

Tourism industry employees work stress- Crisis in Present and Future

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ABSTRACT

In the service sector, work force strain is a major concern that has impact on output for both employers and employees. Although addressing and reducing stress is a commendable objective that can lead to cost savings for employers, as the type and extent of employee stress in travel sector is not well known. The research has been focused on identifying the concerns tackled by the trip managing expertise. Since the study has been quite limited about the travel guide experiences as it has been neglected continuously for the behavioural patterns and experiences of the working individual in the travel industry. Also, there is still a room for analyzing the travelling guiding experiences of the workers of the travel industry and potential sources of strain on them and emotions in this context. Most the studies have focused the experiences of the tourists their interactions and satisfaction, however, the concern related to the work related stress of tourism professionals i.e. travels guides and operators are worth consideration. By the virtue of the deviation in past studies as well as the well known significant factors of psychological theories so as to enhance research of the work related tension among the workers and emotions arising through inappropriate communication structure among the employers and employees in a travel blooming conditions from a conceptual point of view.

Key Words : *Tourism Employees, Work Stress , Crisis*

INTRODUCTION

The tourism industry commonly recognised as travel industry is connected to the idea of people travelling to from one location to others it can be domestic as well as international for any purpose such as leisure, social or business related etc.

There are several careers in the industry amongst which the most promising are Travel Agent the one who conducts the research on the site and accordingly plans so as to book trips for the customers as per their preferences of budget and location. The tour operators are the ones who are in charge of supplying and completing the services that are stated in a package tour. They can either supply these services directly (some have their own vehicles and coaches, motels, and other travel-related services), or they can get them from other vendors. Most commonly they are called as manufacturers of tourism products. The event and conference organiser are the group of individuals or a person responsible for managing the conference or any event at the premises for their client as per their preferences. Also, the tour guide is the most popular choice amongst the pupils in the tourism industry as the job role of the tour guide to guide the tourist at the site so as to ensure satisfaction of the customer and retain them. The tour guide provides the tourist with the relevant information regarding the site and about culture and historical backgrounds besides this, they also manage organized sightseeing of the clients at museums as well as at various venues.

Undeniably workplace stress is one of controversial challenge for employers as they have to ensure productivity and employee engagement at the working environment. According to the 2017/18 Labour Force Survey (LFS), 15.4 million working days were lost as a result strain among the employees thus, leads to insomnia, anxiety and work-life imbalance of the workers. Considering the fact employees get incentives from employers for the days off and the monetary loss that has been the outcome of the stress-related damage to themselves so as to ensure employees retention.

In addition, this concern has been on continuously increasing as approx. 1700 incumbents per a lakh has been identified under strain, uneasiness and dissatisfaction related to the job in 2017-2018, compared to an expected 1,400 in 2005/06. Moreover, as per the survey conducted by a health insurance firm it has been observed that the number of millennials is increasingly surpassing the global average, thus triggers the need of stress management wherein most of the people doesn't feel comfortable to talk about their workplace stress as well as to seek medical professional help.

There are different type of workplace stress that includes Stress from fear, it is triggered when an individual on job is afraid of taking responsibilities they have been assigned with to perform the role at the job. An individual may can feel an experience with change in appetite or muscle stress or insomnia. Secondly, acute

stress that is situational based tension that can arise by the virtue of a specific event. An employee feel stresses when at ob they are asked to perform any task at the workplace with unreasonable demands. Lastly, Chronic stress is considered as the worst kind of the workplace stress wherein an individual is emotionally as well as physically exhausted. This kind of stress at workplace among the workers requires immediate medical attention so as to avoid the wastage of resources at the workplace.

OBJECTIVE OF THE STUDY

1. To Study the factors related to stress.
2. To identify the impact of these factors on tourism employees.
3. To suggest measures to Reduce Stress among employees

REVIEW OF LITERATURE

(Novika& Dian,2020) suggests that job stress has a substantial impact on task performance and contextual performance in the dimensions of control and support colleagues. Work stress in the relationship and role dimensions, on the other hand, had a considerable impact on unproductive work behaviour. Managerial support and change are two aspects of work stress that have no bearing on the three types of performance.

(Dr. VolkanAltintas Dr. Fatmagül Turanligil,2018)It can be said that hospitality industry has its own kind of stress related to time, disputes related to role etc. Also, there are several factors that impact the staff performance some of them are increase in turnover, risk and uncertain situation of market trends as well as unemployment. Moreover, flexible time hours of the industry can cause overload seasonally depending upon the tourist and this has adverse impact on the manpower to be unemployed after the peek seasons. In addition, The lodging business is impacted more immediately and significantly than any other industry by the economic crisis, natural catastrophes, and terrorist incidents. As a result, employees in the motel industry are fearful of losing their jobs at any time.

Since there is widespread agreement that managing and stress reduction in the service industry is not only a worthy endeavor, however it also has the potential to save employers capital by ensuring effective performance of employees, (Cooper &Dewe, 2008), The type and scope of occupational stress in the service sector is not well defined. Stress research in the hotel business is a little studied area with a lot of potential for improving people's lives. Workers may

only be helped to properly manage stress if they understand the individual factors.

Workplace stress is a pervasive and complicated phenomena (Lazarus, 1993) that costs businesses productivity as it contributes to voluntary turnover of employees (Villanueva & Djurkovic, 2009). Workplace stress is a particular issue in customer-oriented sectors because employees frequently face contradictory demands from the firm, managers, and customers, which leads to conflict for employees (Ruyter, Wetzels, & Feinberg, 2001).

Travel is more often considered as pleasure seeking activity however research has indicated it as a strainful activity as well as it has associations with negative outcomes on health of an individual. (e.g., Goossens, 2000), Research studies has shown that changes in emotional patterns and motivational level of tourist guide has reflected several fluctuations over the decades. (e.g., Coghlan & Pearce, 2009). Moreover, the leisure experiences of tourists are completely distinct from that of the travel work experiences. The travel tour guides might have experienced some strainful event, regardless of how the travelling operators might have the similar experiences of strain that could occur over a long period of time.

(Cooper & Payne, 1988) Suggests that the assessment into the factors of work related tension is the foremost step in the management of the aspect. As per the study conducted by Karasek (1979) the work related tension Model has been proposed that simplifies that emotional stress is by the virtue of numerous effects of job demands and other trends of the market. Occupational stress can present itself in a variety of ways, including depressive symptoms, medical complications, job unhappiness, and quality problems. (Karasek, 1979; Karasek & Theorell, 1990). Considering the fact that how ineffective information is there about the occupational strain management, The purpose of this analysis is on the work engagement pressures and individual and business outcomes.

By the virtue of involvement of travelling in this profession, the stressor might involve distinction in cultures, linguistic barriers, food or living amenities, transportations available along with the aspects of balance between professional and personal life may impact the psychological wellbeing of an individual. (Berno & Ward, 2005,). Undoubtedly the guide would become more comfortable with the changing situations than the travellers however researchers has contributed that the factors of tension for people working in travel sector has seen an adventure over the period of time.

(Law, Pearce, and Woods, 1995) researchers identified that the requirement of applicability of strain and coping research in order to travel and lodging manpower, also recognised the sources of strain along with the techniques to cope the attractions of the employees. The starting point of tension at workplace involves ineffective communication structure, lack of rewards and appreciative incentives to the employees, rising job insecurities due to the cutthroat competition in the market as well as the requirements of the work. Staff in the leisure and destinations tourism sector faces a variety of pressures, many of which are related to management techniques and human relationships (e.g., Ross, 1993). Adventure guides may face a variety of work-related pressures, according to studies of outdoor field instructors in wilderness settings. The fast coping lifestyle of the workers in travel industry can have adverse impacts on the interpersonal relations of the individuals. (e.g., Bunce, 1998; Gass, 1993), boredom and retention are exacerbated by factors such as emotional issues associated with client contacts and high levels of work-related anxiety. (Marchland, Russell, & Cross, 2009).

It has been concluded by researchers through study that a negative relationship has been found between work related strain and impactful services to the customers ,i.e, reduced tension of employees results in providing better experience to the guest in contrary to the one's with more workplace strain (Varca, 1999), along with it, the guest services has been adversely affected by the virtue of the same resultantly reducing the productivity and increasing turnover of the firm. (Beehr, Jex, Stacy, & Murray, 2000). In addition, work life strains have shown impact on the quality of employee productivity as it has shown downhill for the organization (Gilboa, Shirom, Fried, & Cooper, 2008; Lepine, Podakoff, & Lepine, 2005), the more is the tiredness of the employees via continuous working hours the less is the ability of employees to perform the task effectively and the ability to learn (Lepine, Lepine, & Jackson, 2004), hence increasing anxiety issues hostility (Motowidlo, Packard, & Manning, 1986), and absenteeism and employee turnover (Gupta & Beehr, 1979). However, the resources has been limited in this type of study as the lack of understanding in regards to its nature, quantity and outcome of tensions amongst the travel sector employees.

In the lodging industry, workplace strain has been considered as one of the significant aspect that requires immediate attention so as to avoid its threats on the industry as it affects the performance of employees at all levels, that includes

managerial and hourly manpower. (Ross, 1995). Employee stress in the hospitality business is crucial, according to recent study, because it can lead to workers being weary and sceptical (Kim, 2008), which can negatively impact service performance. Employee physiological symptoms such as headaches, weariness, indigestion, ulcers, pulse rate, heart disease, and attacks have been significantly and moderately linked with stress in the hospitality business, Thereby, resulting in enhancement of cost of health care structure and having an adverse impact on the productivity of the travel business employer.

It has been depicted in the prior research other than service industry that workplace stress has connection to anxiety or depression among the young professionals as the number is rising rampantly. (Karasek& Theorell, 1990). Other studies have found that work stress causes not just elevated blood pressure at job, but also physiological responses that last after individuals leave the office, and that provides a variety of output to the job that carry over to home environment, posing a high risk of health deterioration for long-time period (Fox, Dwyer, &Ganster, 1993).Apart from the expenses to employer's health care, the increasing cost to society is also a concern.

RESEARCH METHODOLOGY

This paper aims to find out **the situation of Tourism Employees in the present and Future Scenario**. The secondary data was collected from various sources such as newspapers, articles and government websites. This resource is collected tounderstand the various factors leading to stress and impact of these factors on tourism employees mental and physical well-beings .The paper try to analyse various sources related to reducing stress of employees.

DATA ANALYSIS

Factors Related To Stress:

According to Wallace (2003) fatigue is identified as one of the main factor of stress in tourism and hospitality industry .Fatigue is the main factor due to working long hours, unpredictable shifts, few breaks, heavy physical demands (manual handling heavy loads, etc.), and mental and emotional demands as stressors .

According to Haynes & Fryer (1999)low pay of the workers is also one of the major concern since work is remunerated on the basis of qualification standards which tend to be set lower in relation to other service industries .

According to Smith (2003), the Stressors can also be classified as Employment factors (e.g. Wages and conditions, employment relationships, company policies, etc.) as well as the roles played by the different interests groups (employers, trade unions and government agents).

According to Ivancevich and Matteson (1980), there are four clusters of work stressors: first is physical environment; second is individual level; third is group level (primarily relationship based); and fourth is organization level.

FINDINGS

Impact of Stress Factors on Employees

1. Low Wages –Leads to less satisfaction among employees
2. Less Staff more Pressure –The impact is on mind-set of the staff engaged in multiple tasks at the same time.
3. Providing less Opportunity –Providing no opportunity to the employees creates a negative impact on their mind.
4. No productive work –Reproducing the work or getting the same work done reduces the effect of work on the productivity of the employees.
5. No social support system –Social support creates a positive impact on the mind of the employees
6. More Expectations of Higher Managements –Leads to building of high pressure on the mental health of the employees.

Measures to Reduce Stress among Employees

1. High Wages
2. More Qualified staff
3. More opportunities to each Employee.
4. Productive work
5. Social Support System
6. Targeting Right Employees

CONCLUSION

The stress in tourism Industry leads to various kinds of impacts on the employees. The major effect is on the task performance and conceptual Performance of the employees. Time management and 24*7 duty in services adds on the stress of the employees. Travel serves as a motivational factor for the travellers but at the same time for the guide, travel agent or tour operator it is hectic and pressurised job. Various work related stress Models have been

suggested to relieve the stress of the employees and make healthier and better in performance. Works stress leads to various physiological and psychological symptoms. Better Relieved the workers in the industry the better will be the quality of services delivered. The future Lies in building the stress free present.

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