

HOSPITALITY INDUSTRY

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Abstract :An, Indian Hospitality has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centers and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodations. But much more remains to be done.

Keywords: Hospitality, capacity, Increasing Trains And Railway Connectivity

INTRODUCTION

Since Hospitality is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in Hospitality if India is to become a world player in the tourist industry.

Primary Tourist Enterprises in Hospitality Industry

There are a large number of primary tourist enterprises. Most of these enterprises are dependent on Hospitality for their survival. Examples of such enterprises are as follows:

- i. Accommodation enterprises like hotels, motels, holiday homes, youth hostels, guesthouses, camping grounds, inns, etc.
- ii. Food and beverage services such as restaurants, cocktail bars, coffee shops, and teahouses, coffee houses etc.
- iii. Transportation services including hire-cars, taxis, buses, sightseeing vehicles, special tourist trains, ropeways, ferries, cruise-boats, and airlines.
- iv. Travel Agencies.
- v. Tour Operators.
- vi. Enterprises dealing with providing interpretation services, guiding services, escorting services.
- vii. Entertainment services such as sports programme, exhibitions, theatres, cinemas, nightclubs, dance halls, theme parks, racing, casinos and gaming facilities.
- viii. Enterprises manufacturing art products, handicrafts, souvenirs, guidebooks, etc.
- ix. Shopping establishments selling souvenir items.
- x. Duty-free shops selling items of tourist interest.
- xi. Agencies dealing with promotion and development of Hospitality, financing of Hospitality and providing insurance cover.

Research Methodology:

Research methodology used for study is both exploratory and descriptive. Under the experience

Hospitality Industry

survey, the respondents of different types and quantum for different enquiries were selected by using the judgment sampling method (Convenience sampling)

Study Area:-Mahabaleshwar and Panchgani from Maharashtra

Why Do the Tourists in Mahabaleshwar/ Panchgani?

Reason to visits	%
• Change of environment (Escape From an apparent commonplace Environment)	16
• Cultural attractions	02
• In search of new experiences	06
• See how the hill station is	18
• Visit family/friends	04
• Adventure/excitement	06
• Sagacity of history	06
• Enjoy the nature/ Relaxation	02
• New/variety foods and wines	02
• Seek own cultural heritage	08
• Like to shop at hill station	02
• Visit religious sites/ Social Interaction	16
• Others have business abroad	06
• Improving the health/medical reason	02
• Romance, Honey moon or such other reasons	02
• Prestige/status	02
Total	100

Source: Field enquires

Impact of Hospitality Development and Constraints therein

•The development of Hospitality is not without the constraints and these are to be overcome by the concern in their own ways taking into consideration the scarce resources and consumer surplus they get. Despite the constraints, the Hospitality development is necessary for the benefits of the society. The evaluation of these benefits are made in the last portion of the chapter.

•The Hospitality development is obstacle by many constraints such as:--

- i.Hospitality Industry Product (TIP)
- ii.Individual Tourists
- iii.Host Community / Government
- iv.Common Constraints
- v. Compounding of Above Constraints

•Impact of Hospitality is perceived in the following

- Inflationary Pressure
- Structural Changes
- Dependence on Hospitality
- Investment Priorities

•Economic and Other Benefits

- International Hospitality Increases Foreign Exchange Earnings
- Hospitality Generates Employment
- Hospitality Stimulates Investment
- Hospitality is a Means of Redistributing Wealth
- Hospitality Benefits to Host Population
- TIP Increases Tax Revenue

An Evaluation of Tourist Opinions, Satisfaction and Impact

•Primary Data about the tourist satisfaction along with the related details was collected from the 100 tourists staying in the hotels for one or more than that on payment. The selection of these tourists was made

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Hospitality Industry

by using the judgment sample selection technique and the experience survey was conducted with the help of duly designed questionnaire.. These tourists were visited at the time convenient to them and interviewed on the basis of questionnaire duly prepared. The information or matters relating to Hospitality development is also collected from the hotel owners, tour-service agents, Shopkeepers selling the handicrafts and other related items to tourist and so on. Of the total of 100 tourists surveyed for the study, 20 were of foreign origin. The analysis presented in this section, therefore, also takes into consideration the grouping of tourists on the basis of their area of origin along with, of course, the overall picture presented for the total tourists visiting the area.

- A perusal of the table reveals that a lot still needs to be done with regard to the facilities in the hotels, management of hotels and guesthouses and the quality of food and beverages served to the customers only. 54 percent of the sample tourists felt that hotel staff was courteous and 47 percent of them felt that cleanliness standards in the hotels and guesthouses were good. In this regard, it may also be mentioned that 61 percent of the tourists felt that hotel / guesthouses tariffs were on higher side, given the facilities that these hotels and guesthouses were providing. Overall, it may be concluded from these responses that there is an urgent need to take necessary steps to improve upon the boarding and lodging standards, along with the improvements in management standards.

- In the similar vein, the sample tourists were also requested comment on the level of satisfaction that they obtained vis-à-vis the expectations prior to their visit to the area. In this regard, so far as their expectations of natural scenic beauty, entertainment and climate were concerned, 79 percent, 67 percent and 47 percent of the tourists respectively felt fully satisfied (Table 5.18). On the other hand, 78 percent of the tourists were not at all satisfied with the parking facilities in the area, while 61 percent felt that Mahabaleshwar is more expensive than they had hoped for. Further, 47 percent of the tourists were not satisfied by the general cleanliness the towns. Majority of the tourist were not forthcoming on different Hospitality related aspects of Mahabaleshwar and felt particularly satisfied in respect of the basic aspects of Hospitality industry in Mahabaleshwar. A mention needs to be made of a high proportion of tourists, who felt partially satisfied with the accommodation, local road conditions and transportation facilities and the expected tranquility of the area.

- The chief concern in developing a Mahabaleshwar as a tourist destination is to speed up the economic development through tourist industry's multiple economic impacts on the economy. However, the impact of Hospitality on the socio-economic and cultural well-being is best perceived by the local people; whose daily routine revolves around the industry and hence gets influenced by the same. Any development initiative including Hospitality development thus can be best judged by the local people. With this in view the people's perceptions of the impacts of Hospitality development were obtained from the sample respondents by using a specially prepared questionnaire for this purpose. The perceptions of the local people have been analyzed by grouping the responses regarding the impact of Hospitality on following activities:-

- A common feeling among the majority of the population is that as a result of increased construction activity, there has been an adverse impact on the status of forests and the climate. Among the adverse impacts perceived by the local people are the increased rate of forest degradation, increased pollution, destruction of scenic beauty of the towns and their surroundings and the frequent land slides in the area. The responses of the sample respondents in this regard have been presented to compare the current situation with regard to the general natural environment compared to the situation ten years back.

- All the survey respondents were of the opinion that the natural environment has certainly degraded compared to the situation a decade back (Table 5.18). Their views only differed in terms of the level of deterioration as perceived by different respondents. A majority of the respondents of the study area felt that the scenic beauty of towns has been destroyed by about 50 percent of what it used to be 10 years back. Similarly, a high proportion of these survey respondents felt that there has been an increase of about 50 percent in pollution in the towns and in frequency of land slides and deforestation in the vicinity of the study areas.

- Overall, a high majority of the respondents are again of the opinion that the towns have lost considerably so far as the state of their current environment, compared to the situation ten years back, is concerned.

Demand Dynamics for Tourist Products

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•Economist define demand as a schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during some specified period of time. Thus, there exist at any one time a definite relationship between the market price and the quantity demanded.

•A demand curve graphically depicts the relationships between amounts tourist would purchase TIP at varying prices. We can indicate a range of prices on the vertical (left) side of a graph with the price at zero at the bottom and a maximum price at the top. Similarly, we show a zero amount of TIP purchased at bottom left and maximum TIP to be purchased at the extreme right end of the horizontal (bottom) axis. A curve can then be drawn. The curve will connect intersecting points where price and TIP quantity meet. Typically, TIP quantity and price are inversely related. TIP quantity purchased will rise when the price is lowered. This condition is known as the law of demand and is true for most commodities. However, there are important exceptions some of which are described already.

•In somewhat more specific terms, the demand for a particular TIP will be a function of the propensity of the individual to consume and the reciprocal of the resistance of the link between tourist and TIP. Thus:

$$D = f(\text{Propensity, Resistance}), \text{ where } D \text{ is demand}$$

•Propensity can be thought of as a person's predisposition to TIP. In other words, how willing is the individual to consume TIP, what types of TIP does he or she prefers and what types of TIPs are considered. A person's propensity to TIP will, quite obviously, be largely considered. A person's propensity to TIP will, quite obviously, be largely determined by his or her psychographic profile and consumption motivation. In addition, a person's socio-economic status will also have an important bearing of propensity to consume. It follows that to estimate a person's propensity to consume; we must understand both psychographic and demographic variables concerning the person. Propensity is directly related to demand.

•Resistance, on the other hand, relates to the relative attractiveness of various TIP. This factor is, in turn, a function of several other variables, such as economic distance, cultural distance, the cost to tourist TIP the quality of TIP, effectiveness of advertising and promotion and seasonality. Resistance is inversely related to demand.

•There are several measures to estimate TIP demand; significant of them are as below :

1. Visitor arrivals
2. Number of visitor days or nights of stay in hotels
3. Amount spent or expenditure made by the tourists

•Several statistical methods or econometric analyses can be used to project demand. All require a degree of statistical or mathematical sophistication, familiarity with computers and a clear understanding of the purposes (and limitations) of such projections. Listed are several such methods with brief explanations.

•The simplest approach to the problem of optimization of tourist satisfaction is based on a concept called utility, which is defined as the satisfaction a person obtains from the TIP consumption. Satisfaction is, of course, a highly individualized concept, since each person's psychographic and physical make up is different, and his satisfaction scale is also different from officers.

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