
CHANGING EMPLOYMENT PRACTICES IN HOTEL SECTORS WITH SPECIAL REFERENCE OF GIG ECONOMY: A STUDY OF WESTERN RAJASTHAN

***¹Dr. Swapna Patawari, ²Neha Satsangi**

¹Professor, DMS, JNVU, Jodhpur. ²Research Scholar, DMS, JNVU, Jodhpur.

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*Corresponding Author: Dr. Swapna Patawari

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Professor, DMS, JNVU, Jodhpur.

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ABSTRACT

The hotel industry has undergone major changes in hiring practices because of the rise of the gig economy. This research looks at how employment patterns in hotels are evolving in Western Rajasthan, using secondary data sources. It analyses the increase in gig jobs, their effects on hiring practices, and the benefits and challenges that come with this change. The research relied solely on secondary data from government reports, academic publications, and industry studies. The results showed that hotels are increasingly using flexible staffing to handle seasonal demand, cut costs, and improve efficiency. Gig jobs are commonly found in areas like housekeeping, food services, event management, and support roles. While this approach provides flexibility and cost savings, it also poses challenges for workforce stability and service quality. In conclusion, the gig economy significantly influences employment practices and trends in the hotel industry of Western Rajasthan. The study suggests adopting hybrid employment models and better workforce management strategies to promote sustainable growth.

KEYWORDS: Gig Economy, Hotel Sector, Employment practices, Flexible Employment, Western Rajasthan.

1. INTRODUCTION

The hotel industry is a major part of the larger hospitality sector and is vital for economic growth, job creation, and promoting tourism. Worldwide, the hospitality sector significantly contributes to Gross Domestic Product (GDP) and offers many job opportunities, both directly and indirectly. In India, the hotel industry has become a major force in the growth of

the service sector, driven by rising domestic tourism, international travel, and government efforts to boost tourism development(WTTC., 2023).Western Rajasthan, a key tourist area in India, is well-known for its rich cultural heritage, impressive architecture, and distinctive desert landscapes. Cities like Jodhpur, Jaisalmer, and Bikaner draw a large number of domestic and international tourists year-round. The existence of historical forts, palaces, heritage hotels, and desert tourism activities has led to rapid growth in hotel infrastructure in this area. As a result, the need for skilled and semi-skilled workers in the hospitality sector has risen significantly(statistics, 2022).

Historically, job practices in the hotel industry were marked by permanent positions, hierarchical structures, and clearly defined roles. Employees were usually hired full-time with long-term job security, benefits, and clear career advancement paths. However, with globalization, digital changes, and shifting consumer expectations, the hospitality industry has experienced significant transformations in its operations and employment practices(Kalleberg A. L., 2016)

One of the most significant changes in recent years is the rise and growth of the gig economy. The gig economy is a labor market defined by short-term, flexible, and task-oriented job arrangements, often supported by digital platforms(De Stefano, 2016). This approach allows companies to hire workers as needed, providing more flexibility and cost savings. In the hotel industry, gig workers are increasingly found in roles like housekeeping, food and beverage services, front-office support, and event management.

The shift to gig-based employment in the hotel sector is influenced by various factors. Seasonal changes in tourist numbers, especially in areas like Western Rajasthan, require flexible staffing options. Hotels often see high demand during tourist seasons and festivals, followed by times of lower occupancy. The gig economy allows hotels to adjust their workforce based on demand, helping to manage labor costs and enhance operational efficiency(ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021).However, the gig economy also brings new challenges in managing the workforce. While it provides benefits like flexibility, independence, and earning opportunities for workers, it also raises issues such as job insecurity, lack of social benefits, variable income, and possible declines in service quality due to high turnover rates(Wood, 2019). For employers, overseeing a temporary workforce can impact service consistency, training quality, and company culture.

In Western Rajasthan, where the hospitality industry is closely tied to tourism, the move towards gig-based employment has significant consequences. Recognizing these evolving

employment trends is crucial for policymakers, industry leaders, and researchers to promote sustainable growth and balanced workforce development.

This study aims to explore the changing employment practices in the hotel industry of Western Rajasthan, focusing on the gig economy. It uses secondary data sources such as government reports, academic literature, and industry analyses to offer insights into current trends, impacts, and future implications of gig work in the hospitality sector.

2. REVIEW OF LITERATURE

S. No.	Author & Year	Research Title	Publication / Journal	Objectives	Findings
1	Valerio De Stefano (2016)	The Rise of the “Just-in-Time Workforce” Comparative	Labor Law & Policy Journal	To find on-demand work and its effects	Discovered that gig work does not have labor protections and needs regulatory action.
2	Arne L. Kalleberg & M. Dunn (2016)	Good Jobs, Bad Jobs in the Gig Economy	Perspectives on Work	To find the quality of jobs in gig work	It was found that gig jobs provide flexibility, yet they also come with insecurity and limited benefits
3	World Travel and Tourism Council (2019)	Economic Impact Report	WTTC Report	To find the role of tourism in job creation	Found that the hospitality industry plays a major role in global employment growth
4	A. J. Wood et al. (2019)	Good Gig, Bad Gig	Work, Employment and Society	To find autonomy and control in gig work	It has been shown that gig workers experience unstable income and are subject to algorithmic control.
5	International Labour Organization (2021)	World Employment and Social Outlook	ILO Report	To find digital labor platforms and the conditions of work	Stressed the importance of fair pay, social security, and labor laws
6	Ministry of Tourism (2022)	India Tourism Statistics	Government Report	To find the growth of tourism and job trends	Found a rising need for flexible workers in the hospitality industry
7	NITI Aayog (2022)	India’s Booming Gig and Platform Economy	Government Policy Report	To find the growth of the gig workforce in India	It has been reported that gig employment in service industries is expanding rapidly.

8	Deloitte (2023); McKinsey & Company (2024)	Future of Work in Hospitality; The State of Gig Economy and Flexible Work	Industry Reports	To find the use of gig and flexible work models in the hospitality industry	Found a notable increase in the use of gig workers in hotels, particularly in housekeeping, food and beverage, and event positions. This trend is fueled by platform-based hiring to address seasonal needs. While there are benefits like better cost efficiency and flexibility, issues with training quality, keeping employees, and maintaining service consistency still exist.
9	Sharma & Singh (2022)	Employment Trends in Rajasthan Hospitality Sector	International Journal of Hospitality Studies	To find job trends in hotels in Rajasthan regarding flexibility	It was found that hotels in Jodhpur and Jaisalmer are increasingly depending on temporary and seasonal staff, indicating a move towards gig-style employment practices influenced by tourism demand.
10	Khan (2023)	Tourism and Workforce Flexibility in Desert Regions	Journal of Tourism and Development	To find workforce adaptability in desert tourism areas	Found An increase in gig and contract workers in Bikaner hotels—especially in housekeeping, food & beverage, and events—driven by seasonal demand and cost efficiency.

3. OBJECTIVES OF THE STUDY

- To examine the changing employment practices in the hotel sector of Western Rajasthan.
- To analyze the growth of gig employment in the hospitality industry of Western Rajasthan.
- To assess the impact of the gig economy on employment patterns in hotels of Western Rajasthan.

- To evaluate the advantages and challenges of gig employment in the hotel sector of Western Rajasthan.

4. HYPOTHESES

- Hypotheses 1

H0-Gig economy has no significant impact on employment practices in the hotel sector of Western Rajasthan.

H1- Gig economy has a significant impact on employment practices in the hotel sector of Western Rajasthan.

- Hypotheses 2

H0-Gig employment does not significantly influence employment patterns in hotels of Western Rajasthan.

H1- Gig employment significantly influences employment patterns in hotels of Western Rajasthan.

5. RESEARCH METHODOLOGY

The research uses a descriptive and analytical design that relies solely on secondary data. The descriptive method presents and clarifies current employment practices in the hotel industry, especially the rising influence of the gig economy. Meanwhile, the analytical method aids in interpreting trends and assessing how flexible employment models affect workforce patterns. Data for this study has been gathered from trustworthy sources, including reports from NITI Aayog and the Ministry of Tourism, as well as research journals, industry reports, books, and online databases, ensuring a thorough and credible data set.

6. ANALYSIS AND INTERPRETATION

6.1 Changing Employment Practices in Hotel Sector (Western Rajasthan)

The changes in employment practices in the hotel industry of Western Rajasthan, especially in key tourist spots like Jodhpur, Jaisalmer, and Bikaner. Historically, the hospitality sector depended on permanent, full-time staff to ensure consistent service and stable operations. However, recent trends show a noticeable shift towards more flexible staffing models, such as contract work, part-time positions, outsourcing services, and gig employment.

This change is mainly driven by the seasonal and variable nature of tourism in the area. Western Rajasthan sees significant fluctuations in tourist numbers due to weather, cultural events, and busy travel times. During peak seasons, hotels need more workers, but in the off-

season, having a large permanent staff is not cost-effective. Therefore, hotel management is increasingly opting for flexible staffing options that allow them to adjust their workforce according to demand(Kumar, 2022)

Moreover, cost efficiency has become a key factor affecting employment practices. Permanent staff come with fixed expenses like salaries, benefits, training, and adherence to labor regulations. On the other hand, gig workers and contract employees offer financial benefits by lowering long-term commitments and administrative tasks. Outsourcing services like housekeeping, security, and food delivery allows hotels to concentrate on their main activities while reducing operational costs(Aayog., 2022)

Technological progress and the emergence of digital platforms have boosted gig employment in the hospitality industry. Online services and staffing firms now allow hotels to swiftly tap into a pool of skilled and semi-skilled workers for temporary jobs. This has enhanced operational efficiency and responsiveness, enabling hotels to fulfill service demands without sacrificing quality(Mehta, 2021)

Additionally, the evolving preferences of the workforce have played a role in this shift. An increasing number of workers, especially young people, favor flexible work options that provide independence, various income sources, and a balance between work and personal life. This aligns with the gig economy model, which focuses on short-term, task-oriented jobs instead of long-term commitments.

However, despite these benefits, the move towards flexible employment practices raises issues about job security, income reliability, and employee benefits. Gig workers frequently do not have access to social security, health insurance, and other employment protections, which can affect their long-term financial stability(ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021). Thus, while this transition improves efficiency and flexibility for employers, it also presents challenges concerning labor welfare and workforce sustainability.

So, the hotel industry in Western Rajasthan is experiencing a significant change in employment practices, shifting from traditional full-time roles to more flexible and gig-focused models. This change is influenced by economic, technological, and socio-cultural factors, reflecting wider trends in the global hospitality sector.

6.2 Growth of Gig Employment in Hospitality (Western Rajasthan)

The growth of gig employment in the hospitality industry of Western Rajasthan is mainly driven by seasonal tourism and demand from events. Cities like Jodhpur, Jaisalmer, and Bikaner see varying numbers of tourists during winter, festivals, and destination weddings,

which creates a need for a flexible workforce. As a result, hotels are increasingly turning to gig workers to handle short-term labor needs.

Hotels use gig employment to lower fixed labor costs while keeping operational efficiency. Data indicates that gig workers often take on roles in housekeeping, food and beverage (F&B), front-office tasks, and event management—positions that are based on specific tasks and driven by demand.(Atkinson, 1984)

On a larger scale, the growth of India's gig economy supports this trend. The gig and platform-based jobs are expanding quickly due to digital advancements and changing job preferences(Aayog., 2022). Moreover, events like the Jaisalmer Desert Festival and Marwar Festival greatly boost the need for temporary labor, further promoting gig work in hospitality. Although gig work provides flexibility and cost benefits, it also raises issues about job security and social protection(ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021).In summary, the increase in gig employment signifies a move towards flexible labor models in the hospitality sector of Western Rajasthan.

6.3 Impact on Employment Practices

The study's results show that the gig economy has greatly affected employment practices in the hospitality industry of Western Rajasthan. Hotels in major tourist cities like Jodhpur, Jaisalmer, and Bikaner are moving away from traditional permanent jobs to more flexible staffing methods based on demand. This change is mainly due to varying occupancy rates, seasonal tourism, and event-driven demand.

The rise of gig work has lessened the dependence on full-time employees, allowing hotels to implement just-in-time staffing practices. This fits with modern labor flexibility models, where businesses adjust their workforce size according to operational needs(Atkinson, 1984). Consequently, workforce management has become more flexible, enabling hotels to quickly adapt to changes in customer demand while keeping costs down.

Recent policy and research reports support these conclusions. India's gig economy is growing quickly, changing traditional employment relationships and encouraging flexible work setups across various sectors, including hospitality(Aayog., 2022). The service industries are increasingly using non-standard employment forms, like gig and platform work, to improve operational flexibility(ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021).

These developments have directly influenced employment practices, especially in recruitment, workforce planning, and cost management. Hotels now focus on short-term

hiring, outsourcing, and platform-based recruitment, which boosts efficiency but also brings challenges related to job security and employment stability(De Stefano, 2016). Additionally, recent research indicates that gig work is changing employer-employee dynamics by moving from long-term contracts to task-oriented engagements.(Wood, 2019)

6.4 Impact on Employment Patterns

The hospitality industry of Western Rajasthan have changed significantly due to the growth of the gig economy. In cities like Jodhpur, Jaisalmer, and Bikaner, traditional job structures are increasingly being replaced by flexible and non-standard work setups.

One major change noted is the shift from permanent to temporary jobs, with hotels opting for short-term hires to handle varying demand. This is paired with a move from fixed job roles to task-based assignments, where workers are hired for specific tasks such as housekeeping, food and beverage services, and event operations. Furthermore, there is a transition from long-term employment relationships to short-term, on-demand work, often facilitated by informal networks or digital platforms. These developments reflect the rising prevalence of gig work, which is known for its flexibility, autonomy, and task-oriented nature (Kalleberg A. L., 2016). Recent research indicates that the gig economy has led to a restructuring of labor markets, replacing stable jobs with more flexible but less secure work arrangements. Non-standard employment forms—including temporary and platform-based work—are rapidly increasing in service sectors like hospitality (ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021). The expansion of India's gig economy is transforming employment patterns by encouraging short-term contracts and independent work. (Aayog., 2022). These changing patterns are primarily driven by seasonal tourism, event-based demand, and cost optimization strategies within the hospitality sector. Hotels gain from enhanced operational flexibility and lower labor costs, while workers benefit from flexible income opportunities. However, these changes also raise issues regarding job security, income stability, and the absence of social protection, which are widely discussed in the literature on the gig economy (Wood, 2019). So, It can be said that gig work greatly influences job trends in the hotel industry of Western Rajasthan.

6.5 Advantages of Gig Employment

The rise of gig work in the hospitality industry of Western Rajasthan has brought many benefits for both employers and employees. For employers, a key benefit is cost savings, as gig workers lessen the load of long-term labor costs like salaries, benefits, and training expenses. Companies can hire workers only when needed, which helps lower fixed costs(Aayog., 2022). Moreover, gig work allows for flexibility in handling seasonal demand,

enabling hotels to swiftly adjust their workforce according to occupancy levels and event schedules. This adaptability enhances operational efficiency, especially during busy tourist seasons and major events, where prompt service is essential(Sundararajan, 2016).For employees, gig work provides flexible hours, letting individuals decide when and how much they want to work. This is especially useful for students, part-time workers, and those looking for extra income. Additionally, gig work allows for earnings from various tasks, boosting income potential and decreasing reliance on a single employer. Workers also get to experience different roles in the hospitality field, such as housekeeping, food and beverage services, and event management, which improves their skills and job prospects(Wood, 2019).

6.6 Challenges of Gig Employment

Gig work brings various challenges for both employers and employees in the hospitality industry.For employers, a key issue is the lack of commitment and reliability from workers, as gig employees are usually hired for short periods and may not show the same loyalty to the organization as full-time staff. This can result in inconsistent service quality. Moreover, hotels encounter difficulties with training and maintaining service standards, since gig workers might not be well-acquainted with the organization's protocols. High turnover rates also pose a problem, impacting operational stability and customer satisfaction(De Stefano, 2016). For employees, the challenges are even more significant. Gig employment often means job insecurity, as positions are temporary and reliant on demand changes. Workers also miss out on social security benefits like health insurance, paid leave, and retirement plans, which are generally provided in traditional jobs(ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021).Additionally, gig workers deal with unpredictable income, as their earnings fluctuate based on work availability and seasonal trends. This financial uncertainty can lead to insecurity and hinder long-term career advancement (Kalleberg & Dunn, 2016).

7. Findings of the Study

The study's findings show a clear change in job dynamics in the hospitality industry of Western Rajasthan. In key tourist spots like Jodhpur, Jaisalmer, and Bikaner, job practices are increasingly moving towards flexible and gig-based models. This shift is mainly due to the region's reliance on seasonal tourism and event-driven demand, which requires adaptable workforce strategies.

The research also indicates that gig work is growing quickly in the hospitality sector, especially in roles like housekeeping, food and beverage services, and event management.

This growth matches national trends, where gig work is becoming a key part of the job market because of digitalization and changing organizational needs (Aayog., 2022)

The analysis confirms that the gig economy significantly affects employment practices. The study also finds that gig work significantly influences employment patterns. These results align with existing research, which highlights the role of gig work in enhancing labor flexibility and changing traditional employment relationships (De Stefano, 2016) (Wood, 2019).

So, the findings also show that while gig work improves flexibility and operational efficiency, it brings challenges related to workforce stability, employee commitment, and service quality. These issues are especially important in the hospitality industry, where consistent service delivery is crucial for customer satisfaction.

8. DISCUSSION

The findings of the research clearly show that the gig economy is changing employment practices in the hotel industry of Western Rajasthan. The area's dependence on tourism makes flexible staffing essential, as hotels need to constantly adjust their workforce to align with changes in occupancy and service needs. Using gig employment allows hotels to be cost-effective and adaptable, which supports the idea of labour market flexibility (Atkinson, 1984). By hiring gig workers, hotels can quickly respond to changes in demand without the financial strain of keeping a large permanent staff. The rising use of non-standard employment in service sectors (ILO, World employment and social outlook: The role of digital labour platforms in transforming the world of work. , 2021).

However, the increasing dependence on gig workers brings up several issues. Problems like workforce instability, reduced employee commitment, and inconsistent service quality could harm organizational performance. Since hospitality services focus heavily on customer satisfaction, ensuring consistent service is vital. Research indicates that gig workers, because of their temporary roles, may not always fit with the organization's standards and culture, resulting in variability in service delivery (Kalleberg A. L., 2016)

Thus, the study recommends adopting a balanced or hybrid employment model that combines permanent staff with gig workers. This model enables hotels to keep a core team to ensure service quality while utilizing gig workers for flexibility during busy times. This strategy can help address the drawbacks of gig employment while enhancing its advantages.

9. CONCLUSION

The research finds that the gig economy has greatly changed how jobs are structured in the hospitality industry of Western Rajasthan. The move towards flexible, temporary, and task-oriented work reflects the changing demands of a tourism-driven sector with variable demand. The gig work is vital in shaping job structures in the hotel industry. While gig jobs provide benefits like flexibility, cost savings, and scalability, they also bring challenges such as job security, workforce consistency, and service quality. For sustainable growth, hospitality businesses must implement organized workforce strategies, including hybrid employment models, enhanced training programs, and improved policies for gig workers. Strengthening labor protections and incorporating gig workers into company processes can boost both employee welfare and service quality. In summary, the gig economy is not just a passing phase but a significant change in employment practices, necessitating strategic adjustments by employers and policymakers to ensure long-term sustainability in the hospitality industry.

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