

Overview of Growing Role of Hospitality in All Industries in India

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ABSTRACT

Talking about hospitality, we all know that it is not a new term. And, we also know hospitality as a kind gesture of welcoming or receiving our guests, visitors or customers. Whereas it's not only welcoming but also fulfilling all types of need of our guests, visitors or customers. Hospitality has been recognized as a wide term which was restricted only within hotels, motels, resorts & tourism sectors a couple of years ago. But, due to globalization it has evolved as an important factor in all industries. Hospitality helps all industries in many ways to increase business or even to maintain the customer relationships which is not only important but it is the need of today's Indian market. This research study highlights the growth of hospitality in all industries & emphasizes on hospitality as a need in all industries. It also talks about the many advantages & effects of incorporating hospitality in all industries.

1. Introduction

The tourism and hospitality is one of the largest service industries in India which offered geographical diversity, would heritage sites & niche tourism, eco tourism heritage sites etc. Incredible India has been spurred growth in tourist arrivals & employment

Hospitality is most kind gesture. Since ages hospitality industry was backbone of tourism or maybe each other hospitality gets its major business from tourist whereas tourist can not travel or visit a country or region without a having proper lodging or dining facility area in that region so where hospitality plays a vital role. India is known for its rich heritage and culture and one of the major philosophy Indian culture talk about the philosophy of hospitality i.e. "Atithi devo bhava." its literal meaning is guest is god and it needs to be treated like god so as in all industry customer is always right; we all know the rights of consumer also.

Here in this research overview is done for the understanding of customer satisfaction and its close co-relation to the hospitality. Considering the importance of customer satisfaction in business the priority should be given to quality of your service or your product. But to achieve maximum satisfaction always give preference to the HOSPITALITY.

It's not only limited to service industry who only deals with the direct person to person but also into many other sectors of all industries which deals indirectly or directly to the consumer. One must understand the importance of the hospitality to achieve great success. Now here hospitality literally should not mean every time guest and service is only needed to be given but the soft skills which one should adopt into their organization depending on the requirement of the industry and also need to observe the impact of the that soft skills. Which helps maximize the rate of the customer satisfaction.

2. Objectives of research

To highlight the advantages of hospitality in all industry

To understand the importance of hospitality skills in all industries in India

3. Literature Review

We know Hospitality students have often been criticized for having unrealistic expectations of the types of responsibilities they may be given and consequently the types of skills they will be expected to exercise on entering the hospitality industry. At the same time, the industry often discounted a student's formal qualifications on the grounds of lack of experience and frequently we hear the complaint that students are "overqualified but under experienced" for even entry level management positions. In order to bridge this gap, the hospitality programs underwent several changes in its content, focus, and structure. Developing a hospitality curriculum broadly involve three major components: substantive **knowledge, skills, and values**. While operational issues such as working knowledge of hospitality services were important, managerial and behavioral issues such as managerial skills were often considered to be more important. Thus, the hospitality curriculum should not only teach the students in crucial operational skills but also facilitate them to learn and demonstrate the art of management. To accomplish this purpose, it was necessary to incorporate the perspectives of the industry professionals into the hospitality curriculum. This was basically achieved in two ways. First, regular industry professionals were invited to visit classrooms as guest lecturers and industry experts, or to participate in executive education programs, as part of the curriculum review process. Second, competency models were devised through which industry practitioners ranked the competencies and content areas most important in the workplace.

In the course of time, a wide number of studies were undertaken regarding identifying and ranking competencies of hospitality graduates. One of the first competency based studies in hospitality was undertaken by Buergermeister (1983) where he found human relation skills and attitudes to be a very important area for hospitality graduates. Now this the most important aspect of the trained hospitality graduates which has been identified in recent years in India by many industries who

now willing to adopt those competencies in their employee for which they have two options now one they must hire hospitality graduates or they must train their existing employee with those important soft skills.

Competency models were developed as a descriptive tool to identify, categorize and summarize competencies that might be relevant to perform a specific job effectively in an organization. However, these competency models are often broad and generic in nature which becomes the most important aspect of the course. Employers, who generally do not want narrowly trained graduates, recognize the importance of generic competencies for them it becomes an advantage and opens new avenues for them to explore. Generic skill framework to rank important skill areas of hospitality graduates from both employers' and students' perspectives. However, the nature of hospitality workplace, demands mastery of both generic skill sets and hospitality specific skill sets.

In that aspect, taking into account hospitality subject areas, and course content areas, provides an extensive representation of the skills and knowledge graduates will require at the workplace. Specific knowledge can be used in specific area in where hospitality as in culinary, tourism, aviation, etc. But leaving these specific areas aside industries like real estate, information technology, finance, service & Marketing all these industries have started infusing of trained hospitality professionals in their business in order to maximum customer satisfaction.

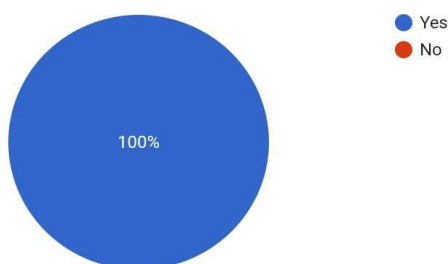
4. Research Methodology

This research is descriptive and research has been carried out in survey method. Data

was used from primary as well as secondary sources. This primary data is collected from the top level management of various industries in different sectors. Descriptions are based on the Secondary data and literature review. Respondents are from all over India of the primary data.

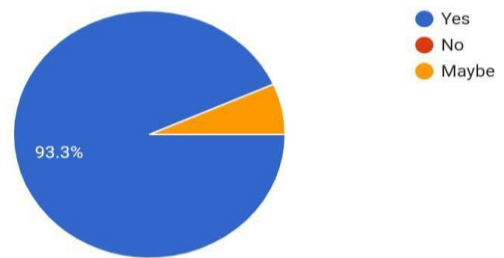
5. Data Interpretation

1) Importance of maintaining customer relationship in an organization:



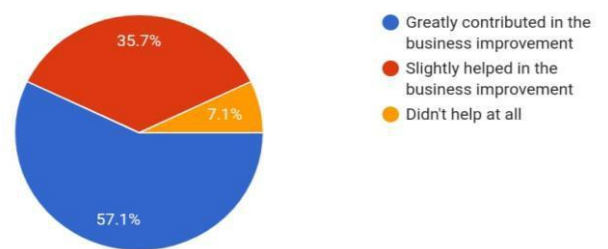
This data was collected from respondents all over from India and shows most of the people associated with various organizations agree to the fact that maintaining customer relationship is of utmost importance for an organization to grow and succeed.

2) Requirement of Customer Relations Executive in an organisation:



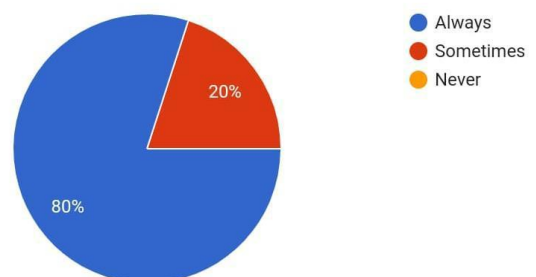
Following data resembles that majority of people understand that there is basic requirement of a Customer Relations Executive in an organization to maintain good relations with their clients, which helps in growing in their business.

3) Incorporating hospitality in different industries:



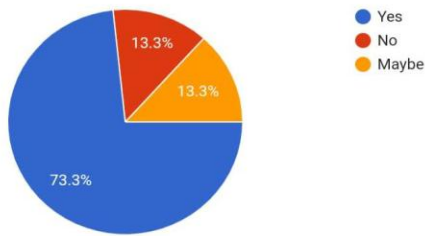
Data collected from various respondents specifies that majority of service industry associates have noticed improvements in their respective business after incorporating basic hospitality traits in organization, which signifies that for the improvement in any industry incorporation of hospitality is beneficial.

4) Benefits of providing hospitality:



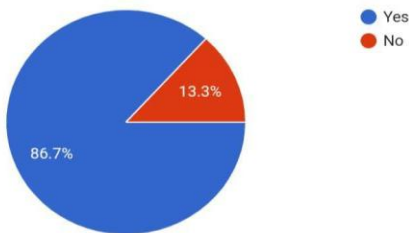
The above mentioned statistics show that most of the people working in various service sectors in India witness the benefits in their organization by practicing basic hospitality and welcoming rituals towards their guests or customers.

5) Inculcating values of hospitality in employees:



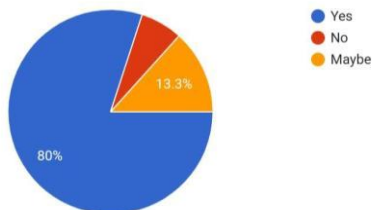
This study shows majority of organizations understand that by inculcating the hospitality values in their employees have proved advantageous for their organization.

6) Providing personal touch to the customers:



According to the data collected during the research, we found most of the organizations understand that personal attention must be given to the customers which will help to enhance the customer relations which will be beneficial for the growth of respective organization.

7) Hospitality benefits in maintain clients:

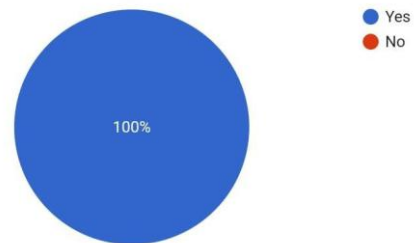


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Maintaining clients for a business organization is of utmost importance. The above data collected through a research proves that most of the organizations have recognized that providing basic hospitality to their clients helps in retaining clients for longer which directly helps in maintain and successfully expanding business.

8) Improvement in customer relations by including hospitality services:



Following statistics collected from respondents all over India, prove that actual improvements in customer relations are witnessed by including basic hospitality rituals while providing primary services of the respective organization.

6. Conclusion

The personalized touch which hospitality personnel could add is irreplaceable. And this quality of those personnel is result of the hardcore hands-on training and a soft skill which is integrated part of the competencies of the most of the curriculum of the hospitality.

Therefore those skills become most vital part of the any industry to achieve maximum customer satisfaction. Which results in the growth of business and there many research highlights the importance of the CRM in growing the business. so this research conclude that there is growth of hospitality in all industries.