

TRENDS IN INDIAN HOSPITALITY AND TOURISM INDUSTRY

Abstract

When compared to other service industries, the hospitality sector is one of the fastest growing and has expanded quickly to become a global industry. Unquestionably, the tourism and hospitality sectors serve as the economic and financial backbone of many nations. Due to the positive impact that tourism can have on a country's overall economic development, many nations have transitioned from economic hardship to a commendable situation. The Indian economy is significantly influenced by tourism. Any business must be innovative and creative in order to survive. The hospitality sector is typical. The hospitality sector in India is going through a significant transformation, and in addition to traditional business and leisure travel, the sector is also attracting interest from a number of other sectors, including meetings, promotions, conferences, and exhibitions, eco-tourism, wellness tourism, spiritual tourism, and going on pilgrimages. The next surge in domestic and international tourism will originate in untapped regions. The hotel industry is also considering developing related products to meet the various needs of tourists, who have increasingly varied needs. The Indian government has made a number of reforms to the regulatory structure In order to make it more lenient toward investment and hasten the expansion of the industry. These plans, along with significant funding for the development of world-class infrastructure, better air and land connectivity, encouragement of regional construction in Tier-3 and Tier-4 cities, and exploration of untapped geographic resources, have contributed to India's hospitality sector's explosive growth. The focus of this article is on these trends in the Indian hospitality

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sector. As a result, the industry's makeup has undergone a radical change. It also tries to analyze how these trends affect India's economy as a whole and the hospitality sector in particular.

Keywords: Tourism, Economy, Tradition, Hospitality, Business etc.

I. INTRODUCTION

The global hospitality sector is expected to experience rapid growth and an influx of competing businesses, necessitating the release of ground-breaking goods and services. Affordable Asian-inspired restaurants and modular hotels, including the most recent ones at the Burj Al Arab in Dubai and the Sky Park in Singapore, are just a few of the creative and effective ideas that have recently been introduced in the industry. A growing number of foreign companies are entering the Indian market and offering cutting-edge services at competitive prices, which is driving up competition in the sector. As a result, the industry has become very specialized. The growing demand from both domestic and international tourists for new industries like conventions, incentive travel, conventions and exhibitions, eco-tourism, wellness tourism, spiritual tourism, and pilgrimage is encouraging innovation. Given this context, the goal of this research paper is to examine how innovation is transforming the hospitality sector's practices and the effects of those changes on the Indian economy as a whole. Governments, corporate organizations, and individuals are becoming increasingly interested in and concerned about the hospitality and tourism sector as a result of its robustness. As inbound tourism flows increase and intensify, it not only enables people to take in sightseeing and decompress, but it also acts as a potent economic booster for nations, governments, organizations, and people in general. The hospitality and tourism sector is the largest and fastest-growing industry in the world, and it is a significant source of income for the sector.

India's hospitality sector is undergoing rapid change. The industry's buzzword is innovation. As the industry sees a shift in demand for the aforementioned new sectors, the hospitality industry demands that entrepreneurs should provide better ways to deliver existing services, introduce new services, and find new ways to please the increasingly demanding customers. should concentrate on and introduce novel economic operations. Since entrepreneurs are well aware that their products and services risk becoming dated and eventually driving them out of business if they don't use innovative products and services, many innovations are currently being used. The following section discusses a few of these trends that have altered the hospitality landscape in India.

1. Echo Tourism: The term "ecotourism" combines the words "ecosystem" and "tourism.". Ecotourism is produced collectively. Ecotourism can be defined as responsible travel in which travelers visit natural areas that support environmental preservation and enhance the well-being of indigenous cultures. The fastest-growing segment of the entire tourism industry, according to the World Tourism Organization, is ecotourism. Three times faster than tourism, the ecotourism sector as a whole has grown annually between 20 and 34 percent since the 1990s. India initially lacked much enthusiasm for eco-hotels. showed up but took tourism very seriously. But as soon as the negative effects of mass tourism became apparent, attention turned to the environment in an effort to strike a balance between sustainability and profitability. Indian hoteliers entered the market after realizing the enormous potential in this industry and have since been able to utilize some of the most remarkable ecosystems on earth, including the Himalayas and the Western Ghats. Kerala, also known as God's Country, is one of India's best ecotourism destinations. The nation is well known for its houseboats cruising the country's enormous backwaters, Ayurvedic spas, Western Ghats forest hotels, immaculate beach resorts, Eco lodges, and other ecotourism initiatives. Its distinctive culture, traditions, and diverse geography make it one of India's most fascinating tales. Traveling to places of natural or

environmental interest for the purpose of seeing wildlife and learning about the environment is known as tourism. It usually takes place under the guidance of a naturalist and focuses on promoting environmental awareness and conservation.

- 2. Agricultural Tourism:** Agritourism and agro-tourism are the same thing. Agritourism is becoming more and more popular as business owners seek to expand their enterprises and increase their profits. Drivers face both inherent problems and legal difficulties as a result of agrotourism. For ranching tourism, it does, however, also open up new revenue streams. Agritourism is a tactic to promote lucrative growth and job creation in remote and underdeveloped areas. Agritourism contributes to the profitable diversification of the country's rural areas and helps them generate new revenue. Agritourism exposes tourists to things like regional cuisine, crafts, and natural attractions, allowing them to interact with nature and learn about the culture and traditions of the country. Visitors who go on agricultural excursions are welcome to stay there. a particular kind of farm, dairy, or super stud property. This kind of journey is wonderful for fans who want to take a break from their busy schedules to re-connect with nature. Agritourism, which is typically done on plantations, is the sector of India's tourism industry that is most underappreciated. On this tour, visitors can sample real, unadulterated food, learn about various agricultural processes, and have a remarkable and authentic first-hand experience with rural life. Tourists may experience renewal and comfort in stunning natural settings. It has become more difficult and turbulent to live in the civilized world. Although the market economy has increased employment opportunities, it has also increased stress and complexity in the environment. People can feel relieved after experiencing livestock tourism. Due to urbanization, the majority of children and adults have no idea what rural life and education are like. Thanks to agritourism, they have the opportunity to learn about rural life and do actual agricultural work. Agritourism is the practice of inviting both domestic and international visitors to visit farms so they can get a taste of rural life. Along with educating travelers about various nations' farming practices, agritourism exposes tourists to local cuisine, crafts, culture, music, and language. Visitors can partake in the rustic crown jewels, including bullock cart rides, watching grazing goats and cows, and gathering fresh produce from the garden. The Indian government enlisted the UNDP to promote rural tourism. Additionally, it has approved more than 100 plans for rural tourist infrastructure that will boost socioeconomic benefits and tourism in the affected rural areas. In order to provide tourists, leaders, and communities with a variety of economic, educational, and social benefits, agritourism has a unique opportunity to integrate the labor and agricultural sides of tourism. Agritourism managers can take advantage of this and communicate with customers directly. A place becomes more alluring to tourists by increasing the number of visitors and their average length of stay. Agritourism gives localities the chance to improve their primary source of employment and create new job opportunities. Agritourism also promotes agriculture, provides opportunities for general public education, and helps nations build successful businesses. As well as the potential for brand-new lucrative industries, agritourism presents producers and owners with new legal challenges. Both domestically and abroad, agritourism operations exist. These can be small companies that run seasonally and provide rudimentary customer service, or larger companies that operate continuously and serve a sizable clientele.
- 3. Adventure Tourism:** Due to the increasing demand for novel experiences, adventure travel is growing in popularity. Adventure tourism is a type of sightseeing that incorporates physical effort, artistic exchange, or conditioning in the outdoors, according

to the Adventure Travel Trade Association. You don't have to dive with harpies or jump off cliffs to consider yourself an adventure sight seeker, but you should. An adventure trip involves being physically active while also engaging with a new culture or location. It's not about experimenting outside of your comfort zone or acting recklessly. When living somewhere unfamiliar, it is absolutely essential to be aware of and respect your boundaries. Our list of adventure trip conditioning options has plenty of options if you don't seek out the most exhilarating experiences. If you're an adrenaline junkie, don't worry; we still have some options for your upcoming trip. India offers a wide range of adventure conditioning opportunities because of its diverse topography, vegetation, and fauna. Additionally, a wide range of activities that India can offer to both Indian and foreign tourists have now become available thanks to technological advancements and the availability of vocational schools with colorful facilities. India is surrounded by beautiful strands and numerous undiscovered islets on three sides of a long bank. Numerous diving and aquatic discourse conditioning programs have been made possible as a result. India is also blessed with magnificent mountains and mountain ranges, including the Himalaya, Aravalli, Sahyadri, and Western Ghats, which offer opportunities for mountaineering, touring, gemstone climbing, and other adventure activities. The Indian Institute of Skiing and Mountaineering (IISandM) received funding from the Ministry of Tourism in the amount of Rs.64.59 lakh for adventure tourism preparation during the 2015–16 fiscal year (up to December 31, 2015). Reduced maximum rates for perambulators on peregrinations have resulted in a payment of Rs. 47,06,000 being made to the Indian Mountaineering Foundation (IMF).

- 4. Uses of Social Media:** Social media has proven to be both a blessing and a curse for the Indian hospitality industry. On the creative side, it's being used as a strategic business tool to provide consumers with backed-up services, to gather insightful feedback from visitors, to address guest grievances, and to strengthen brand character in a crowded market. However, there have been many instances where social media has been used inappropriately to harm the reputation of hotels. For the harmed organization, this has meant an endless loss of gains and goodwill. The big three social networks (Facebook, Twitter, and Instagram) have been influential in the tourism assiduity, just like in any other assiduity. Trip is one of the most frequently discussed themes across all of these channels, despite each having its own fan base. Facebook is a great tool for keeping drug users in contact with other members of their respective social circles. People can share their thoughts using Facebook's recommendations feature. To gain insight into what drug users are saying about your trip business, this can be used effectively.

Instagram is one of the best social media platforms because of its focus on visual content. It provides a fantastic platform for tourism businesses to engage with both current and future visitors. Using Instagram will help you draw in customers, especially Millennials, who are a particularly active demographic there. To maximize the fashion potential of your posts, you should use both popular travel hashtags and create your own. Twitter is where you voice your ideas, while Instagram handles your visual content. You can blather on this platform about elevations and short trip advice. Even though you can use Twitter for your brand's images and videos, its real strength lies in providing customer service. If you want to participate in the conversation, you must have a functioning Twitter account. There are many platforms outside of the Big Three that you can use to communicate with various tour groups. LinkedIn is significant for B2B, as an example. In LinkedIn groups, business travelers share information on a variety of topics, including

business trips. If you want to connect with business travelers, use LinkedIn to get in touch with them based on where they are.

- 5. Rural/Pastoral Tourism:** showcasing idyllic life, arts, culture, and heritage in idyllic locations, thereby supporting the local community economically and socially and luring tourists and residents looking for a richer tourism experience. Any type of tourism that involves trading between you can call the area tawny. sightseeing. The main goal of idyllic tourism is to actively involve travelers in idyllic life. While taking part in the daily activities at the villa, visitors enjoy idyllic locations and life. The chance to fully experience the customs and culture of the area is also available to day visitors. A caller may stay for an extended period of time as part of pastoral activities to learn about the distinctive way of life at the villa. Agritourism, art tourism, nature tourism, adventure tourism, and ecotourism are all types of rural tourism that are varied and heavily interconnected. The practice of "existential tourism" is becoming more popular as a way to experience new cultures and learn about people, food, traditions, etc. At that point, the picky rubber neck is prepared to travel great distances and to previously undiscovered locations in order to witness unusual gestures. Taking responsibility and giving back to the host community are additional obligations of being a tourist. Living slowly in a villa is an experience that gives you new strength because you're away from the bustle of the big city. Additionally, communes and pastoral farming represent their own trades and crafts in their unique forms, which are uncommon in large cities. Pastoral tourism highlights the distinctive accomplishments of indigenous peoples and related niche tourism industries like ecotourism, agricultural tourism, and adventure tourism. This is a fantastic chance to advance ethical and sustainable travel in this nation. Country. Rural tourism can resurrect traditional crafts and trades and help to replace successful traditional businesses. It will energize pastoral life and aid in the management of hygienic conditions in pastoral areas. Engage callers to increase your knowledge.

The growth of rural tourism was one of the ministry of tourism's top priorities. The Darshan Plan for Swadesh now includes the Rural Tourism Board as one of the 13 thematic districts to be developed. The Destinations and Circuits Product/Structural Development Plan (PIDDC), which is managed by the Department of Tourism, includes a pastoral tourism program. The main goal of this program is to introduce the idyllic lifestyle, art, culture, and heritage of the city while providing a foundational understanding of fabrics, handicrafts, crafts, and the surrounding natural environment. Central Financial (CFA) is a supporter of this program. giving the Union Territory Administration of the State Government the structural development and capacity structures for every point connected through it. UT In 2015–2016, PIDDC received an allocation of INR 200 crore under this program.

- 6. MICE Tourism:** The ground-breaking MICE concept is essential to the Indian hospitality sector. H. meetings, conferences, conferences, and exhibitions. A predetermined goal, whether professional or recreational, is planned ahead of time when engaging in this kind of tourism. One of the many strategies India can use to draw foreign tourists for day trips is MICE. India is a dynamic country because it offers top-notch services in royal and spiritual locations, artistic and historical locations, and sandy and adventurous locations for pre- and post-term meetings. Creativity is another facet of MICE, and it makes for a great venue for cross-border meetings and conventions based on international standards. Performance-based rewards for employees are successful for businesses. Momentum

currently makes up the lion's share of MICE in the Indian context, but with rising demand, it won't be long before the Indian business community fully embraces MICE conditioning.

In terms of global MICE demand, India currently holds the 27th position. India is prepared to ensure that important organizations and other conference sponsors stay in India and help the conference succeed. These include the Vigyan Bhawan in New Delhi, the Centre Point in Mumbai, the Renaissance Hotel and Sabha Center, the BM Birla Science and Technology Centre in Jaipur, the Jaypee Hospice and International Conference Centre, and the conference centers in Agra and Cochin. there it is. a vibrant resort in the center. India is becoming more and more internationalized, and MICE is quickly gaining the majority of travel and advertising budgets. By estimating the number of day-trippers who travel primarily to attend meetings, conferences, exhibitions, etc., the size of his MICE tourism in India can be estimated. 40,672 non-tourist travelers visited India, locals were advertised to on her 13 outlets, and 14,764 of them did so for business, according to IPS Check. 10,627 of them were his MICE tourists who went to India on business or to attend conferences, forums, or other events.

7. **Uses of Hotel Information System:** Prior to technology, hotel staff manually stored data. For instance, the guest history information is recorded when a guest makes a hotel reservation, along with all other booking information. These lines are stored in a different locker than the manual file. Additionally manually counted are guest bills, clothing lists, and other pieces of data. Securing and moving these files proved to be a significant challenge for society staff. Fire, insects, and natural disasters frequently corrupted even manually captured data. The accuracy of manual calculations is unreliable, and saving these files takes time. However, employees face a real challenge when a hotel needs to provide specifics on out-of-date room data and booking history when it is available. Additionally, it takes a lot of care and time to find the right records in the right file. The introduction of hotel information software came about as a result of the deficiencies of manual hotel operating systems. Hotel information systems are functionally used in departments like events, housekeeping, food and beverage storage, and tax administration departments. They can be used to support and assess functional and strategic situations. The real estate operating system's primary function is to coordinate various hotel operations and maintain data accuracy. It is fashionable for hotels to employ hotel marketing techniques and gain a competitive edge by utilizing hostel information systems. Hotel information systems enhance the operational, performance, and strategic planning processes of hotel operations.

The system can enhance various Service functions, enhancing the Service's speed and quality, thanks to technological advancements and inventions. There was no need for any training to use the internal software system, and this software also made it simpler for visitors to book rooms online. The management of internal software systems is also simple for hotel staff. The 'POS Options' sub-module facilitates communication with pertinent hotel departments and simplifies the use of the billing software for hotel branches. The use of hotel software increases productivity by allowing staff members to manage their daily tasks more effectively and with less effort.

8. **Uses of Artificial Intelligence (AI):** The booking process and answering frequently asked questions have shown chatbots to be a valuable tool for customer service. This is

crucial in a sector like the hotel business, which must run around-the-clock. A chatbot called ChatGPT makes use of the GPT-3 language model created by OpenAI, which specializes in simulating various human interactions and providing feedback. Imagine it as a clever new search engine iteration that does away with the countless blue links that require users to open multiple tabs to organize information to find answers rather than just searching for specific information. what the user desires. In order to provide a concise response based on all the information on the web, let's first break down what we want and need. For instance, a user looking for travel advice might use this query. Whether it's ChatGPT specifically or another AI-powered chatbot, it's certain that cutting-edge AI will soon be implemented in customer-facing entities like travel and hotel search. Therefore, 2023 is the ideal year to move in this direction because it will undoubtedly play a significant role in the future of the hospitality sector.

- 9. Focus on Sustainability:** The growing significance of sustainability and environmental responsibility is one of the most recent trends in the hotel industry. Many hospices, resorts, and other hospitality businesses have embraced green business practices, which include lowering water and energy usage, using eco-friendly cleaners, and sourcing real and sustainable food and ingredients. As consumers' concerns about the environmental effects of their travel and lodging decisions decrease, this trend is likely to persist.
- 10. Traveller Preferences:** Moment hikers are on the lookout for new hosts, whether through air conditioning, food, athletic conditioning, or a specialized hobby similar to music. There aren't any well-known, trendy hotels in emerging locations, and travelers select destinations and accommodations based on a range of factors, so it's critical for hoteliers to stay on top of guests' shifting tastes.

II. CONCLUSION

To maintain and strengthen the position of the hospitality and tourism industry in the future, we must begin a long-term business plan that includes a number of strategies that adapt to People's future needs from Reality. Because they can lead to deeper understandings and illuminating discussions, the studies mentioned above merit further consideration. Despite the industry's size and complexity, technology has made it possible for many of its components to be connected. While many in the field work quietly in the background, those on the front lines (travel agents, front desk staff, tour guides, etc.) need to be positive and outgoing.

Both positions necessitate a dedication to excellent customer service as well as a keen eye for detail. The Ministry of Tourism works to develop first-rate tourism infrastructure alongside the country's main thoroughfares and travel hotspots. He has backed initiatives for the development of product/infrastructure (PIDDC) for travel and tourism, human resource development, fairs and festivals, adventure travel, and rural tourism in an effort to upgrade infrastructure. Additionally, the emphasis of the current hotel industry trend is on the part that information technology and artificial intelligence play in making data storage for hotel staff easier and more effective.

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