

Growing Role of Hospitality in All Industries: An insight

Ms Purvi Mahida

Asst. Lecturer, Sahyog College of Management Studies, Thane (India)

ARTICLE DETAILS

Article History

Published Online: 12 June 2019

Keywords

Hospitality in service sector, anticipating guest needs, Ethics in Hospitality, Quality Training.

ABSTRACT

Hospitality the word itself speaks everything .It is all about offering warmth to someone who looks for help at a strange or unfriendly place. It is one of the key factors in the growth of service sector in India. The fastest growing industry in the world. In today's world it is not only restricted to hotel industry but also caters to numerous service sector e.g. Retail, Hospitals, Airlines, Call centers, Malls etc. Hospitality industry is very diverse and global. Nowadays the hospitality sector includes the Travel and Tourism industry as well. The inflation in travel and tourism has led to the further development in Hospitality Industry. Today the services are planned, controlled, automated & audited for maintaining and controlling the quality. The proper channel & efficient training has made it possible to give the best quality of service. Education in Hospitality which also includes practical as well as technical knowledge with Human touch plays a paramount role in making one feel welcomed and served. Anticipating guest needs is the top most protocol followed in hospitality Sector hence it is reaching heights in all the industries.

1. Introduction

Hospitality means providing services to others as well as demonstrating consistent excellence & quality. It is composed of various sectors like Hotels, Travel & Transport, and Tourism; call centers, malls, retails, events, Aviation, cruiseliners, Hospitals, Catering & Even Academics. The hospitality industry is home to multiple sectors, each of them operating on different levels on the core purpose of serving people. The basic essential of an entity of the hospitality industry is service, these entities function on the idea of serving their customers with their services and making sure they are satisfied with the services provided by them. Customer satisfaction is integral for any sector of the hospitality industry.

2. Objectives of the study:

- It is an industry with many career options & a source for respectful income.
- Its objective is to give guest satisfaction at the ultimate level
- It makes continuous efforts for maintaining a positive image along with great service which focuses on the quality in the service creating loyalty among the customers.
- Because of the above mention objectives the other allied sectors have gained more benefits & hence the hospitality has grown in all the service sectors.

3. Tourism and Hotel

Tourism is a large sector in the Indian market, and offers a very diverse set of products to its customers, including, cruises, adventures, rural and religious tourism, eco-tourism and many more. The Indian tourism sector had contributed US\$ 136.3 billion in 2015 to the GDP; this is set to increase to about US\$ 275.2 billion by the year 2025. Tourism is the third largest foreign exchange earner in India. The month of September in 2016, reaped a total of US\$ 1.76 billion from the foreign exchange gains. There have also been considerable efforts on

the Government's end to push the tourism sector with plans like 'Incredible India!'

Events

EY-EEMA (Event and Entertainment Management Association) released a new report title 'Marketing Experiences in India: The events and Activations Industry' has stated that the Indian event and activations industry has grown at 15% annual from INR 2,800 crore in 2011-12 to INR 4,258 crore in 2014-15. It also stated that managed events are the largest service offering IP and those digital events are growing at a faster rate than managed events. The key strength of the industry lies in the ability to get things done, speed of their ideation and efficiency to get tasks done. However, there is a need for the industry to work on acquiring the right talent, managing costs, demonstrating ROI to marketers and increasing transparency in operations.

Spa and Wellness

The wellness industry in India grew by 16.9% in 2011, driven by the population majorly from the age group 25-49 years. Most of these people were working professionals. The market in India is much prominent in the tier-1 cities such as Mumbai, Delhi NCR, Bengaluru, Hyderabad, Kolkata and several others. The spa, alternative therapy and salon market grew at a CAGR of 16.4% between 2006-2011. Out of this the major contribution came from the salon segment. The fitness and slimming services market has grown at a CAGR of 19.7% during the period 2006-2011. The alternative therapy market in 2011 was valued at USD 2,210 million which has grown by 13%. The ayurvedic medicines and related therapy contributed around 70% of the overall alternate therapy market in 2011. The salon market is expected to grow at a CAGR of 22.9% in the next 5 years.

Catering

India is a country where numerous festivals and ceremonies which are held in the form of important events. So, the scope of the catering industry in such a country is worth taking a note. The catering industry in the country is finally

extending its reach beyond marriages and the Indian catering service providers are enjoying the good time. The catering services industry in India has been consistently growing at the annual growth rate of 15 to 20 percent. In 2009, the industry

attained the worth of INR 15,000 crore. The good aspect about the Indian catering industry is that it didn't bear any major negative effects during the period of recession



1) Lodging & Accommodation

Accommodation is an absolutely broad sector of the hospitality industry. It provides sleeping facilities, food & beverage services along with other services which goes along with the lodging services.

This is another crucial one of the 5 different sectors of the hospitality industry. It's another Wide sector of the hospitality industry. It can range from something as simple as a coffee shop all the way to a high-end restaurant and it also includes catering establishment. As it's expected, the food and beverage industry is further sub-categorized into niches.

2) Food and Beverage



3) Travel and Tourism

A lot consider tourism synonymous with hospitality and not as a different sector of the hospitality industry.

Travel and tourism industry is a vast sector of the hospitality industry with several key players across the globe.

The need of the hour demands businesses operating in this field to embrace and adopt these technological changes and strategize accordingly this gives increase in demand and

growth in all the sectors, so it can keep pace with the rest of the world.

References

1. <https://www.soegjobs.com/wp-content/uploads/2016/09/Food-service-industry-sectors-of-hospitality-industry.jpg>
2. <https://www.soegjobs.com>
3. <https://www.hospitality.com>