

NATURE OF TOURISM EMPLOYMENT IN HIMACHAL PRADESH WITH REFERENCE TO SHIMLA DISTRICT

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ABSTRACT

Tourism industry acts as a powerful agent of both economic and social changes. It stimulates employment and investment, alters structure of an economy, contributes to foreign exchange earnings and maintains favorable balance of payment. The money spent by the tourist in a country is turned over several times in the process; the total income earned from tourism is a number of times more than actual spending. Tourism also plays an important role in eradicating the unemployment. It created many jobs specifically in hotel industry, hospitality industry, service sector, entertainment, transportation industry etc. which gives an opportunity for trying new tasks and learn new skills. This paper empirically identifies the occupational preferences and different kinds of tourism occupations in study area.

Key Words: Employment, Stimulates, Industry, Spending, Eradicating etc

INTRODUCTION

Tourism with its wide range of constituent sub sectors is now world's largest industry. It is much of the labour intensive type of Industry as it undertakes to provide work for a large number of people. Today the world tourism industry is becoming a major attraction for the people for the employment. The employment and tourism is intrinsically co-related to each other as it has long-term socio-economic impacts on the host economy and community¹. As stated earlier tourism industry plays major occupational contribution to the income of the households. People are engaged in other occupations also including business, profession, agriculture, horticulture and

traditional small scale business activities. It is obvious that abundant income source particularly tourism occupations due to high tourist potential areas, have led to improve the income of people.

Himachal tourism industry is one of the most diverse products on the global scene. To develop and promote tourism as an 'Engine of economic growth' and to bring Himachal Pradesh on the national and international tourist map, tourism shall be considered as an important economic activity for overall sustainable economic growth & ensuring employment generation². As the State is growing rapidly in tourism sector, there is good chance for the development of employment generation opportunity. With exploring large investment potential and by attracting large investment in the sector, large employment opportunity shall be created. In this paper, attempt has been made to empirically analyze tourism employment and occupational preferences of people in Shimla District of Himachal Pradesh on the basis of the responses.

OBJECTIVES OF THE STUDY

- To identify the occupational preferences of people in Shimla District.
- To study the different kinds of tourism occupations in Shimla District.

NEED OF STUDY

Tourism provides tremendous economic and employment opportunities for people in the State. In tourism industry, employment is obtained in direct as well as indirect form of employment opportunities. To empirically identify the occupational preferences and different kinds of tourism occupations in Shimla District, there is a need to conduct the research.

RESEARCH METHODOLOGY

This paper is based on primary studies and descriptive research. The data has been collected through interview schedule. Independent Sample Chi-Square test and Average test are the tools applied in the research using Multi-Stage stratified random sampling and observation methods. Sample was taken from two blocks out of ten blocks of Shimla District in Himachal Pradesh. Total 200 household respondents from

six villages have been selected and there are total 1200 respondents from both the selected blocks.

Hypotheses

H₁ = There are significance difference in response of people with regard to their occupations preferences.

H₂ = There are significance variance in response of people with regard to kind of tourism occupations in study area.

ANALYSIS AND INTERPRETATION

1.1 Area wise Occupation of Respondents in Shimla District

The main occupation of the peoples of Shimla district are agriculture, horticulture, tourism related activities, other business and Govt. job. As per bar diagram and table 1.1, 54.7 percent respondents are involved in agricultural & horticultural activities, whereas 22.8 percent are involved in tourism sector, 18.7 percent in other business and only 3.7 percent (i.e. 45 respondents) are engaged in Govt. job.

Table 1.1
Area wise Occupation of Respondents in Shimla District

Block	Area	Agriculture And Horticulture	Govt. Job	Tourism Sector	Other Business	Total
Mashobra	Kufri	97 (48.5) (34.3)	9 (4.5) (31.0)	62 (31.0) (39.8)	32 (16.0) (24.2)	200 (100) (33.3)
	Naldehra	82 (41.0) (28.9)	13 (6.5) (44.8)	52 (26.0) (33.3)	53 (26.5) (40.2)	200 (100) (33.3)
	Baldyan	104 (52.0) (36.8)	7 (3.5) (24.2)	42 (21.0) (26.9)	47 (23.5) (35.6)	200 (100) (33.3)
	TOTAL	283 (47.2) (100) {43.1}	29 (4.8) (100) {64.4}	156 (26.0) (100) {56.9}	132 (22.0) (100) {58.9}	600 (100) (100) {50.0}
Narkanda	Narkanda	124 (62.0) (33.2)	8 (4.0) (50.0)	50 (25.0) (42.4)	18 (9.0) (19.6)	200 (100) (33.3)
	Hatu	113 (56.5) (30.2)	3 (1.5) (18.8)	38 (19.0) (32.2)	46 (23.0) (50.0)	200 (100) (33.3)
	Thanadhar	137 (68.5) (36.6)	5 (2.5) (31.2)	30 (15.0) (25.4)	28 (14.0) (30.4)	200 (100) (33.3)
	TOTAL	374 (62.3) (100) {56.9}	16 (2.7) (100) {35.6}	118 (19.7) (100) {43.1}	92 (15.3) (100) {41.1}	600 (100) (100) {50.0}
Grand Total		657 (54.7) {100}	45 (3.7) {100}	274 (22.8) {100}	224 (18.7) {100}	1200 (100) {100}

Source: Computed from Primary Data.

Chi-Square=129.023, P=.001

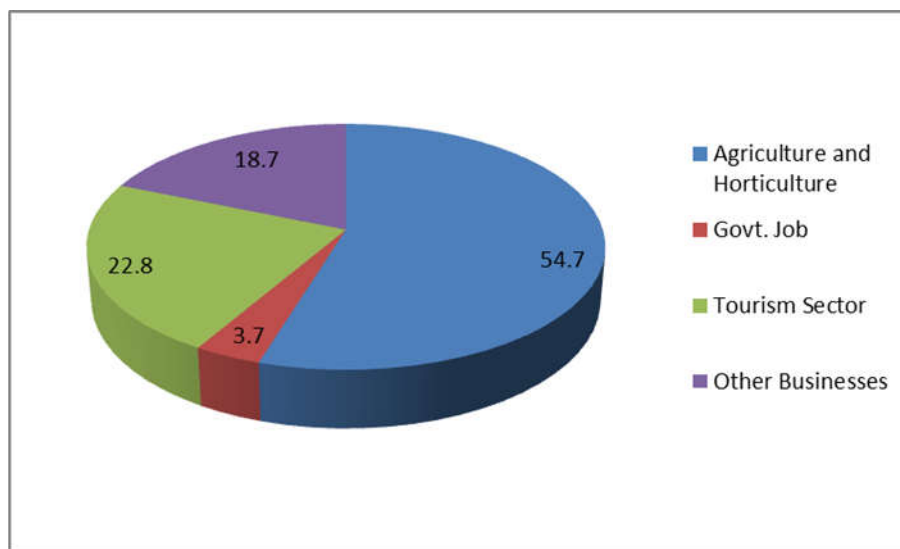


Chart 1.1: Area wise Occupation of Respondents in Shimla District

Out of the total respondents engaged in tourism sector (i.e.274), 56.9 percent belongs to Mashobra block and 43.1 percent belongs to Narkanda block. It means more peoples in Mashobra block are engaged in tourism related activities. Whereas, out of two blocks 56.9 percent peoples belongs to Narkanda block who engaged in agriculture/horticulture. Out of the six villages taken as study area, highest number of people engaged in tourism is in Kufri i.e. 62, followed by Naldehra (i.e. 52), Narkanda (50), Baldeyan (42),Hatu (38) and Thanadar (30). So it is concluded that majority of the respondents in Mashobra block are engaged in Govt. job, tourism sector and other business (i.e.64.4%, 56.9% and 58.9%). Whereas, more peoples are engaged in Agriculture & Horticulture in Narkanda block.

Overall it can be concluded that majority of respondents in both blocks of Shimla district are involved in agricultural/horticultural activities. The hypothesis that there is no significant variance in occupation of people in both blocks of Shimla district, on the application of χ^2 test, the calculated value of Chi-square is .001 (P-Value) which is highly significant at 5 percent level of significance. Thus, the hypothesis is rejected and it can be inferred that area wise there is highly significant variance in the level of occupations in the both block of Shimla districts.

1.2 Area wise Kinds of Tourism Occupations of the Respondents

Development of tourism has changed the way of rise due to which there is an effect upon the traditional occupation to change into difference tourism occupation. In

the study area of Shimla district, in order to know about the involvement of people in different tourism occupations, the respondents have given the following response shown in table.

From bar diagram and table 1.2, it can be depicted that in two blocks out of total 1200 respondents (100%) 274 respondents (22.8%) having tourism as their occupation about 22.8 percent of the total respondents in the both the blocks of Shimla district have tourism as their occupations. The ratio of involvement of people in tourism as their occupation in both block is 56.9:43.1. Out of 274 respondents (100%) in tourism employment majority of respondents i.e. 22.6 percent have involved in accommodation followed by 19.7 percent in transportation, 14.6 percent in adventure activities, 6.6 percent in catering, 2.9 percent in commercial activities and 33.5 percent respondents have involved in more than two activities. In more than two activities, majority of respondents have involved in adventure and catering activities i.e. 11.8 percent followed by 10.2 percent in commercial and adventure activities and 66.8 percent in transportation and adventure activities.

Further, by comparing both the blocks, it has been concluded that in Mashobra block of Shimla district, majority of respondents 42 (26.9%) are getting employment in transportation sector, followed by 32 respondents (20.5%) in accommodation sector, 8 respondents (5.1%) in catering, 8 respondents (5.1%) in adventure activities, 8 respondents (5.1%) in commercial activities and 58 respondents (37.2%) have involved in more than two activities. In Narkanda block majority of respondents have involved in adventure activities i.e. 32 respondents (27.1%) followed by 30 respondents (25.4%) in accommodation field, 12 respondents (10.2%) in transportation, 10 respondents (8.5%) in catering and 34 respondents (28.8) have involved in more than two activities.

Table 1.2
Area wise Kinds of Tourism Occupations of Respondents

Block	Area	Accommodation	Catering	Transportation	Adventure Activities	Other Commercial Activities	Accommodation and Transportation	Commercial Activities and Adventure Activities	Transportation and Adventure Activities	Adventure Activities and Catering	Adventure Activities and Accommodation	Total
Mashobra	Kufri	8(12.9) (25.0)	4(6.5) (50.0)	16(25.8) (38.1)	6(9.7) (75.0)	6(9.7) (75.0)	6(9.7) (42.9)	8(12.9) (40.0)	4(6.5) (50.0)	0(0.0) (0.0)	4(6.5) (50.0)	62(100) (39.7)
	Naldehra	8(15.4) (25.0)	4(7.7) (50.0)	18(34.6) (42.9)	0(0.0) (0.0)	2(3.8) (25.0)	4(7.7) (28.6)	8(15.4) (40.0)	0(0.0) (0.0)	8(15.4) (100.0)	0(0.0) (0.0)	52(100) (33.4)
	Baldyan	16(38.1) (50.0)	0(0.0) (0.0)	8(19.0) (19.0)	2(4.8) (25.0)	0(0.0) (0.0)	4(9.5) (28.6)	4(9.5) (20.0)	4(9.5) (50.0)	0(0.0) (0.0)	4(9.5) (50.0)	42(100) (26.9)
	Total	32(20.5) (100) {51.6}	8(5.1) (100) {44.4}	42(26.9) (100) {77.8}	8(5.1) (100) {20.0}	8(5.1) (100) {100.0}	14(9.0) (100) {53.8}	20(12.9) (100) {100.0}	8(5.1) (100) {56.0}	8(5.1) (100) {36.4}	8(5.1) (100) {100.0}	156(100) (100) {56.9}
Narkanda	Narkanda	16(32.0) (53.3)	6(12.0) (60.0)	4(8.0) (33.3)	10(20.0) (31.2)	0(0.0) (0.0)	4(8.0) (33.3)	0(0.0) (0.0)	4 (8.0) (50.0)	6(12.0) (42.9)	0(0.0) (0.0)	50(100) (42.4)
	Hatu	6(15.8) (20.0)	4(10.5) (40.0)	4(10.5) (33.3)	12(31.6) (37.5)	0(0.0) (0.0)	4(10.5) (33.3)	0(0.0) (0.0)	4(10.5) (50.0)	4(10.5) (28.6)	0(0.0) (0.0)	38(100) (32.2)
	Thanadhar	8(26.7) (26.7)	0(0.0) (0.0)	4(13.3) (33.3)	10(33.3) (31.2)	0(0.0) (0.0)	4(13.3) (33.3)	0(0.0) (0.0)	0(0.0) (0.0)	4(13.3) (28.6)	0(0.0) (0.0)	30(100) (25.4)
	Total	30(25.4) (100) {48.4}	10(8.5) (100) {55.6}	12(10.2) (100) {22.2}	32(27.1) (100) {80.0}	0(0.0) (100) {0.0}	12(10.2) (100) {46.2}	0(0.0) (100) {0.0}	8(6.8) (100) {50.0}	14(11.8) (100) {63.6}	0(0.0) (100) {0.0}	18(100) (100) {43.1}
Grand Total		62(22.6) {100}	18(6.6) {100}	54(19.7) {100}	40(14.6) {100}	8(2.9) {100}	26(9.5) {100}	20(7.3) {100}	16(5.8) {100}	22(8.0) {100}	8(2.9) {100}	274(100) {100}

Source: Computed from Primary Data.

Chi-Square=126.300, P=.001

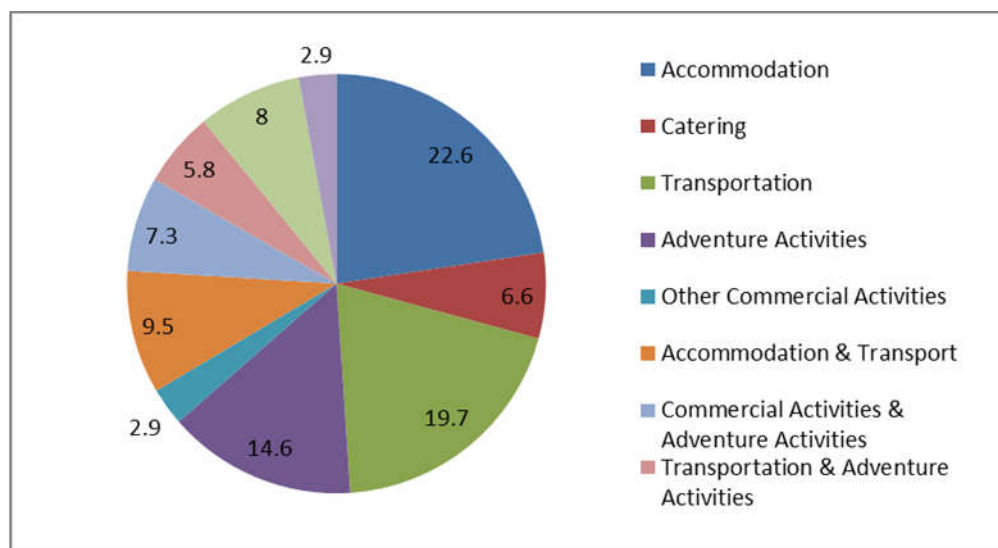


Chart 1.2: Area wise Kinds of Tourism Occupations of Respondents

In nutshell it is concluded that both the blocks of Shimla district are although generating employment through tourism yet it is very less in percentage (i.e. 22.8%) and majority of them are serving to facilitate accommodation, transportation and adventure activities in tourism sector and others like catering and commercial activities are negligible. Moreover, the study finds that area wise there is significant difference in the type of tourism employment as the P-value (.001) is significant at 5 percent level of significance due to which the null hypothesis is insignificant.

CONCLUSION, FINDINGS AND SUGGESTIONS

- The occupation wise position concluded that in the study area majority of the respondents in Shimla District are engaged in Agriculture & Horticulture (54.7%) followed by Tourism sector, Other business and Govt Jobs (i.e. 22.8%, 18.7% and 3.7%). It block wise comparison, it has been found that majority of the respondents in Mashobra block are engaged in Govt Job, Tourism sector and Other business (i.e. 64.4%, 56.9% and 58.9%) whereas majority of the respondents are engaged in Agriculture & Horticulture in Narkanda Block (i.e.56.9%).
- Further, it has been concluded that 22.8 percent respondents have been employed through tourism and out of them majority of them are involved in

accommodation, transportation, adventure activities and other field of tourism sector in terms of providing employment. i.e. catering and commercial activities. Further it is analyzed that out of the respondents employed through tourism, majority of the respondents having jobs in accommodation field, i.e. 22.6 percent followed by 19.7 percent in transportation sector, 14.6 percent in adventure activities, 6.6 percent in catering, 2.9 percent in commercial field, 37.2 percent have involved in more than two activities of tourism sector.

- It is found that the tourism sector has a potential to generate output and employment beyond the agriculture and industrial sector. It has the capacity of providing entrepreneur activities to many.
- It is found from the study that only 22.8 percent respondents have been employed through tourism and out of these majority of them are involved in accommodation, transportation, adventure activities in tourism sector and other field of tourism sector in terms of providing employment. i.e. catering and commercial activities.
- It is found from the study that majority of employees are unskilled mainly to help tourists for providing them stay accommodation.
- It has been found that out of total respondents who are getting employment through tourism, majority of them belongs to private sector and only few of them belongs to Government sector.
- It is suggested that government should help promoting hotel industry by way of providing loans, government land on rent/lease etc. By development of more hotels and infrastructure, more employment opportunities are created in these tourism areas.
- There is need to encourage the local artists to organize and participate in such activities as dances, dramas, and singing. These cultural troupes may be given employment by tourism department and these activities may be become the essential features.
- Government should also encourage the private owners to further improve their infrastructure.

- It is suggested that firstly promote investment in tourism human capital and increase the involvement of local people by giving reasonable compensation for their work and prepared them appropriately to take advantages of the opportunities that tourism can attend.
- It has been suggested that government must take initiatives to explore the tourism business by motivating people, training them and providing infrastructural facilities and other facilities for tourists so that hidden tourism employment opportunities can be explored in best manner in Shimla district.

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