

# Human Resources Management in the Hospitality and Tourism Industry Bibliometrics Analysis Study

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**Abstract**— The definitions of the term ‘bibliometrics’ as used in the literature are examined and evaluated. Most such definitions are held to be too broad. A new definition is proposed, and its advantages and possible defects are pointed out. This study assesses tourist bibliometric studies, identifies emergent themes, and provides critical feedback for theory development and future research. To accomplish this goal, Bibliometrics is the study of books, papers, and other publications using statistical methods, with a focus on scientific content. Bibliometric methods are extensively utilized in the subject of library and information science. Bibliometrics and scientometrics, the study of scientific metrics and indicators, are so closely related that the two subjects mainly overlap. 190 publications from prominent hospitality and tourism journals with bibliometric analysis were chosen and thoroughly analyzed. The study discovered that the number of bibliometric articles published in these journals increased dramatically after 2008. However, systematic review studies emerged as the most common type, with evaluative and relational bibliometric research being used in only a few studies. The findings of the study imply that there is still a scarcity of relational bibliometric studies in tourism. This is one of the first studies in this field to provide critical analysis and recommendations for theory development and future study in this field.

**Index Terms:** Human resources management in the hospitality and tourism industry bibliometrics analysis study.

## 1.INTRODUCTION

The hospitality and tourist industries are some of the fastest growing in the world. It contributes significantly to the gross domestic product (GDP) of many nations and employs up to 10% of the worldwide workforce (Burke and Hughes, 2018).

Prior to the pandemic, travel and tourism (including its direct, indirect, and induced effects) accounted for one out of every four new jobs created worldwide, accounting for 10.3 percent of total jobs (333 million)

and 10.3 percent of global GDP (US \$9.6 trillion). Meanwhile, overseas visitor spending in 2019 was \$1.8 trillion, or 6.8 percent of total exports. It is essentially a service business and is an element of tourism. Madera et al. (2017) emphasize that the products offered by hospitality and tourist firms provide service experiences that are largely unquantifiable and heavily rely on person-to-person interactions between personnel and clients. The provision of high-quality service is critical to the service sector's success. The hotel and tourism industry's human resources are required to deliver high-quality service to all consumers and clients, particularly in this era of advanced technology, with the rising use of social media and mobile technologies. The hotel and tourism industries employ approximately 10% of the global workforce. The number of travellers is expected to rise as tourism continues to expand. Every year, approximately one billion individuals travel, with this number exceeding 1.5 billion in 2015. This will result in a scarcity of qualified managers, which will be compounded by the requirement to meet increasingly diversified future customer expectations. Changes in technology, as well as shifts in client demographics (fewer Baby Boomers and more Gen Xers and Gen Ys) will continue to provide challenges to hospitality businesses. Furthermore, social media and mobile technologies will be used more frequently, necessitating employee training. Retaining qualified workers at all levels that have already joined the team, as well as hiring and orienting new employees, will be vital to success. Human capital in this sector, according to Burke and Hughes (2018), must develop skills, knowledge, experience, ability, attitudes, values, behaviors, and relationships both inside and outside their work environment. The majority of these characteristics are influenced by an organization's human resource management policies

and practices, as well as supervisory and management behavior. Human resource management and/or departments are critical in the hotel and tourism industries due to the role they play. They create job specifications and job descriptions, undertake recruitment and selection, training, and development, and manage compensation, employee relations, and work structure. These functions are carried out by HR departments in partnership with line managers, supervisors, and employees.

## 2. LITERATURE REVIEW

According to Pritchard (1969), "the application of mathematical and statistical tools to books and other forms of communication media" "Bibliometric is designed to cope with the more general information processes," according to Glänzel, Moed, Schmoch, and The wall (2019). According to Merediz-Solá and Bariviera (2019), bibliometrics has become more popular as a method for assessing and summarizing bibliographies, results, and other pertinent concerns in scientific data. According to Apostate et al. (2015), bibliometrics has grown in popularity as a tool for assessing research trends and performance in areas such as citation counts, geographic origins, and authorship. Patra, Bhattacharya, and Verma's research (2006), They concluded that bibliometric is a crucial field of scientific information due to its distinct array of methods for analyzing and monitoring information resources and database management in social and organizational settings, in which they sought to determine the growth pattern, core journals, authorship pattern, and productive authors in bibliometric. Because there was no defined approach to HRM procedures in the said industry, it was organizations that this argument was founded on the significant importance of the hotel and tourism industries to global economies.

According to Boella and Goss-Turner (2020), HR specialists and line managers in the hotel and tourism industries must grasp the features and characteristics of personnel in their firms. This would aid in the development of HR policies and procedures that would encourage individuals and teams to reach their maximum potential and devote themselves to their work.

In tourist and hospitality firms, the human component is critical for service quality, customer happiness and

loyalty, competitive advantage, and organizational effectiveness (Kusluvan et al., 2010). "Workforce planning, job design and analysis, recruitment and selection, orientation, training and development, team building, compensation and benefits, promotion, motivation, employee involvement and participation, empowerment, performance appraisals, health and safety, job security, employee and labor relations, and terminations" are all examples of HRM actions and decisions (Kusluvan et al., 2010). HRM once again provides deep communication to its organization, as well as the necessary training and development for employees to obtain appropriate skills that will allow them to contribute to the company's competitiveness in the service industry. It is the HR department's role to establish effective personnel management programmers, policies, and procedures.

The HR department guarantees that their companies follow labor laws, especially when it comes to Occupational Safety and Health Administration (OSHA) requirements and sexual harassment. The department also assists managers and employees in understanding their legal rights and obligations (Sampson, 2018). Hospitality workers are frequently members of labor unions. The Human Resources department ensures that employers follow the National Labor Act, such as Ghana's Labor Act 2003 Act 651. The act prohibits employers from prohibiting employees from joining unions or participating in union activities when off the clock. As a result, HR plays a key role in talks between bargaining unit leaders and management over salary, benefits, hours, and working conditions in union contracts (Sampson, 2018).

Recruitment and Selection: Various evaluations throughout the recruiting and selection process should be closely monitored in order to pick applicants with the appropriate attitude, values, competencies, interpersonal, and problem-solving skills for the industry. Nasurdin, Ahmad, and Ling (2015) claimed that selective recruiting entails a number of tasks, including carefully matching job candidates to the job's needs and making a concerted effort to draw the top talent from the labor market. As a result, employees who believe in the organization's beliefs and aims are attracted.

Retention: The necessity of implementing retention bonuses to prevent employee attrition.

Teamwork: Team culture promotion.

Training and Development: To improve their "service orientation," it is critical to train and develop employees, particularly those at the operational level with team spirit and human connection abilities. Managers should also learn to lead in a more facilitative and coaching manner.

Evaluation of performance: The transition from old top-down appraisal systems to new evaluation systems like the 360 or 720, which support customer evaluation, peer, team-based performance, and subordinate appraisal of management, The emphasis should be on providing high-quality service to clients. At the end of the day, a performance management system should be implemented.

Quality that is rewarding: Employees that meet quality service targets should be rewarded with an inventive system of incentives.

### 3. RESEARCH METHODS

Research question one: How many articles in this field have been published, and who are the prominent players?

The second set of research questions is: In the hostelling study, how are countries cooperating in terms of human resource management?

The third research question is: What are the most widely cited publications and hot issues in this field?

The fourth research question is: What is the content of the publications' main focus?

The rate of growth and the number of publications indicate how much interest there is in the issue among scholars, and it is a useful measure of the field's progress (Ahmed and Huang, 2019; Xie, Zhang and Duan, 2019). The top-cited publications, which were the most affected articles in the subject area, are critical for understanding the direction of research on the topic (Hernández-Torrano and Ibrayeva, 2019; Zhang and Duan, 2019; Veloutsou and Ruiz Mafe, 2019; Martnez-López et al., 2019). This article utilized keyword analysis to go further into the substance of publications. Keywords are

important representations of the articles' context (Veloutsou and Ruiz Mafe, 2019; Zhang et al., 2015). For studying the subject's situation, the top used keywords and the keyword network are used. The network illustrates how various topics are related to one another, and the top occurrence keywords show the topic's top topic. The keyword correlation matrix was used to determine the study's development potential. The association between the most frequently occurring terms was also detected in this matrix. The correlation number indicates how many times the two terms were found together. If the number is low, it indicates that there is a lot of room for future growth.

Data Acquisition: As Merediz-Solá and Bariviera (2019) point out, bibliometric analysis requires a database; hence the data for this study came from Clarivate Analytics' Web of Science Core Collection (WoS). To find the information needed, the following keywords were used: tourist, industry, antecedents, performance, commitment, attitudes, gender, emotional labor, service quality, works, and so on. On October 13, 2020, the terms were joined using the Boolean operator "OR" and searched in the title to obtain accurate results (Leite et al., 2012). In all, there were 788 articles, books, and conference proceedings found. The study was based on a bibliometric analysis of human resource management in the hospitality and tourism literature, which included 788 publications indexed in the Web of Science between 1977 and 2020. The number of publications and citations in a year, source citation visualization, publishing nations, Web of Science category, prominent journals, and keywords of this integrative field of research were all derived from the data gathered. Most of the countries were discovered to be cooperating in some way. The People's Republic of China is the largest contributor to the study of HRM in the hospitality and tourist sectors, followed by the United States of America. The United Kingdom, Spain, and Australia are three more contributing countries worth mentioning.

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