

Study on Hospitality & Tourism Industry and its Interdependence

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ABSTRACT

Since ages, hospitality and tourism industries were each others' backbone. Hospitality industry gets its major business from tourists whereas tourists cannot visit a country or region without having a proper lodging facility and restaurants to dine in. India has been known for its popular belief - 'Atithi Devo Bhava' and the main aim of hospitality personnel is to make the tourists visiting our country feel at home and absolute comfort. In this study, it is highlighted how tourism and hospitality are interrelated and their contribution in the growing economy and how it has widened the scope for hospitality students for employment opportunities in tourism sector. Therefore, hospitality and tourism industries cannot sustain without the other and it is indeed rightly said - 'Hospitality and Tourism are two sides of a coin.'

1. Introduction

Everyone loves to travel and when we go on our travel expeditions, we look for a home away from home in the foreign lands. Hospitality industry comes to our rescue at times like this. Derived from the Latin word "hospes", meaning both visitor and stranger, hospitality has its roots in ancient history. The hospitality industry has a varied range of customer service. If you wish to spend a night anywhere around the world, there are hotels and inns for accommodation. If you want to plan a tour or have an extravagant time in cruise, hospitality personnel come in aid along with tour operators; and there are chefs and culinary experts who give us a taste of the delicacies from all around the world.

It is indeed said - 'A guest is a jewel on the cushion of hospitality.' Guests are at the epitome of hospitality industry and tourism is the highest contributor of guests to the ever growing hospitality industry. Tourism in India has a wide scope as India is known for its rich cultural and historical heritage, ecology, and places of natural beauty. Due to this, tourism not only generates more employees but is one of the highest contributor in economy. The emerging tourism industry demands good accommodation facilities for the tourists, restaurants and eateries to dine in and there are a variety of other aspects which contribute to the absolute comfort for a tourist from a foreign land who is visiting our country.

2. Objectives

- To have a detailed study of Hospitality industry and Tourism industry and their contribution to economy.
- To study the inter-relation between the Hospitality and Tourism industry.
- To analyze the employment opportunities for Hospitality students in Tourism sector.

3. Review of literature

Development of Hospitality & Tourism & their correlation

The term hospitality is used much before tourism. In earlier times, people traveling in different places used to stay with families. It was later in the 1700s that the term 'tourism' came

into existence. By the middle of 1700s, hotels and inns were established in Europe.

The tourism industry faced a revolution when Thomas Cook started his travel agency in Europe by organising a tour. The idea of creating packages wherein the transportation facilities, accommodation, food and beverage, and entertainment were covered formed the basis of the interconnection between the hospitality and tourism industry. This phenomenon is still in existence thereby giving us a clear overview of the two major industries - Hospitality and Tourism, which cannot sustain without each other.

Employment in Hospitality & Tourism

The employment opportunities in hospitality and tourism industry are endless. The reason behind this is both the industries are non perishable unless and until there are severe reasons like war. Besides this industry is one of the most labour based industry. The personalised touch which a hospitality personnel could add is irreplaceable. Thereby it increases the chances of employment. A study by Hospitality Employment Trend Report shows that hospitality has employed 16,256,000 people in the first quarter of 2018, which is a 3% gain from 2017. The unemployment rate in hospitality industry has been decreasing year by year especially in a country like India which is developing its place at a global level.

If hospitality lies ahead in providing employment opportunities then the tourism sector does not lag behind as it is also another sector which provides employment opportunities. A study by United Nations World Tourism Organization (UNWTO) shows that tourism and employment are going to focus more on developing countries than developed nations as developing countries are most favoured for economic progress.

Economic contribution by Hospitality & Tourism

The tourism and hospitality industry in India has a growth of 7.5% of the GDP of the country. According to a report by KPMG, the hospitality sector is expected to grow at 16.1% CAGR (Compound Annual Growth Rate) and will reach Rs. 2,796 thousand crore in 2022. This is the positive attribute of

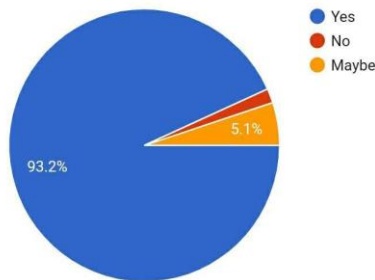
the hospitality and tourism industry in India but the negative aspect of it is the heavy taxation which is burdened upon these sectors after GST was introduced. The profitability has thus decreased and there is a substantial increase in the amount of taxes paid by the sector. This may hamper the growth of the hospitality and tourism industry. Besides, this industry is the driving force for the Indian economy.

4. Research Methodology

This research is descriptive in nature with the help of primary and secondary data. A survey had been conducted through a questionnaire & the respondents include people from hospitality sector, travel agents, tour operator, and professors from hospitality & tourism colleges. The secondary data is the research done on hospitality and tourism sectors and the data collected from various reports and studies done by well known organizations.

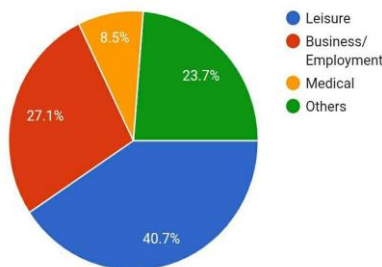
5. Research Outcome

Do you think we should encourage tourism in India?



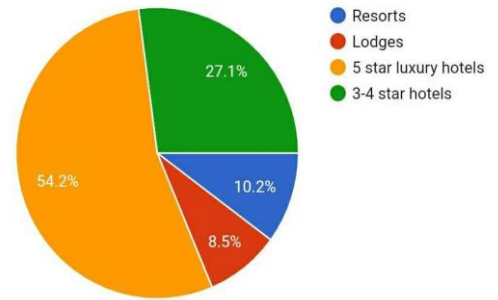
Majority of the respondents have agreed that tourism should be encouraged in India. When the few respondents who disagreed were asked about the reason for their disagreement, they said that the poor infrastructure and low quality life of India is a setback for the global image of India.

For what purpose does tourists visit India?



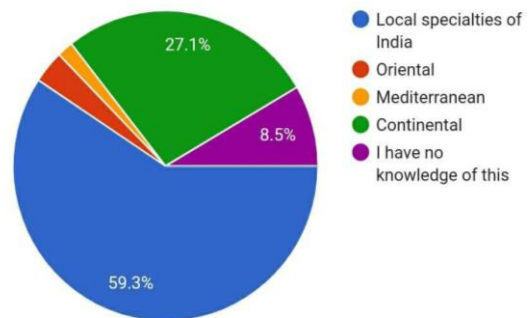
Maximum respondents agree that tourists mainly visit India for leisure. There has been a moderate agreement about tourists visiting India for business and employment. Although medical purpose of tourists visiting India is the least but still India has been gearing up in Wellness Tourism & in years to come, there would be a substantial increase in it.

What type of accommodation does the tourists visiting in India prefer?



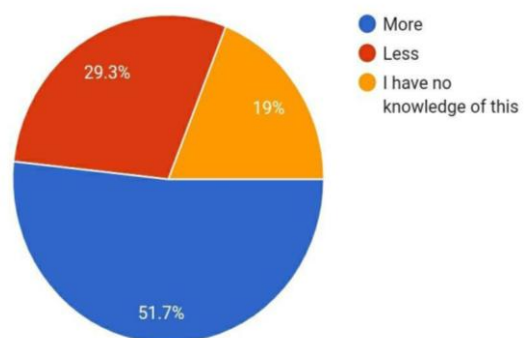
Majority of the respondents agree that tourists visiting in India prefer 5 star luxury hotels. A moderate response has been given for tourist accommodation in 3 and 4 star hotels. There is a least response for tourist accommodation in lodges and resorts. This enlightens us about the scope of upscale hotels in India.

What food is consumed maximum by the tourists visiting in India?

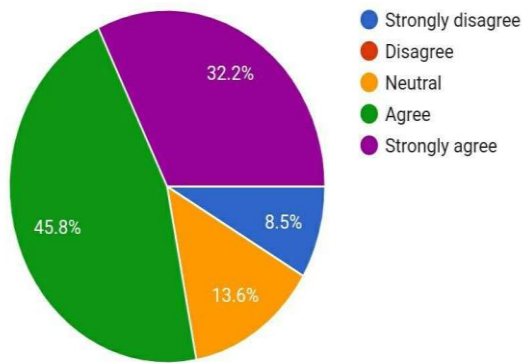


Maximum respondents agree that tourists visiting in India enjoy the local specialties of India. Moderate number of respondents agree that tourists prefer Continental food and the least response is for the Oriental and Mediterranean food. This gives us a clear view of restaurants and diners specializing in the local culinary treasure of India, have a wide scope in India whereas chefs and culinary experts specializing in Continental food also have a good scope in India to emerge Continental cuisine in India.

What is the frequency of the same tourists visiting India?



The frequency of the same tourists visiting in India is more which shows us that India is a favourable destination for tourists. In the coming years, we should aim at having this frequency even more than the current scenario.

Hospitality sector is interconnected with tourism sector.

Majority of the respondents agree that hospitality sector is interconnected with tourism sector.

6. Miscellaneous Research Outcome

- 67% respondents agree that India is one of the most visited country by tourists.
- Majority respondents agree that India receives its maximum tourists from Asia followed by Europe and North & South America.
- Maximum tourists check in at the hotel by prior reservation via travel agents and tour operators. Moderate number of respondents agree that tourists check in with the help of the hotel official website and hotel reservation related applications.
- Almost all respondents agree that the flow of Indians visiting foreign countries is more than the flow of tourists/visitors in India.
- Hotels in India receive more Indians as guests than foreigners.
- The general feedback of the tourists visiting India is good.

- Majority of the respondents agree that the campaign 'Incredible India' started by 'Tourism of India' has boosted the tourism in India.
- Majority of the respondents agree that there is a wide scope of tourism and hospitality sector in India in the coming years as well as there are great employment opportunities for tourism and hospitality sector in India.
- Maximum number of respondents agree that hospitality students could get employment opportunities in tourism sector as well.
- Majority respondents would recommend anyone to join the hospitality and tourism industry.
- The downfall of tourism sector would adversely affect the hospitality industry.
- Majority of the respondents believe that Indians actually practise the popular belief of India – 'Atithi Devo Bhava'.

7. Conclusion

Hospitality and tourism industry are dynamic and the development of these industries would also develop other aspects of our country like infrastructure and the quality of life of people as it would increase the economy of India thereby moving towards our dream of a fully developed India.

Both of these industries are good employment generator. But for this industry to develop, there should be a lower rate of tax as it would not hamper the growth of hospitality and tourism industry.

With the proper analysis of various reports and survey conducted, we could conclude that Hospitality and Tourism industry are interconnected deeply and one's fall would be the other's destruction and one's success would be the other's prosperity.

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