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**Title**

**HOSPITALITY AND TOURISM INDUSTRY**

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**ABSTRACT:**

Nowadays, tourism is always regarded as an important means to benefit local communities. The success of the developed countries in expanding tourism industry has inspired many developing countries. Based on this article attempts to track the progress of tourism and hospitality development. The Government and private sector had invested a lot of money in providing public infrastructure and facilities to boost the industry. Despite the massive amount of money spent on tourism and hotel industry development, no study had been conducted to relate industry spending with the impact of these developments towards the local economy and socio-culture. The main focus of the study is to explore and identify economic, environmental and socio-cultural impacts of tourism and hotel industry development. So here we have studied regarding the society awareness and their attitude or belief in respect of their contribution

**Keywords:** tourism development, economic opportunity, benefit.

## **INTRODUCTION:**

It is the boom time for India's Tourism and Hospitality sector. A 5,000 year history, culture, religion and alternative medicine fascinate both budget and luxury travelers alike. Driven by a surge in business traveler arrivals and a soaring interest in India as a tourist destination

### **Tourism & Hospitality Industry**

In the **Hospitality sector**, It includes : hotels, motels & motor inns, restaurants, clubs, caravan parks, bed & breakfast, hostels, fast food outlets, resorts, convention & conference venue, service apartment, entertainment or sports venue, casino complexes, cruise ship. It comprised of a variety of sectors providing a range of services and facilities and a range of jobs in various department. Possibilities to work as a chef, housekeeper, receptionist, marketing executive, concierge

In the **tourism sector**, it required skills & abilities like automated ticketing & reservation, sales & marketing, information & customer service, administration & accounting and strategic planning. The Hotel Industry comprises a major part of the Tourism industry.

Historically viewed as an industry providing a luxury service valuable to the economy only as a foreign exchange earner, the industry today contributes directly to employment (directly employing around 0.15 million people), and indirectly facilitates tourism and commerce. Prior to the 1980s, the Indian hotel industry was a slow-growing industry, consisting primarily of relatively static, single-hotel companies. However, the subsequent partial liberalization of the Indian economy generated tourism interest in India, with significant benefits accruing to the hotel and tourism sector, in terms of improved demand patterns. Growth in demand for hotels was particularly high and the initiatives taken to liberalize the Indian economy in FY1991, 1990s prompted major chains, new entrants and international chains to chalk out ambitious capacity additions, especially in the metropolitan cities. However, most of these efforts were directed towards the business travelers. In recent years, the hotels sector has grown at a faster rate than GDP.

### **Seeking Information On the Tourism & Hospitality Industry**

#### **1. Media**

- Local & national newspaper, trade magazines, food & travel program on television and radio

#### **2. Reference Books**

- Travel guide books and textbooks.

#### **3. Libraries**

- reference books, magazines, newspaper, cd-rom & video.

#### **5. Leaflets & brochures**

- provide information about the area

#### **6. Tourist Office & Tourism Commission**

- It provides up-to-date information on tourist & hospitality facilities & services

#### **7. Internet**

- Using computer & can be found on World Wide Web

#### **8. Personal experience**



- participate in a range of activities & events personally

## **FACTS AND FIGURES OF INDIAN TOURISM AND HOSPITALITY INDUSTRY:**

- Tourism is presently the most important civil industry in the world. The hospitality industry is second only to the global oil industry in terms of turnover, and is, by far, the largest employer around the world. Ten percent of the world's work force is in the tourism industry, and 10 percent of the world's GNP comes from tourism.
- Foreign Tourists Arrivals during the period January-October 2010 were 4.32 million with a growth rate of 9.9%. The tourism ministry has set a target of 10 million tourists by 2010. The World Tourism Organisation has predicted that India will receive 25 million tourists by 2015.
- According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC), the demand for travel and tourism in India is expected to grow by 8.2 % between 2010 and 2019. This will place India at the third position in the world. India's travel and tourism sector is expected to be the second largest employer in the world. Capital investment in India's travel and tourism sector is expected to grow at 8.8 % between 2010 and 2019.
- The World Travel and Trade Council, figures indicate that the Indian tourism demand is expected to grow at 8.8% from 2007-2016. According to the World Travel and Tourism Council, revenue from foreigners traveling to India is expected to grow to US\$424 billion by 2015. Indians traveling in India as well as abroad are expected to spend US\$63 billion by 2015.
- The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.
- The hotel and tourism industry's contribution to the Indian economy by way of foreign direct investments (FDI) inflows were pegged at US\$ 2.17 billion from April 2000 to September 2010, according to the Department of Industrial Policy and Promotion (DIPP).

- Around 500 million domestic tourists are projected to travel across India by 2010 compared to around 325 million in 2006 and growing at over 10% annually.
- India's hospitality sector is expected to see an estimated investment of US\$11.41 billion in the next two years, Moreover, the sector is expected to provide over 400,000 jobs.
- In India, the industry supports 48 million jobs, directly or indirectly or 8.27 per cent of total employment and accounts for 5.83 percent of the GDP, according to Department of Tourism estimates.
- The average duration of stay of a foreign tourist in India is one of the highest in the world.
- Cruise shipping is growing globally at the rate of 12-15% annually. In India the cruise market is in excess of 1, 25,000 guests annually and will grow at over 10% annually.
- 22 Institutes of Hotel Management being operated as Centers of Excellence for providing hospitality manpower. The government plans to set up four Indian Institutes of Hotel Management in Uttaranchal, Jharkhand, Chhattisgarh and Haryana. To provide training in the area of tourism, the tourism ministry will also start 400 training programmes. Estimates indicate a need for about 15,000 more trained persons in the star category hotels, which includes about 2,700 managers, 2,500 supervisors and about 1,000 staff.

**International Recognition:** India's booming tourism sector has not only witnessed international investments but also achieved international accolades with its increasing appeal as the leading global tourist destination.

- India has been elected to head the UN World Tourism Organization (UNWTO), the highest policy making world tourism body represented by 150 countries.
- The world's leading travel and tourism journal, has ranked India as the 'numero uno' travel destination in the world.
- India was adjudged Asia's leading destination at the regional World Travel Awards (WTA).
- India's Taj Mahal continues to figure in the Seven Wonders of the World.

- India bagged the World's leading Destination Marketing Award for the Incredible India campaign.

**Government Initiatives:** To unlock the huge potential in this sector, the government has taken various initiatives for the development of this sector.

- Launch of Incredible India campaign to promote tourism both in domestic and international markets.
- Other Initiatives by the Ministry of Tourism:- Rural Tourism/Agri Tourism, Eco-Tourism; Medical Tourism.
- Marketing Development Assistance (MDA) Scheme. The Ministry of Tourism has sanctioned US\$ 27,742 as MDA to 10 Medical Tourism Service Providers during current year.
- As per a market research report 'Booming Medical Tourism in India, India's share in the global medical tourism industry will reach around 3 per cent by the end of 2013. Moreover, medical tourism is expected to generate revenue worth US\$ 3 billion by 2013, growing at a CAGR of around 26 per cent during 2011-2013. The number of medical tourists is anticipated to grow at over 19% during the forecast period to reach 1.3 million by 2013. trips for 'health and medical' purposes formed 7 per cent of overnight trips in the rural population and about 3.5 per cent in the urban population. 'Health and medical' purposes accounted for 17 per cent of same-day trips in rural India and 8 per cent in urban India. Expenditure on medical trips accounted for 30% of all overnight trip expenditure for rural India and 15% for urban
- Eco-tourism - The government is considering various fiscal and policy measures to promote ecological and adventure tourism in the country including formulating uniform ecological guidelines to conserve nature and waiver of service tax charged on adventure tours.
- The Ministry of Tourism has sanctioned 781 projects in 34 States/ Union Territories (UTs) in the country amounting to US\$ 511.82 million during the last three years up to June 2010, as per a press release dated October 18, 2010.
- 924 Infrastructure projects worth Rs.1440.86 crore sanctioned during the 10th Plan.

- Tourism revival in J&K through a special tourism package. Focus on North East as India's tourism gateway.
- Tourism ministry has proposed to declare a conditional 10-year tax holiday for all tourism projects in the country. Companies would enjoy full tax exemption up to 50% of the profits, but to enjoy tax benefits for balance amount they would be required to re-invest that part of the profits in tourism projects.

### **ECONOMIC IMPORTANCE OF TOURISM FOR INDIA:**

Tourism is an increasingly vital part of the Indian economy. Throughout the world, tourism brings money to cities and countries. Tourism also provides jobs for the local residents, further benefiting the destination. India has realized the profits available from this sector. Thanks to its growing economy and promoting itself as a culturally rich and diverse nation, India's tourism industry now brings billions of dollars into the economy each year.

#### **1. About India**

More than 60 years into its independence from British colonial rule, India has developed into a strong player on the world economic stage. As of 2010, more than 1.1 billion people live in India, making it the second most populated country after China. New Delhi is the political capital of India, although Mumbai is the country's the financial center.

#### **2. India's Economy**

Even though most of the population is rural and still works in agriculture, India's service-based economy has rapidly brought about a thriving development, especially in the last 20 years when India liberalized its markets. The services sector employs about 30 percent of India's workforce, yet provides about half of its output. India depended on its large English-speaking, well-educated workforce to develop a burgeoning technology sector, as well..

#### **3. Foreign Tourism to India**

In 2006, more than 4 million tourists visited India and spent the equivalent of \$8.9 billion U.S. dollars, and this figure rose by about 22 percent each year from 2006 to 2009. Thanks again to its technology and service sectors, foreign business travelers are descending on India in large

numbers. Many extend their trips, adding more tourist money to the economy.. Each region of India offers something for foreign visitors, from the Taj Mahal and New Delhi in the north, bustling Mumbai in the West to the religious center of Varanasi in central India and any number of its beaches and coastal cities.

#### **4. Indian Travelers Abroad**

Not only are foreign tourists traveling in India, its own citizens are taking more vacations, as well. The country's economic growth increased its middle-class population. This group is contributing the most to domestic travel thanks to an annual 10 percent increase in disposable income.

5. Tourism is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation particularly in remote and backward areas and a positive step for poverty elimination has been accepted the world over.

6. Tourism has made a big contribution to create jobs in remote areas where industries are difficult to come, tourism have created employment through the promotion of rural tourism in these areas.

7. **Contributors to economic growth: industrialization, education, qualified professionals, opening up of foreign markets, liberalization of trade policies and better advertising and marketing**

The above factors have been collectively responsible for boosting our country's economic reserves and the impact of India's economic growth on tourism is increasingly being felt in specialty sectors like spiritual tourism, spa tourism, student/senior citizen or family vacation plan segments in tourism as well as (surprise, surprise!) adventure tourism! Better amenities and modernization of roads, infrastructure in hotels, local lodging options etc., training being imparted by government and private sector individuals interested in developing specific regions for tourism promotion and encouraging global gains for India have all been strategized well.

8. **Understanding and fulfilling needs of global tourists for quality vacationing: the kick-off for creditable performance and strong impact of India's economic growth on Tourism**

Indian tourism receipts combined with better passenger transport systems and customized food and lodging preferences taken into consideration by exclusive tour operators has meant a niche segment of the country's top travel agencies generating considerable income for their industry. Tourism has become the number one export earner, ahead of automotive products, chemicals, petroleum and food for India and this would not have been possible without the combining of governmental, community and private industry powers through diversification in the economy.

### **Tourism the next driving factor of Indian Economy:**

- Indian tourism industry from the last couple of years has emerged as a major factor in the growth of Indian economy with substantial foreign exchange earnings.
- According to the latest report of tourism industry, India's medical tourism has registered an annual growth rate of 25 per cent and is expected to touch the \$2 billion mark by 2012.
- Various private healthcare-centers are providing world-class health care services at a very affordable price and primarily attracting patients from the South Asian countries along with Britain, United States, Gulf region and Africa. Realizing the potential of tourism industry the Union Government has been allowing more and more patients by providing a special medical tourism visa, which can again facilitate the process of tourist inflow.
- The popularity of India as one of the most favored tourist destinations is also a result of extensive advertising and marketing strategy of the government, which it has started under the banner of 'Incredible India' and a great success so far. Improved facilities in luxury hotels, beach resorts, with winter sports, adventure sports and others are to expand foreign tourist inflow to India.
- The recent growth can also be seen on the web, as a huge number of travel and tourism websites have been made so far with the participation of private sector whose profit is based on the amount of queries (both inbound and outbound) they generate. As a result tour and travel companies along with hotel industry, car rental and aviation

have registered some strongest influence in the growth chart. No doubt by 2020 tourism will contribute a lot to India's GDP.

### **CHALLENGES FOR TOURISM INDUSTRY:**

#### **Shortage of skilled employees**

#### **Retaining of workforce**

**Shortage of rooms:** The hotel industry is facing heavy shortage of rooms. It is estimated that the current requirement is of 1,50,000 rooms, the shortage will still persist.

#### **Intense competition and image of India**

**Customer expectations:** As India is emerging as a destination on the global travel map, expectations of customers are rising. The companies have to focus on customer loyalty and repeat purchases.

**Manual back-end:** Almost all the data which actually make the company work are filled in manual log books or are simply not tracked.

**Human resource development:** Some of the services required in the tourism and hotel industries are highly personalized, and no amount of automation can substitute for personal service providers. India is focusing more on white collar jobs than blue collar jobs. The shortage of blue collar employees will pose various threats to the industry.

**High Leakage-** remittance of profits & wages to outside sources reducing the profits in the destination country.

**Inflation & Land Values** - The abnormal increase of people around the area creating crimes and the abnormal increase of the standard price of a land.

### **CHALLENGES AHEAD FOR GLOBAL HOSPITALITY INDUSTRY:**

1. **Capital.** Despite low mortgage delinquency rates, hotel values dropped in 2008 and will continue to drop in 2009 as the economic slowdown takes hold. Meanwhile, cash-rich buyers are waiting to make deals once acquisition pricing is attractive. A recent Ernst & Young LLP survey of US real estate investors revealed that 60% intended to take advantage

of fire-sale prices and buy commercial real estate. With \$400 billion already raised by private equity firms for distressed debt investment and a first wave of bankruptcy judgments expected this year, the transaction floodgates should open before the year is out.

2. **Costs.** If the recession has a silver lining it is that companies are concentrating on improving efficiencies and reducing costs. Hotel companies moving quickly to pare overhead at the corporate and property levels will not only save money but will position their enterprises to be more dominant players for the next cycle.
3. **Business Development.** A recent Google™ survey suggests that a third of travelers have made accommodation decisions based on reviews found online on sites
4. **Development.** In recent years, hotels have received growing attention as an instrument of urban redevelopment. We don't expect this to change, but we do expect the mix of uses around these hotels to change. Look for hotel-condo and retail mixed-use developments to make way for hotel developments mixed with office and rental apartments – a mix likely to better suit changing market fundamentals. In resort properties, condo hotel units won't be eliminated completely, but are likely to be scaled back in new developments.
5. **Debt.** With \$19 billion of loans in commercial mortgage-backed securities pools set to mature this year and very few new loans available, hotel borrowers will be proactive in pursuing loan modifications and exploring alternative strategies to recapitalize assets.
6. **Globalization.** While no region of the world is immune to financial turmoil, regions such as Asia Pacific, the Middle East and North Africa and Latin America may offer stronger alternatives in the lodging sector during this slow down. Countries in these regions have large and growing economies and population bases with a relative scarcity of hotels. Look for China, India, Vietnam and Brazil to be among the leading future growth markets.
7. **Green.** Green hotels are gaining momentum internationally and in the US where 415 hotel projects have achieved or registered for certification with the US Green Building Council.
8. **Alternatives.** The timeshare and cruise sectors of the hospitality industry – once thought to be more recession proof – have been hit hard by the economic downturn. Cruise operators have downsized their offerings, cutting some Australian and Mediterranean routes in favor



of cheaper and shorter routes from Baltimore and Miami requiring little or no air travel.

9. **Stimulus.** Any funneling of additional federal dollars into US infrastructure would have a positive long term impact on the domestic hospitality sector by improving access to major tourist destinations and encouraging domestic travel and other aspects of proposed stimulus programs in the US could also benefit the lodging industry.

### **OBJECTIVES OF STUDY:**

1. To identify the reasons as to why the tourism industry lacks competent professionals and talented lot is not attracted towards the industry to opt it as a character.
2. To analyze the existing infrastructure and facilities available for tourism education and training in India and quality of skills provided by these institutions.
3. To offer some suggestions and solutions to improve the quality of skill supplied to the industry and also some applications to make this industry more attractive and lucrative for the talented lot based on findings of the study.

### **SCOPE OF STUDY:**

The study confines analyses to its problems and prospects of human resource in the Indian tourism and hospitality industry especially with the focus on supply of human resources problems regarding the attraction and retention of talented people in India. Moreover the study analysis the hospitality and tourism management courses being run by various universities and institutes in India and does not include other diploma or certificate courses being offered by various institutes in tourism and hospitality.

### **RESEARCH METHODOLOGY:**

The relevant data for the study has been collected from both the primary and secondary sources; the primary data is collected through online, field survey conducted on various entities of the society with the sample of 50 respondents from the complete population viz; educational institutions, students' communities, employees of various approved travel agencies/ tour operators

in India by the way of structured questionnaire, personal interviews, discussions and mails.

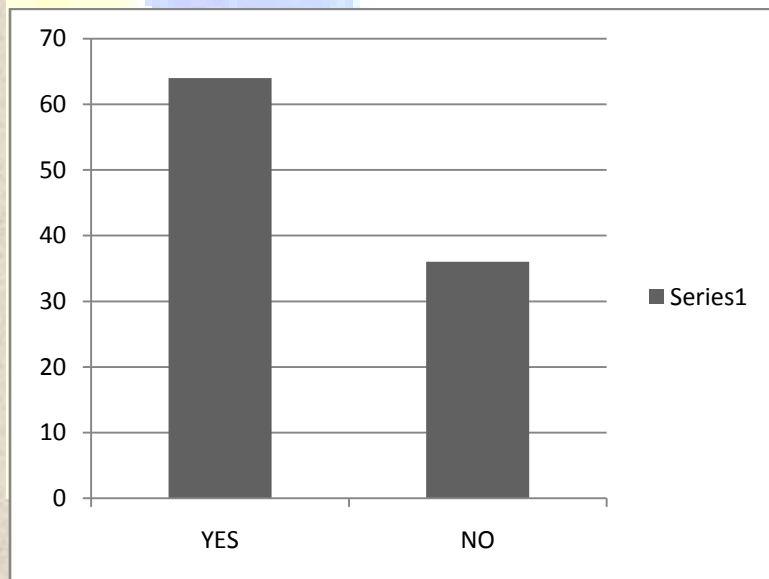
**DATA COLLECTION:**

**Q1. PERSONAL DETAILS**

<b>NAME</b>	
<b>AGE</b>	
<b>LOCATION</b>	

**Q2. Do you like travelling?**

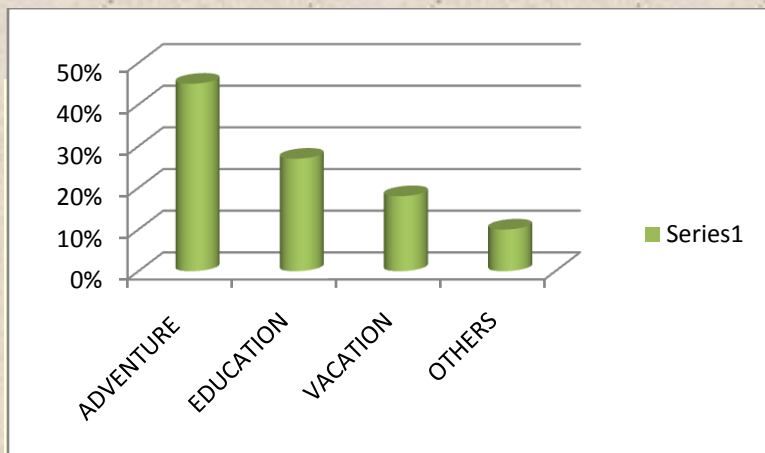
<b>YES</b>	<b>64%</b>
<b>NO</b>	<b>36%</b>



**Q3. What is the purpose of your travelling?**

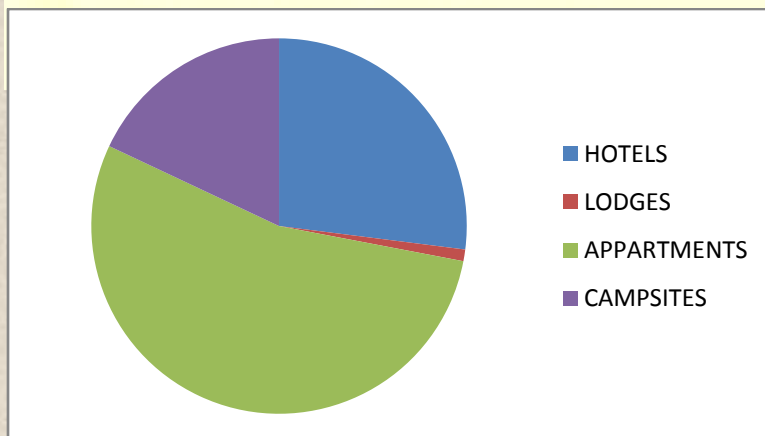
<b>ADVENTURE</b>	<b>45%</b>
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<b>EDUCATION</b>	<b>27%</b>
<b>VACATION</b>	<b>18%</b>
<b>OTHERS</b>	<b>10%</b>



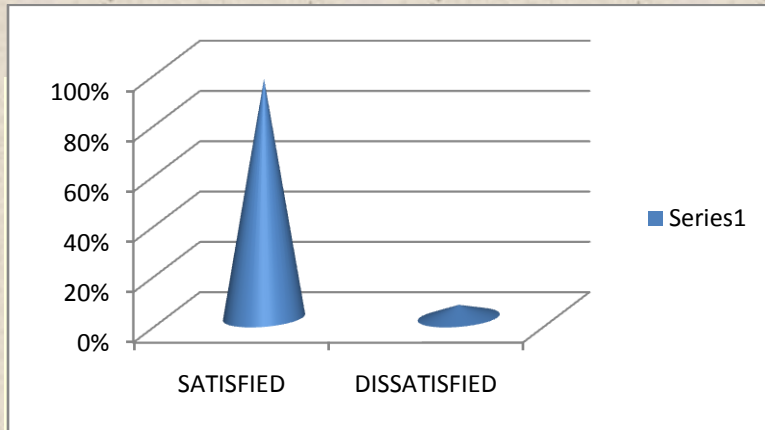
**Q4. What is your preferred accommodation?**

<b>HOTELS</b>	<b>27%</b>
<b>LODGES</b>	<b>1%</b>
<b>APPARTMENTS</b>	<b>54%</b>
<b>CAMPSITES</b>	<b>18%</b>



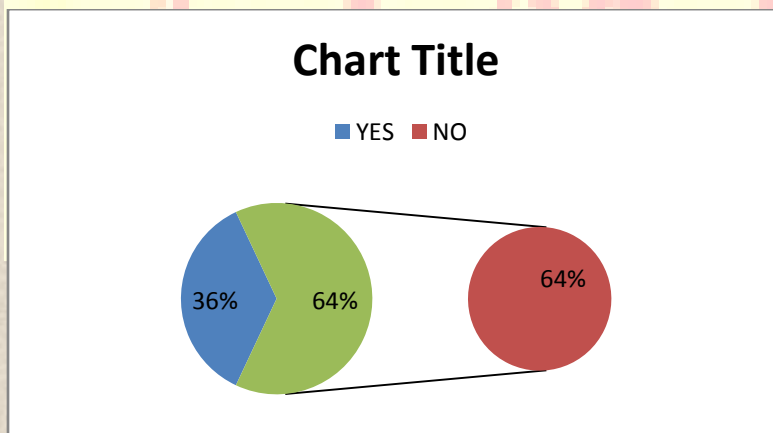
**Q5. Except campsites, if you stay any at above three, what you feel about hospitality?**

<b>SATISFIED</b>	<b>95%</b>
<b>DISSATISFIED</b>	<b>5%</b>



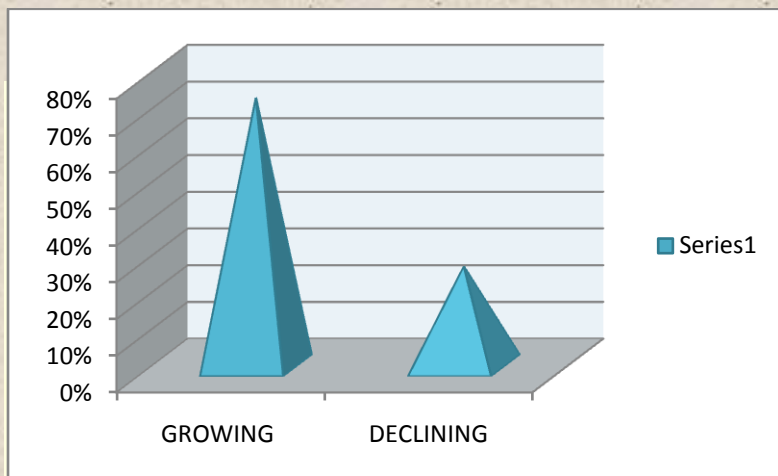
**Q6. Do you feel India provide more value added offerings as compared to other countries?**

<b>YES</b>	<b>36%</b>
<b>NO</b>	<b>64%</b>



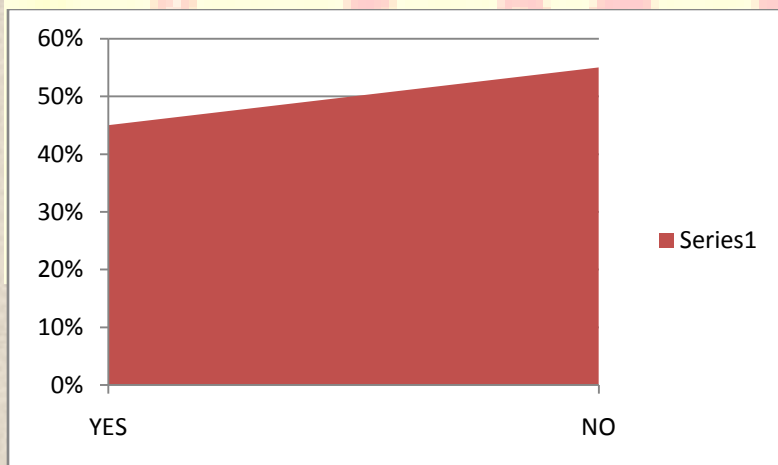
**Q7. What future of tourism and hospitality industry you see in India?**

<b>GROWING</b>	<b>73%</b>
<b>DECLINING</b>	<b>27%</b>



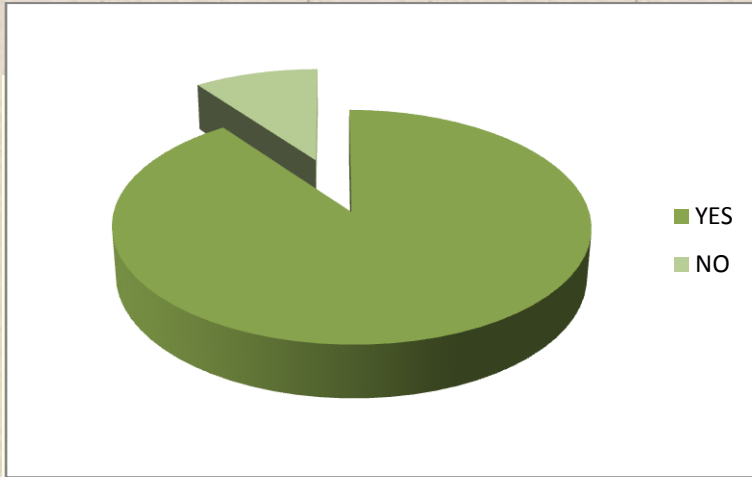
**Q8. Do Indian tourism and hospitality lacks competent professionals to serve the industry?**

<b>YES</b>	<b>45%</b>
<b>NO</b>	<b>55%</b>



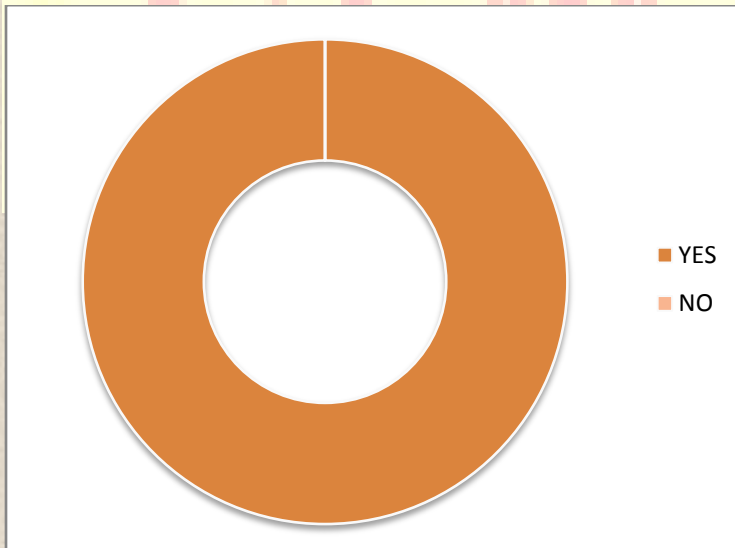
**Q9. Would tourism and hospitality industry leads to economic growth of India?**

<b>YES</b>	<b>90%</b>
<b>NO</b>	<b>10%</b>



**Q10. Would you like to make this industry more attractive?**

<b>YES</b>	<b>100%</b>
<b>NO</b>	<b>0%</b>



### **LIMITATIONS OF STUDY:**

- Lack of responsiveness
- Scarce resources
- Lack of professional awareness among people about the industry
- Limited time
- Ambiguity in data already available.

### **FINDINGS:**

- Interest of everyone in travelling
- Apartments are preferred more to reside
- Less value added services provided by the industry in India as compared to other countries
- Plenty of competent professional are also available for the same industry
- It will not only enjoyment and pleasure but also the source for growth for an economy
- Here is a need to make it more attractive

### **SUGGESTIONS:**

#### **Improving the quality of Tourism education**

The quality of the Courses in Tourism Management being offered by the universities and institutes need to be improved, the courses offered are very theoretical in nature and do not fulfill the industrial requirement the curriculum needs to be revised and should be designed in consultation with the industry, the courseware should be revised frequently to meet the continuous changing requirement of the industry

#### **Corporate Tie-ups**

There are many such places in India which do not have any strong economy base, these places can

always be developed with the perspective of man made tourism through private-public partnership which will not only help in employment generation at local level but also will strengthen the economy and quality of life of local people similarly multinational companies can also be encouraged to contribute in tourism development

### **Standardized HR Practices**

A good manpower planning, job description & specification and proper career planning is required at all the level of the organizations. Sustain ability tourism development requires a number of human resources development (HRD) strategies aimed at the tourism industry personnel, host community and the tourists, and underpinned by concepts and practices of sustainability.

### **CONCLUSION:**

Supply of Competent and skilled Human Resources is the biggest challenge before Indian industry especially at managerial level and situation is not indifferent in Tourism and Hospitality industry also; rather it is more worrying. Lack of standardized HR practices, unclear growth part and non competitive salaries have resulted in high attrition rates and dissatisfaction in employees also the industry has not able to attract the talented young generation to serve the industry due to the above stated reasons. The supply also has not been of quality due to lack of initiatives and actions taken by the educational institution by not revising the courseware to make it meet to the international standards and requirement of the industry. It is high time now to take the issues of the quality of supply of talented manpower on priority to keep the industry up on the growth path as it has tremendous potential to contribute in the social and economic development of the country.

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