


Chapter 2

Integrating Sustainability Principles Into Human Resource Management: An Emerging Trend

Khushi Vikash Jain

 <https://orcid.org/0009-0009-4841-5161>

Christ University, India

ABSTRACT

This chapter “Integrating Sustainability into Human resource management” talks about the fact that Sustainability has emerged as a critical concern for organizations worldwide, demanding a holistic approach that integrates environmental, social, and economic considerations. This abstract discusses the essential role that Human Resource Management plays in achieving sustainable business practices, especially in a competitive environment, such as that of tourism. Human capital, comprising knowledge, skills, abilities, and experience, is the core of an organization's success. Tourism being a people-intensive business, the quality and dedication of the workforce will determine the degree of customer satisfaction, reputation of the brand, and competitiveness. It is not just a normative issue but also a strategic issue where sustainability integration into HRM is essential for the long-term survival of the organizations.

DOI: 10.4018/979-8-3373-4546-8.ch002

1. INTRODUCTION

In the rapidly evolving landscape of global tourism, the significance of Human Capital Management (HCM) has emerged as a critical factor in achieving competitive advantage. As the Indian tourism sector continues to grow, driven by increasing domestic and international travel, the need for effective management of human resources becomes paramount. The tourism industry is inherently people-centric, relying heavily on the skills, knowledge, and engagement of its workforce to deliver exceptional experiences to travelers. Therefore, the strategic integration of HCM practices is essential for fostering a skilled and motivated workforce that can adapt to the dynamic demands of the industry.

In the context of India, a country rich in cultural heritage and natural diversity, the tourism sector plays a vital role in economic development, job creation, and community engagement. However, the industry faces significant challenges, including high employee turnover, skill shortages, and the need for continuous training and development. These issues not only hinder operational efficiency but also impact the overall quality of service provided to tourists. As competition intensifies, particularly from emerging destinations, Indian tourism stakeholders must prioritize human capital as a key driver of sustainable growth and competitive differentiation.

This paper addresses the pressing issue of how effective Human Capital Management can enhance competitive advantage in the Indian tourism sector. By examining the interplay between HCM practices and organizational performance, this study aims to highlight the importance of investing in human resources to cultivate a workforce that is not only skilled but also aligned with the strategic goals of tourism enterprises. Ultimately, the findings will contribute to a deeper understanding of how HCM can be leveraged to address the unique challenges faced by the Indian tourism industry, ensuring its resilience and long-term success in a competitive global market.

By integrating sustainability into the HRM practices of organizations, they will enhance the engagement of employees, boost organizational resilience, and leave a positive mark on the environment and communities. As businesses are facing more pressures from stakeholders, employees, customers, investors, and regulators—to act responsibly and contribute to a sustainable future, this integration is becoming more essential by the day.

Sustainable development (SD) is now a globally recognized concern for societies and businesses (Ehnert, Harry, & Zink, 2014, p. 4). It also appears crucial for younger generations entering the workforce due to their workplace expectations and employer perceptions (Deloitte, 2023). Unsurprisingly, it caught the attention of international organizations and regulators, promoting alignment in this area (Kramar, 2021). Growing expectations and global awareness of sustainable development have led to a three-dimensional concept of sustainability at the firm level. The first

28 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/integrating-sustainability-principles-into-human-resource-management/382739

Related Content

Cost and Cost Politics in Airport Takeovers: Two Cases From North Carolina
Zachary Mohrand Tonderai E. C. Mushipe (2019). *Building a Sustainable Transportation Infrastructure for Long-Term Economic Growth* (pp. 200-216).
www.ima-international.org/chapter/cost-and-cost-politics-in-airport-takeovers/222171

Antioxidant Enzyme Activities in Yeast *Candida guilliermondii* NP-4 Exposed to Millimeter Waves
Anna Muradyan, Syuzan Ashot Marutyanyan, Hasmik Maenlest Karapetyan, Meri Hayrapetyan and Seda Victor Marutyanyan (2026). *Biological Science and Innovation for Achieving the Sustainable Development Goals* (pp. 263-282).
www.ima-international.org/chapter/antioxidant-enzyme-activities-in-yeast-candida-guilliermondii-np-4-exposed-to-millimeter-waves/412507

Evaluation of Drying Characteristics of Orthodox Fermented Tea Particle Under Convective Drying
Shantanu Kumar, K. Ravi Kumar and Kavya Dashora (2026). *Advancing Sustainable Engineering Through Next-Generation Thermo-Fluid Systems* (pp. 107-124).
www.ima-international.org/chapter/evaluation-of-drying-characteristics-of-orthodox-fermented-tea-particle-under-convective-drying/394557

FDI and Trade in Services Towards Sustainable Economic Growth: An Empirical Evidence from India
Madhabendra Sinha and Partha Pratim Sengupta (2017). *International Journal of Sustainable Economies Management* (pp. 22-33).
www.ima-international.org/article/fdi-and-trade-in-services-towards-sustainable-economic-growth/181021

Determinants of Risky Sexual Behaviors Among Adolescents: In Cases of Selected High School Students
Getachew A. Mekonnen (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-13).
www.ima-international.org/article/determinants-of-risky-sexual-behaviors-among-adolescents/290318