

Role Of Hotels and Restaurants in Employment Generation of Nagaland

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ABSTRACT: The growth of hotels and restaurants in Nagaland has largely been attributed to the expansion of the travel and tourism sector, particularly with the state government's preference for the hornbill festival. Increased tourism has opened up more opportunities for this sector, which is developing into a significant employer and contributor to the state economy. Currently, the growth of India's services sector is being driven by the hospitality industry. State and national governments have both come to realize this. The goal of this study was to ascertain how hotels and restaurants in Nagaland aid in the creation of new jobs. Nagaland is one of the NER states with a moderate growth rate. In order to keep tabs on these businesses' operations, traits, hiring policies, revenues, and expenses, they are all listed in the State's Hotels and Restaurants. The majority of Nagaland's accommodations are found in Kohima and Dimapur's hotels and eateries. Nagaland's distinctive ecosystem, lovely surroundings, and rich cultural heritage all draw tourists and help the hotel and restaurant sectors. The number of visitors to Dimapur increases every day for a variety of reasons, but the number of hotels that can accommodate them barely keeps up the flourishing tourism industry is having a cascading effect on the state's economy. Examining how hotels and restaurants function in Nagaland is the goal of this study. The Department of Tourism and Statistical Department of the Government of Nagaland's 2020 visitor statistics were used to compile and analyse the secondary data.

Key words: Tourism Industry, Services Sector, Nagaland, State Economy and Hospitality Industry

INTRODUCTION

The hotel industry has grown quickly in recent years as a tool for global expansion. The breadth of these accomplishments has significantly raised the standard of living in society. The significant improvements appear to be in giving the educated unemployed job opportunities. Due to the numerous amenities that contemporary star hotels offer in addition to lodging, such as restaurants, bars, communication, etc., they indirectly employ a large number of people. Being a service industry, it places a high value on managing people while taking into account their various nationalities, cultures, preferences, and other personal values like education and standard of living.

Rural development is directly impacted by hotels. The industry has supported and utilized thousands of meters of handlooms and handicrafts produced by cottage industries. The sector promotes very significant investment in the shops and arcades in each hotel. The building of hotels benefits a wide range of auxiliary industries. Some of the industries that directly benefit from the construction and growth of the hotel industry include textiles, furnishings, machinery, air-conditioning equipment, food products, perishable goods, crockery, handicrafts, beverages, and construction materials. The existence of a hotel and restaurants raises the standard of living for local residents. The hotel industry offers many benefits, such as helping people conduct their business, setting up conferences and meetings, and offering entertainment and recreation at the same time.

Hotels and restaurants have been expanding in Nagaland over the past few years. This was largely a result of the expansion of the travel and tourism sector, particularly as a result of the State government's promotion of the Hornbill Festival. According to the report, this industry's contribution to the GDP for the year 2019 was 6.8%. From January 2020 to March 2020, 11 districts in Nagaland were covered by the survey. This project is funded by the Ministry of Statistics and Programme Implementation, Government of India's "Support for Statistical Strengthening" scheme. As the data collected is disaggregated at the sub-State level with the aim of capturing their activities, characteristics, employment, income, and expenditure, the Hotel & Restaurants Survey is to develop methodologies for improving State Domestic Product (SDP) and District Domestic Product (DDP) for estimating the contribution of the hotel and restaurant sector to the Gross State Domestic Product (GSDP) and for estimating the DDP of the state. (morungexpress, 2021)

REVIEW OF LITERATURE

The annual compensation packages for the important designations for the years 2001–2002 are compared in Executive Search on Indian Hospitality Compensation System, a Survey Report of HVS, New Delhi (2002). Basic salary, housing allowance, travel allowance, city allowance, education allowance, special allowance, medical allowance, annual bonus, leave travel allowance, and payment for actual fuel, phone, and cell phone costs are all included in the annual compensation. According to the survey, there is a 49 percent pay gap between managers of hotels with 150 rooms or more and those with less than that number. The highest paid employee is the head of the food and beverage department, followed by the head of the marketing and sales department. Eighty percent of the staff members receive complete medical coverage, and eighty percent of the executives have their business meals fully covered by the hotels. Only 15 percent of employees are eligible for discounted duty meals. A company car is provided to 38 percent of HODs. Compared to senior executives at hotel chains, independent hotels offer better compensation packages. Compared to executives working at independent hotels, executives in hotel chains enjoy better benefits and retirement packages. (HVS, 2002)

Gurmeet Singh (2006) stated that the industry has become very labor-intensive and that it requires a lot of manpower in his speech titled "Hotel industry can meet international standards." According to the most recent developments in the field, the hiring procedure had also changed. (Singh, 2006)

In his article "Mentoring A Success Story for Hospitality Operations," J.S. Rao (2001) argues that trained and skilled human resource development through efficient mentoring is necessary to support spontaneity and multidimensional growth in the hospitality industry around the world. The hospitality industry has undergone a significant transformation as a result of "mind-boggling technological advancements, innovations, and rising visitor demands and expectations. Beyond the realm of human imagination, the HRD paradigm has embraced all sweeping changes that could possibly be made. Our workforce is strong and talented, and they are determined to meet the challenge by combining their knowledge, skills, and attitudes with lots of mentoring. Nearly 18 percent of the 204 million people who are employed worldwide are in the workforce and provide excellent performance, high-quality work, and a positive organizational culture. (Rao, 2001)

Buttle (1986) claims that relative to major fast-moving consumer goods manufacturers, who may budget over 30 percent of their annual turnover for this purpose, the advertising budgets for hotels and restaurants are very small. Some business owners use a variety of media to promote their hotels. The vast majority of business owners prefer print media for advertising, including magazines, calendars, and regional newspapers. (F, 1986)

In their investigation, Ashok Kumar et al. (2003) noted the employees' perceptions of the hotel business. They demonstrated that hotel staff members were dissatisfied with the minimal amenities that their accommodations provided. They believed that the hotels were not run professionally and that the management gave no weight to the hotel staff when making decisions about the hotel's services. (Ashok Kumar, 2003)

According to Sundaram (2000), there are 89 jobs created in the hotel and restaurant industry for every million rupees invested at 1995-96 prices, compared to 44.7 jobs in agriculture and 12.6 jobs in manufacturing. It is clear that one job in manufacturing requires an investment of around Rs. 79,000, while one in the hospitality sector only needs Rs. 11,200. (Sundaram)

Panda (2003) discovered that hotel owners choose accessible locations for their establishments and charge reasonable prices for their services. They adhere to a pricing strategy based on the market. However, they are unable to satisfy their customers due to poor sanitation facilities, security arrangements, and service quality. (Panda, 2003)

OBJECTIVES OF THE STUDY

To study the total number of Hotels and Restaurants in Nagaland.

To analyze the number of migrant workers and the generation of employment in Nagaland.

RESEARCH METHODOLOGY

The study is based on secondary data that was gathered from a variety of reports, both published and unpublished, as well as from literature that was already completed by other researchers, annual reports, reports from the ministry of tourism, invoices, journals, magazines, theses, newspapers, and other reports from the hotel.

RESULT AND DISCUSSION

THE TOTAL NUMBER OF HOTELS AND RESTAURANTS IN NAGALAND

Hotel: In addition to short-term lodging, hotels also provide prepared meals and beverages. For this kind of lodging, rooms may be furnished or unfurnished. Hotels may also provide additional services like room service, common areas, meeting spaces, and entertainment. The operation of homestays, guesthouses, or hostels owned and run by academic institutions or other private organizations are not covered by the survey, though.

Restaurant: Generally speaking, a restaurant is a place to eat where pre-made meals, other food, drinks, and snacks are sold for immediate consumption without any thought of overnight accommodation. The survey doesn't include businesses like bakeries, ice cream parlours, mess halls for dorms, and canteens run by factories, hospitals, and companies.

Table – 1 Hotel and Restaurant in town's service area (District wise)

District / Town	No of Hotel	No of Restaurant	Total No of Hotel and Restaurant
Mon District			
Mon Town	5	22	27
Aboi Town	-	4	4
Tobu Town	-	4	4
Naginimora Town	-	6	6
Tizit Town	-	9	9
Dimapur District			
Dimapur Town	55	121	176
Chumukedima Town	3	-	3
Medziphema Town	-	41	41
Kiphire District			
Kiphire Town	2	8	10
Pungro Town	-	-	-
Kohima District			
Kohima Town	22	83	105
Sechu Zubza	-	13	13
Jakhama Town	-	3	3
Botsa Town	-	6	6

Tseminyu Town	-	3	3
Chiephobozou Town	-	4	4
Longleng District			
Longleng Town	2	2	4
Mokokchung District			
Mokokchung Town	5	38	43
Tuli Town	2	7	9
Chantongya Town	-	3	3
Mangkolemba Town	-	4	4
Ongpangkong Town	-	6	6
Peren District			
Peren Town	2	3	5
Jalukie Town	3	7	10
Tening Town	-	2	2
Ahthibung Town	-	-	-
Phek District			
Phek Town	6	15	21
Pfutsero Town	1	9	10
Chizami Town	1	1	2
Chozuba Town	-	3	3
Zuketsa Town	-	1	1
Meluri Town	-	4	4
Tuensang Town			
Tuensang Town	4	15	19
Noklak Town	-	1	1
Longkhim Town	-	2	2
Chare Town	-	6	6
Wokha District			
Wokha Town	10	40	50
Zunheboto District			
Zunheboto Town	4	16	20
Total	127	514	641

Sources: Directorate of Economics & Statistics, Nagaland

Tourism has enhanced the business of hotel and restaurant sectors in Nagaland. The study covered 127 numbers of hotels across the state. Among the different towns, the hotel was located in Dimapur district which with 55 hotels in Dimapur town and 3 hotels in Chumukedima town i.e., 58 hotels in Dimapur district. It was then followed by Kohima town with a total number of 10 hotels. The study covered 514 restaurants across the state in which most of the restaurants in Dimapur with a total number of 162 restaurants, and then comes Kohima district with a total number of 112 restaurants. The least number of hotels and restaurants were in Longleng District and Kiphire District with 2 hotels each and 2 and 8 restaurants respectively. When we look into the districts too we can see that Dimapur town has the most number of hotels and restaurants with a total number of 176. Then in the second place, we can see that it is Kohima town with a total number of 105. When we look into Pungro town under the Kiphire district we cannot see hotels and restaurants as of the report. We can see 5 hotels and 12 restaurants in the Peren districts. The survey reports show that there is a total number of 641 hotels and restaurants in Nagaland.

Table – 2 Number of Hotels and Restaurants in each District of the State

District	No of Hotel	Percentage	No of Restaurant	Percentage
Mon	5	3.94	45	8.75
Dimapur	58	45.67	162	31.52
Kiphire	2	1.57	8	1.56
Kohima	22	17.32	112	21.79
Longleng	2	1.57	2	0.39
Mokokchung	7	5.51	58	11.28
Peren	5	3.94	12	2.33
Phek	8	6.30	33	6.42
Tuensang	4	3.15	26	5.06
Wokha	10	7.87	40	7.78
Zunheboto	4	3.15	16	3.11
Nagaland	127	100	514	100

Sources: Directorate of Economics & Statistics, Nagaland

In Nagaland, we can see 127 hotels and 514 restaurants as shown by the survey. Dimapur district occupies the most number of percentages in both the coverage of hotels and restaurants with 45.67 percent of hotels and 31.52 numbers of restaurants. Mon district adds a percentage of 3.94 percent in the number of hotels and 8.75 percent in the number of restaurants. The above statement

shows Kiphire district holds about 1.57 percent of the number of hotels and 1.56 percent of the number of restaurants. The statement also shows that 3.94 percent of hotels are functioning in Peren districts along with 2.33 percent of restaurants. When we add all the percentages of the number of hotels and restaurants we get a total of 100 percent where all the hotels and restaurants and divided equally in the table.

THE EMPLOYMENT PROSPECTS, BOTH DIRECT AND INDIRECT HOTEL SECTOR IN NAGALAND

The creation of both direct and indirect employment opportunities among people, particularly in the service industry, is greatly influenced by hotels and restaurants. An investigation found that, in addition to other small hotels and guest houses, over a million people are employed in hotels that have received government approval in India. As a result, over the past three to four years, employment has increased in the hotel sector.

Table – 3 Total number of Employees by District working in Hotels and Restaurants

District	No. of hotel employee within state	No. of hotel employee from outside state	Total No. of hotel employee	No. of restaurants employee within state	No. of restaurants employee from outside state	Total No. of restaurants employee
Mon	14 (2.00)	0 (0.00)	14 (1.37)	53 (5.63)	14 (3.34)	67 (4.93)
Dimapur	336 (48.14)	252 (77.78)	588 (57.54)	326 (34.64)	264 (62.86)	590 (43.36)
Kiphire	7 (1.00)	0 (0.00)	7 (0.69)	7 (0.74)	0 (0.00)	7 (0.52)
Kohima	223 (31.95)	55 (16.98)	278 (27.20)	291 (30.93)	92 (21.91)	383 (28.15)
Longleng	4 (0.58)	0 (0.00)	4 (0.39)	2 (0.21)	0 (0.00)	2 (0.15)
Mokokchung	43 (6.17)	5 (1.54)	48 (4.69)	91 (9.68)	24 (5.72)	115 (8.44)
Peren	10 (1.44)	2 (0.61)	12 (1.18)	25 (2.65)	1 (0.24)	26 (1.91)
Phek	11 (1.57)	1 (0.31)	12 (1.17)	34 (3.61)	8 (1.90)	42 (3.08)
Tuensang	18 (2.57)	1 (0.31)	19 (1.86)	28 (2.98)	3 (0.71)	31 (2.27)
Wokha	20 (2.86)	6 (1.86)	26 (2.54)	44 (4.68)	3 (0.71)	47 (3.45)
Zunheboto	12 (1.72)	2 (0.61)	14 (1.37)	40 (4.25)	11 (2.61)	51 (3.74)
Nagaland	698 (100)	324 (100)	1022 (100)	941 (100)	420 (100)	1361 (100)

Sources: Directorate of Economics & Statistics, Nagaland

The total number of Employees by district working in hotels and restaurants is about 100 both in hotels and restaurants. The total workforce of restaurants in the state is 1361 out of 590 are from Dimapur, 383 are from Kohima, 115 are from Mokokchung, The total workforce of hotels from Kohima, 48 from Mokokchung, 4 from Longleng with 6.39%, 19 from Tuensang with 1.86 percent. As per the study results, there are 324 migrant workers engaged in the hotels and 698 are from within Nagaland. As per the survey results, there are 420 migrant workers engaged in the restaurant of the total workforce and 941 within the state. In terms of employees within the state, the most number of employees are from the Dimapur district with a total number of 336 (in hotels) and 590 (in restaurants). We cannot see any employees from astride the state in Longleng and Kiphire. We can see the total number of 698 numbers of employees and 941 numbers of employees within the state. We can see 324 numbers of employees and 420 from outside the state that is working in Nagaland. In total, we can see 1022 numbers of employees in hotels and 1361 in restaurants.

Table – 4 Gender wise summary of employees in Hotels and Restaurants

Particulars of Employees	Count of Hotel Employees	Percentage	Count of Restaurant Employees	Percentage
Male employee within state	409 (40.02)	Indigenous Inhabitant Employee – 68.30	439 (32.25)	Indigenous Inhabitant Employee – 69.14
Female employee within state	285 (27.88)		501 (36.81)	
Others employee within state	4 (0.39)		1 (0.07)	
Male employee outside state (Migrant workers)	249 (24.37)		307 (22.56)	

Female employee outside state (Migrant workers)	75 (7.34)	Migrant Employees – 31.70	113 (8.31)	Migrant Employees – 30.86
Others employee outside state (Migrant workers)	0 (0.00)		0 (0.00)	
Total	1022 (100)	100	1361 (100)	100

Sources: Directorate of Economics & Statistics, Nagaland

In the state as a whole, there are 1022 people who work in hotels, 658 of whom are men and 360 of whom are women. There are also 4 other people employed in hotels in the state, as shown in the table. The percentage of native employees is roughly 68.30 percent. The survey indicates that there are 1361 employees working in restaurants in the state overall, 746 of whom are men and 614 of whom are women. With 590 workers, the district of Dimapur has the most employees, followed by Kohima with 383 overall. Local residents make up 69.14 percent of restaurant staff, compared to migrant workers, who make up 30.86 percent.

CONCLUSION

Hotels and Restaurants in Nagaland constitute an important segment of the modern tertiary sector. It is largely an indigenous and relatively labor-intensive industry. It plays a vital role in the economic life of a society. It has considerable growth potential. It is capable of making a substantial contribution towards economic regeneration and prosperity of a backward economy. There are 127 hotels and 514 restaurants in Nagaland, with the majority of them 58 hotels (45.67 percent) and 162 restaurants (31.5 percent) being found in the Dimapur district. Kohima follows with 22 hotels (17.32 percent) and 112 restaurants (21.8 percent). In comparison, 20 percent of restaurants and 70 percent of hotels were founded between the years 2000 and 2009, respectively. There are 1022 people employed by hotels in total, 658 of whom are men, 360 of whom are women, and 4 of whom are employees of a different gender. The ratio of male to female hotel employees is roughly 65:35. This Sector employs 324 migrant workers or 31.70 percent of the total workforce. There are 1361 restaurant employees in the state overall, 746 of whom are men and 614 of whom are women. The employee gender split is 55:45 men to women. The restaurant employs 420 migrant workers or 30.86 percent of its total workforce. For educated and unemployed young people, new opportunities in the hotel industry of Nagaland are opening up.

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