strict in staff selection but gradually with the changed scenario it has changed its recruitment and selection policies as well as the remuneration

structure so as to acquire the best of manpower and give a tough competition to the competitors in star category.

#### **INTERVIEW WITH THE MANAGER IN HOTEL NANDAN, PALTAN BAZAR:**

The manager of the hotel said that as this is one of the oldest hotels in the city it has goodwill for itself in the market. This hotel has seen the upbringing of many hotels which is now giving it a tough competition. With gradual experience of dealing with the hotel staff the manager highlighted few points like: rate of attrition, nature of staff, competitor and remuneration. These are the four pillars which supports the recruitment policy of the hotel. With the change in government policies on tourism sector there is an increasing trend in the inflow of tourists in the region. Thus, Guwahati being the gateway of North- East is in an advantageous position of hosting the maximum number of tourists. Nandan being an old and esteemed hotel has established a name for itself in the market. Thus, the expectation level of the customers is gradually high and for matching the level of perception with the original delivery is a tough job. A professional set of staff can only make it possible. Nandan strictly adheres to its manpower selection process and ends up choosing the best of the lot to maintain its age old goodwill in the market.

#### **INTERVIEW WITH THE MANAGER IN HOTEL ATITHI, PALTAN BAZAR:**

The manager of the hotel said that it occupies a prime location at the heart of the city apart from being surrounded by a number of old and famous brands it still has an advantageous position. Hotel Atithi since its inception has posed itself in the star category and also believes in A-class category service to its customers. It gives chance to the freshers also who are under training in the hotel itself and in the due process they gain expertise in various stratas

of hotel industry then are finally given independent duties and responsibilities as per their expertise and skills acquired. Its main idea is to serve the best but hand in hand create employment. It gives chance to freshers rather than to experts.

## V. RECOMMENDATION AND CONCLUSION

[5] The growth of tourism sector in Assam is very rapid. Gradually the places of interest are increasing in number. In such a scenario it is extremely important for the hotels to show strict professionalism in their service to the tourists. Professional degrees with gradual trainings in hotels outside Guwahati so as to learn more expertise becomes very necessary. Various factors like nature of the employees, qualification of the employee, years of experience, specialization in a skill etc. are becoming important criteria to get oneself employed. Multi-purpose quality employees are welcome in today's competitive scenario.

Changes in various policies of the government have made the flow of the tourists even throughout the year. Thus, the boom period of this sector is increasing day by day.

This is helping employment to a number of skilled unemployed youths of the city. Further study on the topic will reveal the factors like its impact on the other professions, changing mindset of people toward the subject Hotel Management etc.

Thus with the fast changing competitive world the tourism sector is giving a support to various other strata's of it to grow like hotel industry, hospitality industry, cultural tourism, heritage tourism, tourism, medical tourism etc.

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