

Hospitality & Tourism two sides of a coin

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ABSTRACT

The main objective of this study is to understand about Hospitality and tourism industries and how widely these two industries are interrelated with many career paths & their goal is to manage large number of travelers. In tourism industry there are many different sectors such as lodging, event planning, traveling, transportation, cruise line, theme parks etc; which requires hospitality professionals to serve the people with high standard of hospitality services

Tourism industry is the activity of people traveling it also includes staying in places outside their usual environment for leisure, business, adventure, medical treatments, study, pilgrimage, or other purposes. The hospitality industry is incomplete without Tourism industry and vice-a-versa. In fact, there are many beautiful places across the globe but because of lack of development of hospitality industry, they receive less tourists compared to more connected destinations. In short Tourism and Hospitality industry complements each other. The hospitality industry is an industry that offers services to travelers that go beyond their basic needs. The biggest contribution that these industries are doing that they are creating various jobs opportunity. It is projected to give 328 million jobs opportunity and support 10 percent of the work force of the world, by 2022.

1. Introduction

The term of hospitality is about receiving guests in a spirit of goodwill especially strangers from other place. *Hospitality* follows warmth, respect and even protection; it builds understanding and appreciation among all cultures. *Hospitality* also believes in a segment of the service industry that includes hotels, restaurants, entertainment, sporting events, cruises and other tourism-related services. As such, the hospitality and tourism industry are important not only to societies but also to economies, customers and employees.

2. Significance of hospitality and tourism in a countries economy

Creates Employment

The one of the biggest contribution that the industry generates the economy of a country is creating a host of new jobs. Direct job opportunities are available as tour guides, tour planners and operators, travel consultants and in hotels, restaurants and resorts. As Hospitality and Tourism grows so do these jobs. Jobs are also created in several related industries such as the cruise industry, airlines, event management, amusement parks etc.

Enhance Other Local Industries

Indirect jobs are also created in the various industries such as food production, agriculture sector & in retail industry etc. In India, the development of the services sector has been largely expanding due to the tourists visiting in various destinations point.

In India restaurants, trade and repair services stand third as a sub segment of the services sector & in 2014 -15 they contributed 12.5 % that is 187.9 billion dollars to the Gross Domestic Product.

Generates Income

Hospitality and Tourism industries generate income in a various ways.

Now days the tourists spend a lot of money in their travel plans, with this effect the tour businesses and individuals who are performing in this sector also earn much remuneration & in return many of them invest the money back for the expansion of this industry;

Besides, income is also promoting the demand of various services like hotels, food & beverage and other places of tourist interest. These facilities are well improved and better designed to attract more tourist's interest hence the income generate source is all round.

Tourist spent money also on other human needs at the time of visiting a new place, such as clothes, food, medicine, transportation

Money is spent by tourists also on many other human needs when visiting a new place. They spend on medicines, clothes, food, transportation, entertainment likewise this supports overall global trade.

Foreign Exchange Earnings

Amongst all significance this is the most important contribution this industry can make to the economy of a country. All travel expenditure invested by foreign tourists is a source of foreign exchange earnings. Many countries of the world have made it mandatory for tourists from abroad to come along with a certain amount of foreign currency during the entire length of their stay. Foreign Exchange Earnings in 2015 for India were 16.94 billion dollars from this industry.

Foreign Direct Investment

India is gaining a rapid growth in FDI by establishing business from many global hotel groups in the world. This

sector is counted in the topmost 15 sectors which are gaining the maximum foreign direct investment.

Builds Infrastructure

This functions both ways. More number of tourists gets fascinated by good infrastructural facilities. At the same time, when tourists visit, much infrastructure development takes place as the income generated.

Thus Hospitality and Tourism is an industry that contributes benefits almost every sector of the economy of a nation. Both developing and developed nations of the world are working to enhance this industry to accelerate growth and development in their nation's tourism sector and in the world as a whole.

3. Relations between the Hospitality & Tourism industry

Tourism is top most activities in the world. After the 21st century there was a rapid growth in the world wide economic, in those 5 years duration people upgrade their lifestyles in to better way. The people started earning enough money to live their basic life then people started to improve their living quality & started to spend money to experience the outside world.

Culture exchange to make hospitality experience better & complete

Successful tourism is the key to attract more customers and tourist in the hotel sector, tourism sector creates opportunity to hotel sector to see what this business actually is and how much special it is.

These days many continents such as Asia has develop their economy, hence for more number of people from Asian countries experiencing opportunity to visit develop countries

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such as America, Australia and so on; but there are much differences between diet culture & lifestyle in Asia & America. This is major barrier for the culture resources.

What if the individual person is not capable to earn sufficient income to complete his desires, in such scenario as unsatisfied person surely will do two things: he will look forward to find out a substitute to complete his desire, or he will do the compromise by leaving that thing from his desire. As per this problem concern; more job opportunity should develop to local people.

4. Government scheme for Indian Tourism

The Government of India has understood the countries potential in travel & tourism industry hence introducing several program to make India Worlds Favorite tourism destination. Some of the examples are statue of unity which is the statue of Ironman Sardar Vallabhai Patel. This was inaugurated in October 2018. It is the tallest statue in the World at a height of 182 meters. This mind-blowing project has given a boost to the tourism & hospitality sector of India. The Government of India is putting their contribution one percent share in Worlds international tourist arrival by 2020 & with that 2 per cent share by 2025; currently under budget 2018-2019, the government has assigned Rs 1,250 crore for rapid development of tourism industry name as Swadesh Darshan.

5. Conclusion

Tourism is considering a big part of the hospitality industry. Their relationship role is extremely close, and for sure these two industries cannot exist without each other, they are interdependent and help each other to expand and grow. Hence for successful hospitality industry has to depend on successful tourism management and marketing.