INNOVATIONS IN TOURISM INDUSTRY IN INDIA: SPECIAL FOCUS ON HR PERSPECTIVE

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ABSTRACT
Innovations are inevitable to sustain in the globalised era. Tourism Industry in India is known for its persistent efforts in embracing product, process and organizational innovations to cope up with the growing requirements of its customers. This paper has attempted to evaluate the attitude of different entrepreneurs, managers and executives with respect to innovations and its implications in tourism through Descriptive statistics. In the second part of the paper an analysis is made to understand the implications of Process Innovations from HR perspective on the basis of the opinions of the entrepreneurs, managers and executives from tourism and hospitality sector in terms of productivity and job switchovers through Chi-square Tests. The paper has highlighted the need to understand the implications of innovations to harness the benefits from the same in the long run.

KEY WORDS: Innovations, Productivity, Job switchovers, tourism industry.