

A Review of the Research on the Human Capital in the Tourism Industry

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Abstract: *In the era of tourism service economy, human capital is one of the important research issues. Human capital is not only a natural ability of human beings, but also a productive capacity that can bring economic income through investment. Based on the theory of human capital, this paper reviews and analyzes the research situation of tourism human capital, including the definition, formation, elements, measurement methods and effect results. Based on this, on the one hand, this paper sort out the research status of tourism human capital from the perspective of discipline and research content, on the other hand, it can provide a comprehensive understanding for the future research.*

Keywords: *Human capital; Tourism; Human capital investment*

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I. INTRODUCTION

Human capital is not only a natural ability of human beings, but also a productive capacity that can bring economic income through acquired investment. Many scholars agree that the theory of modern human capital originated from Schultz's investment in human capital published in 1960. He thinks that human capital is a capital form opposite to material capital, and it is the knowledge, skills, experience and health condensed in people. With the birth of human capital theory, later generations began to continue to discuss and improve this theory, and explain the definition of human capital from different angles.

The low admittance threshold of tourism industry and less human capital investment of employees lead to many problems in tourism management. In the aspect of marketing, employees lack of market consciousness and means to attract customers. Under the backdrop of the technology age, new media tiktok, short live video and live broadcast are constantly changing. However, fewer employees can keep up with the tide of the times and recognize and use new social communication tools. In terms of service facilities, the main purpose of tourism practitioners is to make profits. In order to save costs, they often use inferior materials in accommodation facilities, washing consumables and food, which leads to dissatisfaction of customers in the process of service. In the aspect of communication with customers, rural employees seldom receive vocational training in speaking skills and manners, and are prone to make mistakes in the process of service contact, and the remedial measures are not in place, resulting in the low revisit rate of customers.

Therefore, from the perspective of tourism human capital, this paper sorts out and discusses the related research of tourism human capital, so as to provide support for the related research of tourism human capital in the future.

II. CONCEPT

From the perspective of the formation of human capital, Schultz (1961) pointed out that consumption is the way of human capital investment, such as the expenditure on education, health care and population migration in order to get better jobs. Becker (1964) is a master of human capital investment theory. He completed the transition of human capital from specific industry to abstract theory, and proposed that human capital is formed through human investment, which is used to increase people's employment resources, affect future income and consumption ability, including school education, vocational training, medical treatment, population migration and other forms. From the perspective of the owner of human capital, there is a difference between the individual level and the national level. At the macro level, Mehta (1976) believes that human capital refers to the sum of the working ability, knowledge, innovation ability, adaptability, values and attitudes of all residents in a country. LI Jianming (1999) defined it from the perspective of individuals and groups. The former refers to the sum of the quality factors of knowledge, technology, ability and health with economic value that exist in the human body and acquired; the latter refers to the sum of the quality factors of knowledge, technology, ability and health with economic value that exists in each individual of the population group of a country or region.

As a type of capital, human capital has some commonalities and its own particularity compared with

other capitals. Human capital is intangible. It lies in people and cannot be separated from them. Therefore, the measurement of human capital is difficult and difficult to be widely recognized. Human capital is not entirely innate, but can be acquired through postnatal investment and accumulation. Human capital is a kind of production capacity that can bring economic income, and it can bring future and long-term income to the workers with the capital. (YUAN lunqu, 2002)

Based on the nature of human capital, Becker (1962) thinks that human capital can be divided into general human capital and specific human capital. General human capital is generally applicable in all companies, while specific human capital refers to a certain kind of human capital required by a specific industry. Then ZHU Mingwei (2001) expanded Becker's classification method to three categories: general human capital, specific human capital and quasi specific human capital. DING Donghong (1999) divides human capital into homogeneous human capital and heterogeneous human capital: heterogeneous human capital has the effect of increasing marginal return in a certain historical stage, while homogeneous human capital has the form of diminishing marginal return productivity.

Based on the types of owners of human capital, it can be divided into entrepreneur human capital and non-entrepreneur human capital (or employee human capital). Among them, entrepreneur human capital includes innovation ability, management experience, leadership and decision-making ability. Non entrepreneurial human capital includes general knowledge, skills and health, research and development capabilities. (LIU Jianxiong, 2008)

III. THE ELEMENT OF HUMAN CAPITAL IN TOURISM INDUSTRY

There are three main elements of human capital: single factor, double factor and multi factor. The single factor perspective is mainly used by scholars to study a specific industry, such as the lawyer industry. Hitt (2001) regards knowledge as the only element of human capital. However, researchers who hold a two factor perspective believe that knowledge and skills are the main factors of human capital (LIU Haiying, 2004). Schultz (1960), husilid (1997) and youndt (2004) believe that human capital is composed of many factors, and knowledge, technology and health status are the main factors. Becker (1986) thinks that in addition to the above main contents, human character, appearance and reputation should also be summarized in human capital. WANG Yong (2002) proposed that human capital is the skill and knowledge of a single member of an enterprise, which is a combination of all personal experience, education, life and work attitude and genetic factors. He emphasized that personal attitude and genetic factor intelligence (XU Guanghai, 2006) is also a part of human capital. Later, many new factors were put forward, such as the education of employees (YAN Shanping, 2007), quality (JIANG Tianying, WANG Junjiang, 2009) and language ability (CHENG Hong, LIU Xingjian, 2017).

The research on human capital of enterprise management team is mainly based on the high-level theoretical framework of harbrick (1984), including age, tenure, educational background, professional title, etc. from the form of expression, these characteristics can be divided into biographical (average level) and non biographical (difference degree). For the study of the overall human capital of enterprises, especially when the research object is farmers, the three indicators of education level, training status and health status are generally selected (YANG Jinfeng, 2006).

Based on the theory of service quality, this study mainly selects four factors: education background, training, appearance and population migration.

3.1 Education background

Education background refers to the education level of the host. The investment of education capital is the core of human capital, which will have an impact on the income of workers. Based on the hypothesis of skill biased technological progress and the principle of profit maximization in the theory of human capital, employers generally believe that the higher the education level, the stronger the ability and the less the training cost, so they are generally willing to employ highly educated talents at a higher price (HU Haiyan, 2010; TANG Erzi, 2012). The impact of education on income also leads to higher social and economic status of people with higher education (Ganzeboom, 2007). In rural TOURISM, education level will affect their cognition of tourism market and customer service. Learning ability and knowledge reserve condensed in education level determine the design of interaction process and affect service quality. Education level is closely related to personal quality. The educational background of service providers will affect their personal quality, thus affecting their empathy with customers in the process of service provision and the implementation of service remedial measures.

3.2 Training

Training refers to the number of times the host of tourism takes part in vocational training. Training is a human resource investment with great economic value, which can significantly promote the growth of employees' income and career development (LI Xiangping, HAO Keming, 2007). In enterprises, training

strengthens employees' perceived training opportunities, training benefits and training support, and increases employees' satisfaction with employers, so as to improve job performance (waqanimaravu, 2020). The training dimension of human capital is specific to the host of rural tourism, including the training of tourism service and management, and the professional knowledge and experience previously obtained in the tourism industry. The host of tourism receiving professional tourism management knowledge and skills training can improve their understanding of the tourism needs of rural tourists and shorten the gap between customer service expectations and customer needs recognized by operators. In the process of host guest interaction, training can improve the behavior of the host in the service contact, so as to improve the service quality.

3.3 Population migration

Population migration refers to the capital investment used by the host of tourism for population migration. Tourism labor migration refers to the migration of migrant workers to work or live in tourism destinations for more than a certain period of time due to the development of tourism industry or for the purpose of leisure consumption (YANG Zhao, 2005). In this study, it refers to whether the owners of rural tourism are local residents, returning residents or migrant workers. Population migration in tourism management means advanced management experience, labor force and migration, and promotes service management performance. In FEI Xiaotong's Book Local China, local society is an acquaintance society based on geography and kinship, and people's communication is often limited by region. However, the social interaction of the host as an immigrant is not limited by the local society's human feelings and morality. They often communicate with people based on common interests and values (MA Shaoyin, 2016), and their host guest interaction behavior will be more frequent. However, population migration means that the host of rural tourism is not a native local resident, "heterogeneity" exists in the local social environment, local attachment and well-being are lower than local residents (WAMG Shuyuan, 2017), and their social identity will affect their host guest communication behavior.

With the development of rural tourism, many returning migrant workers participate in the development of rural tourism. After the baptism of urban civilization, returned migrant workers have learned advanced management experience and service skills (Ding Xiaona, 2013), constructed a new concept system (LI Xiaoliang, 2005), and have more common topics to interact with rural tourists who are urban origin. Compared with migrant workers, the previous rural life experience can make them better integrate into the local social environment and have a higher sense of local identity. To sum up, the migration elements of rural tourism in this paper can be divided into local non migrant residents, returning migrant residents and migrant residents.

IV. MEASUREMENT OF HUMAN CAPITAL

The measurement methods of human capital mainly include education stock method, income method and cost method. The education stock method uses a single statistical indicator of education level to calculate human capital (Barro, 1991), which is more used to measure human capital at the group level. The income method is based on the law that the value of human capital equals the present value of future income, and represents human capital through labor income (GUO Jiansheng, 2020). The basic idea of cost method is that the value of human capital is equal to the sum of all expenditures of human capital investment. The above three measurement methods of human capital are single dimension measurement, but human capital is multidimensional. The multiple comprehensive method, which reflects the multi-faceted ability of the subject into the measurement system, has greater accuracy in the research of individual human capital (WANG Xun, 2014; GE yingyu, 2016).

V. THE EFFECT OF HUMAN CAPITAL IN TOURISM INDUSTRY

Tourism is a labor-intensive industry. The level of tourism human capital directly affects the quality of service and the image of tourism destination. Tourism human capital investment is an important means of regional tourism development (WANG Zhaofeng, 2015). Many scholars have introduced human capital theory into tourism research framework from the perspectives of tourism economy and industrial development, performance and output of listed tourism enterprises and non special cultural resources of ethnic tourism.

In the research of human capital and the development of tourism industry, LIUChangsheng (2009) constructed an economic growth model of tourism industry based on human capital and credit capital. The empirical results show that the credit capital of enterprises is also higher under the high level of human capital, and consumers and cooperative chamber of Commerce Trust Tourism enterprises more, so as to promote the development of tourism industry It promotes the development of tourism. Later, some scholars took FDI as an intermediary variable to study the impact mechanism (GUO Jiansheng, 2020). In terms of the stages of impact, Rivera (2016) explored and calculated the relationship between human capital and tourism economic growth model, and the results showed that the development of human capital would significantly promote the development of tourism economy in the long term. In the research of industrial development, the measurement

of human capital often uses macroeconomic data, and there is no unified standard at present, but education capital is basically measured as human capital. For example, LIU Changsheng (2009) used the average number of years of education of tourism practitioners to measure human capital, and WANG Zhaofeng (2014) used the number of students in tourism colleges to measure the stock of tourism human capital to study the regional differences in tourism development, and then used the education funds of tourism enterprises as the measurement index of human capital to study the effect of tourism human capital (WANG Zhaofeng, 2015).

In the study of human capital and the performance of listed tourism enterprises, the comparative study is one of the commonly used methods because of the great differences between tourism enterprises and other capital intensive and technology intensive enterprises. CHENG Luchang (2010) made a comparative study of tourism listed enterprises and information technology service listed enterprises, and found that the education capital of tourism enterprises was significantly lower than that of information enterprises, but the impact of education capital on output elasticity of tourism enterprises was significantly higher than that of information enterprises. LI Hua (2014) selected four human capital elements: human capital stock, training capital, income and human capital flow rate, and obtained the influence relationship of each element on the performance of listed tourism enterprises.

The research on human capital and non special cultural resources of national tourism is mainly based on the theory of human capital property rights, which refers to a series of rights such as the right to the location and use of human capital. This kind of research believes that community residents have typical characteristics of human capital property rights, and are carriers of language, clothing, architecture and other intangible culture in national culture (WANG Ruhui, 2009). He also pointed out that in the process of tourism development, residents should improve their understanding of all their human capital property rights, and build the realization mechanism of property rights.

Based on the above research, the current research on human capital in the field of tourism research mainly focuses on the macro level of tourism economy, while the research on the micro level of tourism individual operation is less, and the research direction is mainly based on enterprise performance as the result variable.

VI. CONCLUSION

Based on the theory of human capital, this paper reviews and analyzes the research situation of tourism human capital, including the definition, formation, elements, measurement methods and impact results. Based on this, on the one hand, we can sort out the research status of tourism human capital from the perspective of discipline and research content, on the other hand, we can strive to provide a comprehensive understanding for the future direction.

According to SSCI database, the number of articles on human capital published in tourism journals has increased from 10 in 2010 to 94 in 2020. At present, the main interest of scholars in this field is to explore the impact of human capital. The innovation of research methods is constant, and service science research methods are gradually used. In view of the convenience of the survey, most of the research is mainly cross-sectional data analysis, mainly static research, less dynamic research of time series characteristics. The application of this method in human capital still needs further exploration.

Under the framework of theoretical science, the research on the influence results of tourism human capital has gradually become a trend, but it mainly studies the macro tourism economy, and rarely takes the effect of human capital investment of individual tourism economy as the research object. In the future research, we can use the research method of organization management to study the tourism human capital in combination with the economic individual under a single tourism format.

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