



The Tourism Labour Market in India

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India Tourism at a glance

No. of foreign tourist arrival in India	6.29 million
Annul growth rate	8.9%
No. of Indian Nationals departure from India	14.21 million
No. of domestic tourist visited all the states UT	850.86 Million
Annual growth rate	13.8%
Foreign exchange earning	77591 Crore
Annual growth rate	19.6%



Travel Trade Business in India

- There are approximately 6000 travel trade companies/ firms in the country.
- The population of these agencies could be growing at 7.5 - 10% annually.
- On an average, each of these travel trade agencies employ 14 – 15 people.
- This sector employs almost 83,500 people.
- As per Ministry of Tourism Govt. of India forecast the employment in this sector will touch 242,000 by year 2020.
- Almost 44% of the employees in ticketing have a formal IATA/ UFTAA certificate.
- Overall, 17.5% of the employees have formal training in tour and travel management.

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Tourism Segment	Growth Drives
Domestic tourism	Rapidly increasing purchasing power of the middle class . Better road connectivity. Evolving lifestyle
International Tourism	Development of internationally acclaimed destinations such as Kerela and Rajasthan Favourable perception of brand India. Attractive market that motivates foreign business travelers.



Status of Hotels in India

- There are an estimated 1.2 million hotel rooms in the country.
- The star category hotels account for a mere 7% .
- As per the forecast of Ministry of Tourism Govt. of India there will be a total of 2.9 million and 6.6 million hotel rooms in 2015 and 2020 respectively.
- The larger four & five star hotels (along with the heritage hotels) employ on an average 162 people per 100 rooms,
- Hotels in the unorganized sector employ largely untrained manpower.

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- There are almost 7,50,000 people working in hotels across India.
- Employment will increase upto 3.5 million by the year 2020.
- 60% are working in F&B service, Kitchen and housekeeping.
- Almost 80% of the employees in key hotel functions such as F&B, front office and housekeeping are young; they are less than 40 years old.

Hotels - Employment pattern & forecast

	Employment intensity (employee per 100 room)	Total employment 2002	Total employment 2010	Total employment 2020
5/4 star hotel	174	57,000	83,000	1,10,400
1-3 star hotel	122	5,2500	63,000	83,000
Smaller hotel	58	6,38,000	14,05,000	32,61,500
Total	NA	747500	15,15,000	34,54,900



Restaurants in India

- Our estimate is that there are at least 1,40,000 restaurants in urban India.
- Conventional restaurants account for the largest population (30%), followed by
- sweet shops (16%), fast food outlets (16%) and *dhabas* (13%). The total number of restaurants could touch 2,00,000 in year 2015 and 240,000 in year 2020
- There are almost 1.85 million people working in restaurants across India.

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- Employment is forecast to increase to 2.73 million by the year 2020.
 - Almost 70% of the employees in key functions of F& B service and kitchen are less than 30 years old
 - Almost 20% of those employed in F & B of conventional restaurants, cafes and fast food outlets are diploma holders either from private hotel management institutions or Food Craft Institutes.

Restaurant in India Employment Forecast

	Employment intensity (employee per 100 room)	Total employment 2002	Total employment 2010	Total employment 2020
Conventional restaurants	26	926000	1226000	1436000
Cafes/ coffee/ tea vendors	31	270000	406700	504500
Fast food outlets	32	284000	401600	487800
Dhabas	26	179000	253900	306300
Total	NA	1659000	2288200	2734600



Programmes offered in India for Tourism Education

PG Diploma in Tourism and Travel Management	35 institutes
MTM	25 institutes
Diploma in Tourism after 10+2	16 institutes
Course in Cargo and Airlines Management	18 institutes
Authorized Courses in Spanish , Japanese, French and Russian Languages	7 institutes

All India Tourism Industry Employment forecast

All India Employment Forecast

	2010	2020
Conventional Restaurants	1226307	1436196
Kitchen	467249	546542
Service	507467	594100
Dhabas	253947	306377
Kitchen	109037	131475
Service	108504	130688
Cafe	406768	504563
Kitchen	189566	235289
Service	159872	198390
Fast Food	401608	487809
Kitchen	147692	179824
Service	119581	144927

Sources – Market Pulse Report Ministry of Tourism , Govt. of India

Projected Annual Demand and supply for trained manpower in Tourism Industry needed in India

Projected Annual Demand vs. Supply for Trained Manpower

Year	Total Demand	Supply	Shortage
2003	29,368	11,700	17,668
2004	29,368	11,700	17,668
2005	29,368	11,700	17,668
2006	29,368	11,700	17,668
2007	29,368	11,700	17,668
2008	29,368	11,700	17,668
2009	29,368	11,700	17,668
2010	29,368	11,700	17,668
2011	39,230	11,700	27,530
2012	39,230	11,700	27,530
2013	39,230	11,700	27,530
2014	39,230	11,700	27,530
2015	39,230	11,700	27,530
2016	39,230	11,700	27,530
2017	39,230	11,700	27,530
2018	39,230	11,700	27,530
2019	39,230	11,700	27,530
2020	39,230	11,700	27,530

Sources – Market Pulse Report Ministry of Tourism , Govt. of India



Conclusion & Strategic Recommendations

- After analyzing all aspects of tourism data for labour , one can confidently say that the tourism education can not be integrated well with Industry.
- We involved at all levels of framing the education as well as in sourcing the trained man power without the help of good faculty.
- Their input active involvement, suggestions, guidance is extremely important as far as tourism related jobs are concerned.
- This will make both education and industry job quite effective.

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- A serious need for closer interaction of Industry with academic and administrative sections of Institutes to develop the foreseen skills in prospective tourism professionals.
 - Tourism curriculum decisions do not only affect its direct clients but the students and by extension, industry employers as well.
 - The process of tourism labour development can prove to be a challenge for educators in terms of maintaining a constant dialogue with the identified stakeholder groups.



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Thank you