

The Sustainability in Tourism and Hospitality Workforce

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Abstract: *This article discusses how the workforce and employment issues fit into the story of sustainable tourism. In addition to highlighting references to the workforce in the UN's 2030 Agenda for Sustainable Development, the article attempts to address the relative undervaluation of this sector within the rhetoric of sustainable tourism. The topic of discussion is the developing field of sustainable human resource management and how it might help achieve the Sustainable Development Goals of the United Nations as well as raise awareness of workforce and employment challenges in the tourism industry. The paper's body provides examples of important aspects of employment and work in a variety of tourism situations, where sustainability is becoming more and more important.*

Keywords: Sustainability, Sustainable Tourism, Sustainable Human resource management, Employment challenge

I. INTRODUCTION

The 2030 Agenda for Sustainable Development, which outlines 17 SDGs intended to combat climate change, eliminate inequality and injustice, and end poverty by 2030, was approved by the UN Sustainable Development Summit in 2015. (Joana Adwoa Hagan, 2017) It is arguable that a substantial number of the goals have some sort of impact on the workforce and workplace in the tourism industry, even if only the eighth aim (decent work and employment growth) mentions the workplace and work environment expressly (Waheed Ali Umrani, 2020). This is never more true than when it comes to sustainable tourism development. However, our argument here is that the rising body of discussion surrounding sustainable tourism fails to address the issue of workforce and workplace considerations in the tourism industry. (Tesone, 2004)

This article begins by stating that, in spite of this disregard, we believe that the sustainable tourism narrative should place a strong emphasis on employment and the workforce in the tourism industry. It is disheartening and puzzling that so few scholars or professionals seem to have noticed this omission (Kemi Ogunyemi, 2016). In fact, one of the peculiarities in the discussion around the topic as a whole is the mainstream narrative on sustainable tourism's exclusion of labor considerations. In order to show how the sustainability narrative relates to a number of workforce-related topics in the context of tourism and the UN Sustainable Development Agenda, we will first examine how workforce considerations are positioned—or are not—within the discourse surrounding sustainable tourism (Jones, 2016).

II. RESEARCH METHODOLOGY

This research was completed by referring to Secondary Data various articles, periodicals, Journals, Books etc.

Objective:

To study the role of Hospitality employees and Sustainability in Tourism.

III. LITERATURE REVIEW

By doing this, we seek to address the significant workforce-related difficulties faced by the tourism industry and demonstrate the importance of achieving both the agenda's specific goals and its broader ideals. We also propose that the focal point of the entire conversation on sustainable tourism should be the workforce. It is important to note up front that this conversation has certain restrictions. (Willy Legrand, 2022) The tourism industry is diverse and comprises

several sub-sectors, such as transportation, lodging, food service, shopping, attractions, events, and facilitation. It might be challenging to generalize about the workforce of an industry across sectors for a variety of reasons.

In this debate, hospitality—which includes lodging and food service—is sometimes used as a stand-in for the tourism industry as a whole because it is, in some ways, the largest and most pervasive component of the sector (Peter Jones, 2014). We are conscious of the restrictions this place on us. Similarly, the concentration on the workforce of employees at the expense of self- and family employment in the small- and micro-business setting limits the scope of this topic. Lastly, there are many different job contexts in the tourism industry, each with its own set of economic, sociocultural, and political influences. Thus, generalization between, say, less developed and developed economies is hindered. The difficulties that the tourism industry encounters with regard to labor, employment, and Human Resource Management (HRM) have been extensively and well documented.

These worries are many and include, among other things: hard work environments; filthy and demanding jobs; poor compensation; lack of opportunities for women and minorities; unstable, seasonal work; unclear career paths; and a high rate of employee turnover. Both individually and together, the recurring and dominant topics have received extensive attention at the policy and practical levels of discussion. Nonetheless, the data shows that public programs, initiatives, and investments have little effect (David Solnet, 2016). Draw attention to the failure of workforce-related policies during a ten-year period in Scotland and Australia, emphasizing that the suggested remedies remained unchanged and that the difficulties identified did not alter over the period. The story has only a few scholarly and private-sector contributors.

instead of looking for or offering more comprehensive explanations for the social and economic forces behind these difficulties, they aim to provide "solutions" to them. Thus, what role can sustainability, sustainable development, and—above all—sustainable tourism play in mitigating the problems associated with employment in the tourism industry? for example, is insightful when he observes, "Since the mid-1990s, discourses about the tourism sector have become increasingly dominated, at least rhetorically, by the ideas and ideals of Sustainable tourism has become a focus of attention through a combination of factors. "Sustainability is a dominant theme in contemporary tourism discourse. The definition of sustainability has been more widely understood as a result of the rise in foreign travel and the heightened emphasis on ecology in society. (Solnet, 2015)

Policies based on sustainability principles, according to (L. Edgell, 2020)(p. 27), should reduce the "negative impacts on the social, economic, and environmental well-being of tourism destinations and local communities." Similarly, when stating that "sustainable tourism is primarily associated with nature and environmental consequences, whereas in cities more visible are the economic and socio-cultural impacts of tourism,". Author Maxim highlights the growing emphasis on sustainability, especially in an urban context. Several sources (e.g., [13–15]) indicate that rather than sincerely attempting to realize the advantages of a sustainable approach, industry advocates in the tourism sector appear to be using the "jargon" of sustainability and community to bolster their power bases and justify existing unsustainable practices.

Granted, the Global Sustainable Tourism Council's criteria do mention the workforce in discussing the duties of travel agencies, lodging facilities, and destinations, but This is constrained in terms of how opportunities and vocations are localized. The relative disregard for It seems counterintuitive to include workforce considerations in discussions about sustainable tourism policies and, in fact, in debates in academic journals that address this theme, considering the prominence of social, cultural, and community-focused considerations in some (but not all) analyses of this field. The leadership shown by international organizations—most notably the ILO and its concept of decent work—makes this disregard all the more difficult to accept.

At the corporate level, there is a correlation between the rise of sustainable HRM and the expanding awareness of Corporate Social Responsibility (CSR) as a whole. The foundation for addressing this neglect in the tourism industry is provided by sustainable HRM. Before sustainable HRM became a legitimate area of research, Jitendra and Baum, Here, Jitendra and Baum advocated a three-dimensional focus on tourism industry workers, the host community, and the tourists, viewing HRD in the context of tourism as the development of a professionally trained and educated workforce. This is in contrast to the more conventional approach to HRM, which concentrates on how practices affect individuals at the micro level and the organizational level (macro).

"Long-term socially and economically efficient recruitment, development, retention, and disemployment of employees" is how Zaugg et al.(p. 1) define sustainable HRM. This term is interpreted as a model of individual-centered, sustainable HRM. Some writers frequently define sustainability in terms of a workforce that is local (destination), regional, or national. The way that sustainability is currently being considered as a concept for the tourist profession has a broader perspective. Three components are found in sustainable HRM, according to Mazur. These are (1) a steady stream of potential workers; (2) environments that treat workers well—what the ILO refers to as "decent work"; and (3) employee participation in corporate social responsibility (CSR) initiatives, the latter of which is predicated on Liebowitz's belief that "employees will be more inclined to take better care of the planet if the management of a company hires capable people and treats them well." Other authors who distinctly connect the effects of HRM practices to environmental results bolster this viewpoint. By definition, sustainable HRM also takes into account the possibility of unsustainable HRM, which is achieved by organizationally unsustainable methods that cause burnout from personal stress, other illnesses, or attrition. This awkward and thus underappreciated aspect of the labor force is referred to as "the dark side of the coin" in the context of tourism by Baum and Boardman in their examination of decent employment along the entire tourism value chain.

What does a sustainable workforce and employment policy in the tourism industry actually look like? Numerous issues, or the negative aspects of tourism employment, that were previously discussed reflect unsustainable practices, such as the following: a lack of long-term planning and stochastic demand leading to short-termism; The misconception that many entry-level hospitality jobs don't require skills, so depriving employees their identification as professionals; Widespread use of labor, regardless of skill level, that is neither local nor even country where the operations are based, limiting the local labor market opportunities. As the previous, inevitably succinct analysis suggests, tourist operators and host communities must establish a sustainable workforce in order to achieve sustainable HRM. broad-term perception Thus, what does sustainable practice actually entail in terms of workforce and employment in the tourism industry? Many of the difficulties or negative aspects of working in tourism that were previously discussed represent unsustainable practices, with the following examples:

Short-termism brought on by erratic demand and inadequate business preparation;

The false belief that many entry-level hospitality professions don't require skills, debunking employees their identity as professionals

Extensive use of labor, across all skill levels, that is not native to the area or even

Country in which the business is situated, depriving the regional labor market of opportunities;

A persistent belief that workers are an expense rather than a resource for the company;

Low pay and unfavorable working conditions that discourage people from entering or staying in the profession;

The predominance of small firms (both formal and informal), which restricts prospects for career advancement;

Little involvement in diversity issues, which results in less opportunity for advancement for minorities and women;

Via widespread child labor and dehumanizing working circumstances, human rights violations occur.

The issue or difficulty this paper focuses on is that there doesn't seem to be much preparation or involvement on the part of the tourism academy, tourism organizations, and host communities to dedicate to the development of a sustainable tourism workforce that will benefit from the UN's decent work standards.

IV. CONCLUSION

Examining case studies illustrating the intersection of sustainable HRM principles with tourism employment practices (and the absence of enlightened tourism HRM) reveals gaps, often rather large ones, between what may be ideal and what is actually implemented. The previous conversation emphasized complicated problems that exist at the macro, meso, and micro levels and showed that the labor force in tourism and hospitality is not sustainable. The failure to recognize or apply HRD techniques at the macro and meso levels runs throughout. The overall image departs from It is undeniably difficult to implement sustainable HRM policies and practices, and it can be argued that most economic sectors and most nations have a significant scope for this area to be neglected. This is never more true than when it comes to travel. As a result, issues like the ones brought forth in this article must be addressed when incorporating fundamental sustainability concepts into a variety of contexts both inside and outside of the tourism industry. The goal of this essay is to show that the tourism industry must make a commitment to the broader goal of providing all workers

with sustainable employment. which guarantees the defense of fundamental human rights, particularly for women, children, minorities, and the less fortunate members of society.

Fundamentally, this kind of sustainability needs to tackle the objectives mentioned in the United Nations Agenda for Sustainable Development. Specifically, the case examples' dimensions align both directly and indirectly with seven of the objectives listed in Section 2. The outlining of the connections between the discussion subjects and the UN goals allows for the drawing of some quite specific conclusions. Ultimately, we contend that the issues of employment and the tourism workplace that we have chosen for this paper clearly link to the UN Sustainable Development Agenda in terms of sustainability. The sector cannot be seen as generating sustainable employment due to the extent to which conventional hospitality and tourist HRM practice at the macro and meso levels fails to achieve HRD for the majority of its staff.

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