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## *Changing Pattern of Present Industry scenario and in the next decade of Tourism and Hospitality Industry in India*

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**Abstract:** *The paper aims to illustrate the shifts witnessed in tourism and hospitality industry in the present industry scenario and in the next decade. The paper highlights about the new methods implemented in planning, development and management in tourism and hospitality research especially in the areas of partnership goals, linking tourism with various new aspects, housekeeping operations, food preference, economic growth, changing technology. The paper contributes knowledge of present industry scenario and providing valuable insight to the tourism and hospitality practitioners.*

**Keywords:** *India, Tourism, Hospitality, Pattern, Technology.*

### I. INTRODUCTION

Tourism and Hospitality is the largest and fastest growing sector in this world economy, with this these sectors are achieving and contributing significant.

Tourism plays a key role in global economic activity, job creation, export revenue and domestic value added, and directly contributes on average in the OECD area 4.1% of GDP, 5.9% of employment, and 21.3% of service exports.

To justify the 2030 agenda for sustainable development, tourism potential is also increasing across the world. For this .the concept of a “Smart Destination” has been gaining traction, defined as an innovative tourist destination using state-of-the-art technology for its sustainable development.

Tourism is a major engine of economic growth and an important source of employment & foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind – from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity and sustainability

For example : A 24x7 Toll Free Multi-Lingual Tourist Info Line (1800111363 or on a short code 1363) in 10 International Languages besides Hindi & English is being run by the Ministry of Tourism for providing information relating to Travel & Tourism in India to the domestic and International tourists/visitors and for assisting them with advice while travelling in India. The calls made by tourists (both international and domestic) while in India will be free of charge. The international languages handled are Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spa.

The next 50 years will see the centre of gravity of the world economy shift east and south. By 2030, developing countries are expected to contribute two-thirds of global growth and half of global output, and will be the main destinations of world trade. Emerging economies such as China and India are increasingly important markets for firms in many industries. A new middle class is fast emerging that will lead to a rise in consumption of basic consumer products and other product categories.

These demand-side factors mean emerging economies are likely to remain favoured locations for production activities, while significant shifts towards services will see China and other emerging economies gain large shares in services trade at the expense of OECD countries in the long-run (OECD, 2016a).

## II. GLOBAL CONTEXT

Many factors have contributed to the growth of tourism and hospitality industry in the world<sup>1</sup>. These sectors are achieving and contributing with a significant pace to the world's economy. Travelling is an experience unique to everyone. Apart from the individual aspect to it, it has also got a huge socioeconomic value to it. As designated by The United Nations, 2017 was the "Year of Sustainable Tourism for Development". The main aim of sustainable tourism is to develop impacts for tourism that creates jobs, promotes local cultures and protects the delicate ecological balance as well.

Despite various degrading factors like natural disasters, tourist attacks and political instability, travel and tourism continued to grow by contributing direct growth of 3.1% in GDP and supporting 6 million net additional jobs in the sector of tourism (WTTC Economic report). 2017 was a record year for international tourism. International tourist arrivals grew for eighth consecutive year, a sequence of uninterrupted growth not recorded since 1960s (UNWTO annual report).

According to the UNWTO report (World Tourism Barometers), the arrival of international tourists grew by a remarkable 7% in 2017 to reach a total of 1,322 million. This momentum is predicted to continue in 2018 with a growth rate of 4%-5%.<sup>2</sup> Tourism is a major engine of economic growth and a valuable source of important source of employment (contributing 5.9%), 4% of GDP and 21.3 % of service exports.<sup>3</sup>

To justify the 2030 agenda for sustainable development, tourism potential is also increasing across the world. For this, the concept of a "Smart Destination" has been gaining traction, defined as an innovative tourist destination using state-of-the-art technology for its sustainable development. It is predicted that by 2028, international tourists arrivals are forecast to total 30,469,000 generating expenditure of INR 3.316 bn an increase of 5.5 % p.a.<sup>4</sup> The online platforms offered by the network are becoming a voice of international tourism in the 21<sup>st</sup> century. (Nov 22, 2017).

In the worldwide economy, hospitality industry is playing an integral part and a rich role. The various factors like cross border investments, large scale mergers; acquisitions and obviously technology have changed the world wide scenario for hospitality professionals. As world is changing with a fast pace, the interlinking forces of technology, demographics and globalisations are becoming an interrupting organisations.

For example : Company like Air bnb with the help of digital platform and without owning any hotels entered into the hospitality industry and become a new competitive force. Airbnb also giving a tough competition to other lodging companies to re-examine their business models and foot prints. This considers that the value of hospitality companies actually lies in the digital conception.

## III. INDIAN CONTEXT

According to Travel and Tourism competitive analysis, Tourism industry contributes to 9.6% of India's GDP and provides 8% of its total employment. It stands 40th among 136 economies in the world (World Economic Forum analysis).

Considering India's potential, the government of India has taken many initiatives like:

**Swadesh Darshan Scheme:** Under this scheme, the aim is to provide employment and foster social integration without compromising upon environmental concerns. It provides unique experience to the tourists streamlining their interests. Various schemes include : Himalayan scheme, Sufi scheme, Heritage scheme, Religious scheme etc.

**Tribal Circuit Project:** Various tribal's areas are interconnected and promoted for a better tourist exploration. It provides job opportunities through crafts haats and tickets while preserving their natural habitat.

**Adopt a Heritage Project:** In this scheme, anyone from an individual person, private firm to any sort of organization can adopt a heritage and assist to its maintenance and protection.

Apart from these, various other initiatives were taken in 2017:

1. First India Tourism Mart, New Delhi
2. e-Visa/ Visa on arrival
3. Outbound Travel Roadshow
4. Beach bounty

The World Travel and Tourism council expects India to become the fourth largest travel and tourism economy within 10 years behind China, the USA and Germany.

But sadly enough, country's weak infrastructure and weak bureaucracy could allow certain areas to lose what makes them special before they ever reach their potential. Travelling has different horizons these days. Unlike earlier days, it's not just about needs or discovery. People travel for different reasons like leisure, business, medical purposes, exploration etc. Accordingly, there are different types of travellers too, for example: backpackers, volunteer travellers, long term slow travellers etc.

In recent trend, long term slow travelling has emerged as a way where travellers go around exploring a culture ranging from a month to a year. Over the time, they earn their livelihood on their way. Volunteer travelling is another trend where the person contributes to the betterment of environment or some other social cause while travelling. It is a great way of travelling as it's for the betterment of the delicate life on this planet.

Apart from the general hotels, resorts and theme based hotels, these days the concept of "Homestays" are very much into the tourism industry. This is an excellent idea where a tourist gets to stay in a homely environment and experience the local culture in its full essence. The services have a personal touch to it and the concept of being in a strange place vanishes.

Nowadays the adventure activities are aiming towards reaching to all age of people and in affordable expenses too. Latest technologies are making the concept of travelling smoother and easier by the day. There are apps that could make one's entire trips chalked out considering the maximum efficiency. Self-check-in counters and robots serving at restaurants and hotels. For example, Hilton has its robot concierge named "Connie" who is able to inform guests about nearby places of interest, give information about the hotel and give dining recommendations as well. The ever changing tourism industry holds huge potential in the economic sector of the world. The time has come to nurture the tourism industry and witness it blooming around the world in all its glory. Therefore, the term sustainable for both tourism and hospitality industry can give a better tomorrow.

#### IV. CONCLUSION AND MANAGERIAL IMPLICATIONS

The objective in this paper was to introduce the various issues and its strategic questions which are enabling to gear up the tourism and hospitality industry in various sub sectors. Both the Global and Indian scenario in the paper provide useful insights for all stakeholders in the Indian tourism and hospitality industry and some implications for general management.

The proposed reforms and initiatives led by the Indian Government would provide a conducive environment for the growth of the hospitality industry.

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