



REVIEW OF RESEARCH

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A STUDY ON RECRUITMENT PROCESS OF TOUR OPERATORS AND TRAVEL AGENCIES IN TELANGANA

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ABSTRACT:

Recruitment, a human resource management function, is one of the activities that influence most critically on the performance of an organization. While it is understood and believed that poor recruitment decisions continue to affect tourism and hospitality organizational performance and limit its goal achievement.

KEYWORDS: human resource management , understood and believed.



INTRODUCTION :

Tourism and Hospitality is one of the world's largest and rapidly growing industries. In the 21st century, global economy is driven by three major industries includes technology, telecommunication and tourism.

LITERATURE REVIEW

Dessler, (2000) in his study entitled "Human Resource Management" indicated that the Recruitment and selection forms a core part of the central activities of human resource management. The core part of activities are namely, 1) the acquisition, 2) development and 3) reward of the workers. **Jovanovic (2004)** in his study entitled

"Selection and the Evolution of Industry "noted that recruitment is a process of attracting a pool of high quality applicants so as to select the best among them.

OBJECTIVE OF THE STUDY

I. To examine recruitment process adopted by tour operator and travel agencies in Hyderabad.

Null Hypothesis (Ho)

There is no relationship between the recruitment process adopted by Tour operator and selection of right candidate

Alternative Hypothesis (H1)

There is a relationship between the recruitment process adopted by Tour operator and selection of right candidate

RESEARCH METHODOLOGY

Research is a scientific and systematic search for pertinent information. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet or refinement over the existing findings of the earlier research work. The satisfaction of tourist on the services is analyzed.

METHODS OF DATA

COLLECTION:

The task of data collection begins after a research problem has been identified. The study is basically empirical in nature. The required data for the study was collected from both primary and secondary sources.

The Primary Source: Data was collected with the help of well-structured questionnaires.

Separate questionnaires were prepared and circulated among (i) Tourists. The questionnaires contained both types of questions i.e. open ended and closed ended.

Tools for data analysis: The objective of empirical analysis is to present the perceptions of the respondents (tour operators and travel agencies). The views were obtained and summarized by administering a well-structured questionnaire. In addition direct personal interviews with few respondents were also conducted.

Table-1.1
Recruitment process adopted by Tour operator is good and effective

Opinion	No. of Respondents	Percentage (%)
Strongly Disagree	66	26.29
Disagree	64	25.50
Neutral	11	4.38
Agree	51	20.32
Strongly Agree	59	23.51
Total	251	100
Average	50.20	20.00
SD	22.66	9.03

Source : Primary Data

Figure-1.1
Recruitment process adopted by Tour operator is good and effective

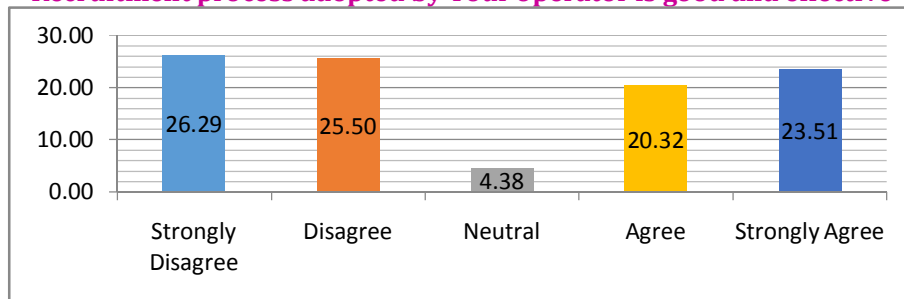


Table-1.1 shows the opinions of the respondents on Recruitment process adopted by Tour operator is good and effective. The majority of the respondents with (26.29%) have Strongly Disagreed with the statement. This is followed by (25.50%) of respondents, who have agreed. However, (23.51%) of the respondents expressed their strong disagreement. About (20.32%) respondents have disagreed. Only (4.38%) of respondents are neutral. It can be concluded that Recruitment process adopted by Tour operator is not good and effective.

Table-1.2
Our Recruitment process allows us to select the right candidate at the right time and at the right place.

Opinion	No. of Respondents	Percentage (%)
Strongly Disagree	60	23.90
Disagree	67	26.69
Neutral	16	6.37
Agree	52	20.72
Strongly Agree	56	22.31
Total	251	100
Average	50.20	20.00
SD	19.90	7.93

Source : Primary Data

Figure-1.2
Our Recruitment process allows us to select the right candidate at the right time and at the right place.

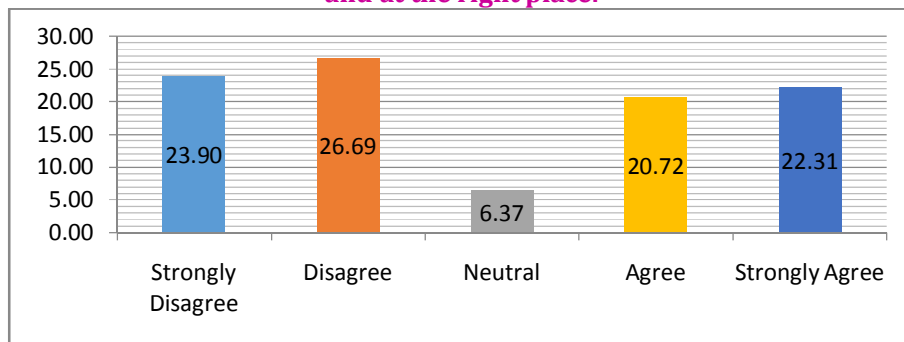


Table-1.2 mention the opinions of the respondents on our Recruitment process allows us to select the right candidate at the right time and at the right place. The majority of the respondents with (26.69%) have disagreed with the statement. This is followed by (23.90%) of respondents, who have Strongly disagreed. However, (22.31%) of the respondents expressed their strong agreement. About (20.72%) respondents have agreed. Only (6.37%) of respondents are neutral. It can be concluded that company’s recruitment process does not allow them to select the right candidate at the right time and at the right place.

KOLMOGOROV-SMIRNOV TEST

Null Hypotheses (H₀): There is no relationship between the recruitment process adopted by Tour operator and selection of right candidate.

Alternative Hypotheses (H₁): There is a relationship between the recruitment process adopted by Tour operator and selection of right candidate.

Table No- 1.3

Recruitment process adopted by Tour operator Selection of right candidate.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
24.24	9.09	3.03	25.76	37.88		
Strongly Disagree	16	10	2	24	12	64
Disagree	2	3	2	2	2	11
Neutral	16	25	1	7	2	51
Agree	10	23	9	2	15	59
Strongly Agree	60	67	16	52	56	251
Total						

Calculated weighted average

Recruitment process adopted by Tour operator Selection of right candidate.	Strongly Disagree			Disagree			Neutral			Agree			Strongly Agree		
	X	W	XW	X	W	XW	X	W	XW	X	W	XW	X	W	XW
Strongly Disagree	16	1	16	6	1	6	2	1	2	17	1	17	25	1	25
Disagree	16	2	32	10	2	20	2	2	4	24	2	48	12	2	24
Neutral	2	3	6	3	3	9	2	3	6	2	3	6	2	3	6
Agree	16	4	64	25	4	100	1	4	4	7	4	28	2	4	8
Strongly Agree	10	5	50	23	5	115	9	5	45	2	5	10	15	5	75
Total	60		168	67		250	16		61	52		109	56		138

Kolmogorov-Smirnov Test

F	CF	F0(X)	E	CE	Fe(X)	F0(X)-Fe(X)
3.81	3.81	0.26	2.9809	2.98086	0.20	0.06
3.73	7.54	0.51	2.9809	5.96171	0.40	0.106 (Dmax)
2.80	10.34	0.69	2.9809	8.94257	0.60	0.094
2.46	12.81	0.86	2.9809	11.9234	0.8	0.06
2.10	14.90	1	2.9809	14.9043	1	0
14.90				14.90		

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.106

Table value @ 5% level of significance = $1.36/\sqrt{n} = 1.36/\sqrt{251} = 0.0858$

RESULT:

Calculated value of D_{\max} (0.106) is greater than the table value (0.0858), Hence H_0 is rejected and concluded that there is a relationship between the recruitment process adopted by Tour operator and selection of right candidate.

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