

Chapter 1

Exploring the Landscape of Human Resource Management Research in the Tourism and Hospitality Sector: A Bibliometric Review

Suneel Kumar

*Shaheed Bhagat Singh College,
University of Delhi, India*

Nisha Devi

*Shri Ram College of Commerce,
University of Delhi, India*

Varinder Kumar

*Zakir Husain Delhi College Evening,
University of Delhi, India*

Kamlesh Attri

*Department of Commerce, Delhi
School of Economics, India*

Marco Valeri

*Faculty of Economics, Niccolò Cusano
University, Italy*

ABSTRACT

Human resource management (HRM) plays a critical role in the effective management of human capital within the tourism and hospitality sector. This study offers a comprehensive bibliometric analysis of HRM research in tourism and hospitality using Scopus data. Examining 1,171 studies, it reveals increasing interest and significant contributions in recent years. Prominent research themes include HRM, hospitality, tourism, organizational culture, talent management, and training. Co-authorship network analysis showcases collaborative relationships among international researchers. Acknowledging limitations like database reliance and language constraints, the study enriches the understanding of HRM in this sector, providing valuable insights for practitioners, policymakers, and researchers, while guiding future research endeavours.

DOI: 10.4018/979-8-3693-1322-0.ch001

1. INTRODUCTION

Human Resource Management (HRM) plays a crucial role in effectively managing human capital within an organization. Its primary objective is to attract, develop, motivate, and retain employees to achieve organizational goals (Mirčetić et al., 2022). HRM encompasses various practices and processes, including strategic planning, policy development, and the implementation of functions such as recruitment and selection, training and development, performance management, compensation and benefits, employee engagement, and employee relations (Jamali et al., 2015). The evolution of HRM can be traced back to the early stages of the Industrial Revolution, when it primarily focuses on basic tasks such as hiring and compensation (Frank & Taylor, 2004). Over time, influenced by Frederick's Taylor scientific management movement and the emergence of personnel management, HRM adopted a more strategic approach in the 20th century (Zhu & Warner, 2019). In the 1960s and the 1970s, HRM began to emphasize employee motivation, development, and retention, taking on a more strategic role (Ahammad, 2017). With the challenges posed by the global market in the 1980s and the 1990s, HRM adapted further, emphasizing strategic planning and alignment with organizational goals (Williams, 2002). HRM is indispensable for ensuring that organizations have the right people and foster a positive work environment (Bahuguna & Kumari, 2010).

Moreover, within the tourism and hospitality sectors, HRM plays a critical role in shaping organizational performance and competitiveness because of the labor-intensive nature and customer-centric focus of the industry (Lv et al., 2022; Murphy et al., 2018). HRM practices in this sector are essential for managing a diverse workforce and meeting the industry's unique demands of the industry (Adeyefa et al., 2023; Hassanein & Özgüt, 2022). Scholars have extensively studied the impact of HRM on various aspects, such as employee retention (Islam et al., 2022), talent management (Sheehan et al., 2018; Watson, 2008), diversity (Nieves & Quintana, 2016), inclusion (Luu, 2022), training and development (Islam et al., 2022), organizational culture (Seidu et al., & Amoah-Mensah, 2022), employee engagement (Arwab et al., 2022), and labor relations (Basnyat & Clarence Lao, 2020).

Numerous studies have emphasized the importance of effective HRM strategies in addressing employee retention challenges in the tourism and hospitality industry (Ashton, 2018; Choy & Kamoche, 2021; Ghani et al., 2022; McCartney et al., 2022). Researchers have investigated the factors influencing employee turnover and the role of HRM interventions, such as talent management and employee engagement, in improving employee retention rates (Deery, 2008; Michael & Fotiadis, 2022; Naveed, Zia, & Cangialosi, 2022). They explored how HRM practices can enhance job satisfaction, work-life balance, career development, and recognition, leading to increased employee commitment and reduced turnover. The significance of

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/exploring-the-landscape-of-human-resource-management-research-in-the-tourism-and-hospitality-sector/338842

Related Content

Airbnb or Hotel?: A Comparative Study on the Sentiment of Airbnb Guests in Sydney – Text Analysis Based on Big Data

Zhiyong Li, Honglin Chen and Xia Huang (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-10).

www.irma-international.org/article/airbnb-or-hotel/259003

Guest Retention Through Automation: An Analysis of Emerging Trends in Hotels in Indian Sub-Continent

Partho Pratim Seal (2019). *Global Trends, Practices, and Challenges in Contemporary Tourism and Hospitality Management* (pp. 58-69).

www.irma-international.org/chapter/guest-retention-through-automation/224889

Empirical Analysis on the Medical Tourism Policy in Taiwan

I-Chun Liu and Chii-Ching Chen (2015). *New Business Opportunities in the Growing E-Tourism Industry* (pp. 132-148).

www.irma-international.org/chapter/empirical-analysis-on-the-medical-tourism-policy-in-taiwan/133030

“Female Charm”: Women's Role in Tourism Internationalization, Innovation, and Networking Strategies

Carlos Costa, Zélia Breda, Fiona Eva Bakas, Marília Durão and Isabel Pinho (2016). *Global Dynamics in Travel, Tourism, and Hospitality* (pp. 111-129).

www.irma-international.org/chapter/female-charm/156753

Exploring Accommodation Cluster and Tourism Development Based on GPS Positioning and GIS Analysis

Ya-Hui Hsueh and Yi-Ling Lin (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 1-13).

www.irma-international.org/chapter/exploring-accommodation-cluster-and-tourism-development-based-on-gps-positioning-and-gis-analysis/251032