



HOTEL INDUSTRY: NEED OF THE HOUR

Dr. T. Sarathy, Professor, Periyar Institute of Management Studies, Periyar University, Salem

S. Purushothaman, Asst. Prof., Dept. of HM&CS, M.G.R. College, Hosur

Abstract: *Hotel industry has recorded the highest growth by the inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global. In India the prospects of the hotel industry drives with the change in the spending pattern and perception of the individual towards the hoteling. The foreign tourists as well as the local visitors are now a days becomes more demanding due to the increase in the income level and status.*

Keywords: *Hotel Industry, Perception and Tourists*

INTRODUCTION

The Indian hotel industry is promising to rise as one of the key sector driving growth in the services sector of Indian industries. The future of the hotel industry has always been linked to the future of the tourism industry in India. Hotel industry has recorded the highest growth by the inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global. In India the prospects of the hotel industry drives with the change in the spending pattern and perception of the individual towards the hoteling. The foreign tourists as well as the local visitors are now a days becomes more demanding due to the increase in the income level and status. Way back before 30 years there were no such requirements about the hoteling. But as the time changes, there are frequent changes in the perception of the individual customers towards hoteling. Hence due to the frequent changes in the demand of the customers, the hotel industry also has shown the progress in the innovativeness in their area. As said earlier, in way back, customers of hotels generally prefer for the snacks, lunch dining or stay as tourist. But now days, peoples are shown the interest in hotels as a span for freshness, relaxation of the physic, official work etc.

CATEGORIZATION OF HOTEL INDUSTRY IN INDIA

According to the recent trends in the perception of the individual customers, hotel industry has now distinguished into various parameters. Hotels are basically categorized as per the location. Hence it has mainly the following categories-



Heritage

These types of hotels reflect the old glory and grandeur of India, they are mostly the old havelis and mansions of ancient times which have been turned into Heritage Hotels and these provide tourists with an opportunity to experience royal pleasure in traditional ambiance. They mostly concentrate in the princely states of Rajasthan, Delhi, and Madhya Pradesh

Luxury

These Hotels are equipped with world class infrastructural amenities, they offer the tourists with a fine lodging and dining experience. They extend a warm welcome to the customers catering primarily to the upper class executives.

Budget

These kinds of Hotels are like home away from home, they accommodate customers from upper middle and middle class. Mostly named as Economy Class Hotel, Business Hotels and Discount Hotels, the Budget Hotels supports the modern infrastructural facilities for a comfortable and pleasant stay.

Resorts

Resort hotels in India are mostly found in hill stations and sea side tourist destinations. These are located amidst natural scenic beauty, they are the ideal place to enjoy some valuable time with family and friends or in solitude.

RECENT DEVELOPMENTS IN INDIAN HOTEL INDUSTRY

Indian Hotel Industry holds a special place in the international world of hospitality. India is culturally the country which would be very well having the most diverse places in the world.. In India Hospitality is a long running tradition. Whether it might be the majestic Himalayas and the stark deserts of Rajasthan, or the beautiful beaches and lush tropical forests, to idyllic villages and bustling cities, Indian land offers unique opportunities for every individual preference. Indian Hotel Industry has the best staff for hotels unlike employees in East Asian hotels who are charming and gracious, Indian staff is also grooming themselves to take initiative and discretion of decisions on the spot. Most are better educated and speak better English than their East Asian counterparts. Today the accommodation options throughout India have become extremely diverse and unique from home stays and tribal huts to stunning heritage mansions and maharaja palaces.



It could be From Kashmir to Kanyakumari, from Gujarat to Assam; there are different cultures, languages, life styles, and cuisines. This variety has reflected and increased by the many forms of accommodations, ranging from the simplicity of local guest houses to the government bungalows to the opulent luxury of royal palaces and five star deluxe hotel suites. In recent years the Indian government has taken several steps to boost travel & tourism which have benefited the hotel industry in the country. The initiatives by the Government include the abolishment of the inland air travel tax of 15% to 8%, reduction in excise duty on aviation turbine fuel and removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft. Indian Hotel Industry has been booming business and has also given a boost to tourism business in the country. Radisson Hotels India, Taj Group of Hotels, Park Group of Hotels and ITC Hotels are some of the known hotels in the hotel industry that are famous for unique amenities and superb accommodation arrangements.

RECENT TREND IN HOTEL INDUSTRY

Modern-day travelers see luxury more and more in the storytelling of having an experience rather than in luxury items. So in order to provide all these facilities to the visitors, the hotel industry has to follow the recent trends. These are as follows;

Concept hotels (Special Purpose Hotels)

Concept hotels are usually the small hotels which have typically between 10 and 100 rooms in unique settings with upscale accommodations. Featuring eye-catching, colourful interior design, each hotel typically has a bar, buffet restaurant and swimming pool. Free Wi-Fi is also available in the lobby.

Changing Demand

Travellers today don't want to feel like they are in a corporate setting, but thrive in environments where they can interact with people, be it face-to-face or virtual. They want everyone to participate.

Globalization

There are more like-minded people who think in similar ways; Brands are everywhere and you don't have to go far to find them; Cultural variety is diminishing; Solutions are becoming more universal.



Technology

Technology makes things easier and has led to an explosion of information, Social media is used daily. User-recommended feedback is becoming increasingly important and Internet forums are providing increased transparency.

Transport

Travelers often select from a diverse range of modes of transport. Depending on where they are traveling to they can walk, cycle, or use a car, coach, ship, train or aircraft. The various forms of transport have different impacts on the environment. Obviously walking and cycling have the least negative impacts on the environment because no fossil fuels (oil, coal, gas) are burned and hence no green house gas emissions occur.

Freshness of food served

Many diners are now said to be more health conscious and they are interested in meals that are made from fresh ingredients and that are prepared under hygienic conditions. Hygiene in food storage and preparation is very important. Most tourists would be reluctant to order a meat dish in a restaurant after seeing meat stored on an open cart. How food is displayed will also impact on the enjoyment diners get out of food consumption.

Whether Hotels Adapting?

Now a day's hotels are adapting these trends. It seems that many hotels have changed over the last decades still consisting of the same in-room amenities, the same heavy curtains & furniture's, the same check-in process, the same small desk, and so forth. This is no longer a place where the modern-day traveler feels at home.

Customers spending pattern

Consumer spending is nothing but the purchasing of the product or services by the individual or a family. Growth in the demand for goods and services is the key factor of the growth of Indian economy over the past 20 to 30 years. Consumer spending is measured in terms of the National Income. As per the salary or the total monthly income is considered, the individual is bound to spend their income on the priority basis. The individual has to keep in mind the inflow and outflow of the money. Inflow and outflow of the money is variable as per the type of income. Every individual is categorized in a special group of income level. He/she has to look after the expenditure and income balance throughout his/her life.



CONCLUSION

Trends in perception of hoteling and spending pattern of individuals are changing constantly day by day. Many changes are derived as per the financial condition of the individuals. Those who belong to the higher income family, the spending on luster life gets change. So the hotel owners and or hospitality industry has to keep their eyes open and look outside the world for recent trends in the factor of development and subject to the need of the individual customer.

REFERENCES

1. Brands that do good also do well. (2015). *HSMAI Marketing Review*, 20(3), 40.
2. Cotterill, H. (2015). Training & recruitment. *Travel Trade Gazette UK & Ireland*, 48-48.
3. Clark, S. (2006). Corporate social responsibility: A marketing tool for major hotel brands. *HSMAI Marketing Review*, 23(1), 42-45.
4. Detwiler, M. W. (2005). Communal living. *Pizza Today*, 23(7), 64-65.
5. Doherty, K. (2007). The wearing of the 'green.' *Food Logistics*, (93), 4-4.