

SUSTAINABLE DEVELOPMENT OF HOTEL SECTOR THROUGH HUMAN SKILL DEVELOPMENT: THE CASE OF ELLA HOTELS, SRI LANKA

H.M.H.M Herath¹ and P.K.S. Munasinghe²

¹*Department of Public Administration, Faculty of Management Sciences, UvaWellassa University, Badulla, Sri Lanka;* ²*Department of Tourism Management, Faculty of Management, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

Corresponding author: hanshika.herath@gmail.com

In achieving sustainability in hotel sector, it could be a common myth to believe that the significant growth in the sector will receive with appropriate human resources with skills and abilities. Thus, investment in human skill development in the hotel sector is vital to take advantages from the opportunities presented by the boom of tourism and to achieve the government's ambitious target of 2.5 Million tourists in 2016. Based on the researcher's observations and reviewing of relevant documents such as company policies, training strategies, training manuals and training appraisals, the aim of this study is to analyze the reasons for shortage of qualified human resources and lack of consideration given to the work condition in the hotel sector. The paper examines five selected hotels in Ella region to analyze the human skill development practices. The study focuses on general managers and executive officers for the survey and their responses to the semi-structured interviews. The study has used a combination of qualitative and quantitative methods to collect and analyse the data. Major findings show that the lack of qualified trainers, poor career development concerns and absence of long-term strategies and investment to improve human resource development in hotel sector can be recognized as significant barriers to sustainable development. It can be concluded that the hotel managers' inadequate attention on human skill development will have a detrimental impact on the sustainability of the sector.

Keywords: Hotel sector, Human skill development, Sustainability