



E-ISSN: 2706-9591
P-ISSN: 2706-9583
IJTHM 2021; 3(1): 50-52
Received: 23-11-2020
Accepted: 25-12-2020

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Tourism and hospitality: Issues and challenges

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Abstract

One of the most significant among industries that has evolved during the last two decades and has been of economic relevance in the changing market landscape in India is tourism and hospitality industry. Rise in disposable income and boost to travel infrastructure has further led to raise in the growth figures of this industry. According to current projections, the aviation industry would grow dramatically in the future years, having a direct influence on India's tourist and hospitality businesses. Furthermore, due to their simplicity and accessibility, social travel websites have gained in popularity in recent years. It has also been demonstrated that middle-income groups favour low-cost hotels and are especially enticed by price reductions and programmes. Overall, their potential implies that the tourism and hospitality businesses, particularly in India, will increase in the next years, although there are some undesirable results.

Keywords: Hospitality Industry, developments, Skill management challenges, guidelines

Introduction

Tourism and hospitality are two of the world's fastest growing businesses, accounting for nearly 10% of global GDP (Butt, 2012) ^[1]. In recent years, there has been a substantial development in the Indian tourist and hotel industry. Railways, housing, food and beverage, airplanes, ships, hotels, pubs, motels, and restaurants are all included. Furthermore, the industry is growing as a consequence of the rising popularity of tourism and travel in India, which has resulted in the establishment of a large number of international hotels. Furthermore, the influx of numerous international visitors has resulted in an annual compounded increase of 6% over the previous 10 years. As a result, tourism has risen to become India's second-largest earner of foreign exchange and a significant contributor to total employment. On the other hand, there are some critical issues in India, such as financial issues, environmental issues, global uncertainty, and other pertinent issues, that require immediate attention in order to develop major solutions. Furthermore, relatively few research studies in this specific subject have been conducted in recent years that focus on issues and solutions in the hospitality industry in general, and notably in India. As a consequence, these were the motivating factors for the proposed investigation. The research question is stated. It is well established that India's tourism and hotel businesses have grown significantly. The country also has potential traits that might assist the local economy in growing even quicker. However, a variety of factors, including the global economic slump, are impeding the industry's growth. As a consequence, there is an urgent need for the tourism and hospitality industry to research and comprehend the challenges it faces, as well as to implement a variety of corrective steps as quickly as possible to address the negative features and difficulties. Based on this backdrop, the goal of this study was to investigate the challenges and devise solutions to them, which would surely boost India's tourism and hospitality industries.

Literature Review

The Indian economy has become more associated with the worldwide economy because of globalization. Moreover, as per Sharpley & Telfer (2014) ^[17], plans of action should be implicit such a way that they will without a doubt meet the necessities of worldwide forerunners in their particular regions. The travel industry and cordiality businesses have confronted impressive difficulties because of their openness to worldwide contest. Moreover, to accomplish a key upper hand, Indian organizations are re-designing and rebuilding their business structures. Nonetheless, this prompts cost-cutting strategies that affect the drawn out reasonability of Indian organizations.

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Most organizations likewise have a huge Corporate Social Responsibility part, which is a morally fundamental bring in India (Nicolaidis, 2018). Then again, perhaps the greatest issue associated with a worldwide financial emergency influencing the benefit and spending plan of India's traveler and neighborliness business is consistent losses and diminished interest (Legrand *et al.* 2013) ^[12]. Thus, it is extended that continuously from 2019, the economy will have encountered huge advancement because of global guest appearances. Notwithstanding the worldwide monetary droop, the Indian economy has stayed stable and has laid down a good foundation for itself as one of the world's quickest developing economies. Besides, the vacationer and neighborliness industry's commitment to monetary development is undeniably restricted, which affects India's travel industry area. Inversini and Masiero (2014) ^[4], then again, guarantee that worldwide enterprises' revenue and interest in creating offices in India is altogether high, representing a potential test for homegrown traveler and accommodation businesses to rival such undeniable level drives. Subsequently, getting the upfront investment of all partners in the business' development drives is basic (Nicolaidis, 2015) ^[14]. The travel industry and inn ventures are both developing. As per Jayawardena (2013) ^[7], the neighborliness business is intensely dependent on the travel industry for development. Moreover, it has been all around recognized that travel industry is India's essential driver of development. As per a figure given by (Leonidou *et al.* 2013) ^[13], India's travel industry and cordiality industry would extend by 8.2 percent by 2020, making it the world's second biggest business. The present status of work in this specific business. Foundation the executives, government strategy, labor force issues and instruction in neighborliness and the travel industry, development procedures, emergency the board, objective administration in India, and the organization of web based showcasing methods are among the main variables influencing cordiality and the travel industry in India, as per Jauhari (2009) ^[5]. "Insufficient aircraft limit, especially during the pinnacle traveler season, deficient states of our air terminals, troubles in getting tickets, flight abrogations and defers render air travel in India terrible for worldwide vacationers," Babu and Maran (2013) added that as it may, accomplishing such an objective will require critical capital speculation and the development of new framework. Such advances will without a doubt support the improvement of the Indian economy while likewise showing the reasonable expansion in the vacationer and cordiality businesses. The increment in vacationer development in the country, just as India's FTAs (Free Trade Agreements) with different nations, are the primary driver for the travel industry and accommodation industry's extension. The travel industry and cordiality industry has profited from the accessibility of basic financing choices just as individuals' advantage in homegrown the travel industry rather than business the travel industry. On the opposite side, India's sinking rupee has without a doubt expanded the quantity of global vacationers; however it contrarily affects homegrown traveler expectations, as homegrown sightseers are keenly conscious about their restricted funds. Accordingly, such an issue represents a potential danger to the travel industry economy. "Chiefs of the travel industry firms, and without a doubt all associations, need to utilize partner the board to further develop their occasionally limited attention to the

essential prospects they may produce," as per Nicolaidis (2015) ^[14]. Global occasions and India's development as a business center According to Sloan *et al.* (2014) ^[18], the Indian the travel industry and friendliness industry has drawn in critical consideration from the world market because of an increment in the quantity of global occasions coordinated in India. Moreover, conferences, stage performances, and games well affect enlisting unfamiliar vacationers. This has without a doubt helped firm development and pay, just as the neighborhood economy. The extension and advancement of India's travel industry and friendliness business has been supported by changes in individuals' buying designs dependent on occasional relaxation journeys. Then again, Medcindia.com (2019) communicated worry that millenials' pleasure is at an expanded rate when contrasted with reserve funds, which has generally added to the travel industry and inn industry's extension.

Objectives of the study

1. To identify the primary obstacles confronting India's tourist and hospitality industries.
2. To investigate and propose feasible solutions to address the issues that impedes the tourism and hospitality industry's effective development.

Findings / Results

As per Sanjeev *et al.* (2013), the Indian traveler and accommodation business experiences major monetary requirements, including diminishing edges, high money costs, working capital worries, a scope of different Taxes, just as permitting and legitimate issues. The subjective information was obtained by the review's specialists through organized meetings with an assortment of inns in India. The review's discoveries additionally featured key solutions for such issues, for example, upgraded regulation and tax cuts for the travel industry and cordiality endeavors in India to accomplish impressive improvement in this field. Besides, the review uncovered the significance of making practical techniques to keep the area prospering just as for natural assurance. The exploration study does exclude a quantitative investigation; yet, the review's discoveries showed urgent challenges concerning the business being referred to. As indicated by an exploration performed by Goyal (2010) ^[3], there are ten central issues that address significant snags to India's travel industry and friendliness industry. As indicated by the review, the main issues influencing the productivity of the travel industry and friendliness industry in India are worldwide vulnerability, brand issues, HR, monetary benefit, client issues, working expense creep, supply, wellbeing and insurance, and dispersion channel the executives. Moreover, in light of the issues distinguished, the analysts proposed a critical arrangement that would incorporate proficient representative preparing to foster their abilities and capacities, successful maintenance procedures to hold top ability in the business, building greenfield frameworks, working on the political foundation, and recognizing and satisfying client needs and prerequisites, which are all steady with the power of the partner (2015). The specialist likewise observed that the quantity of unfamiliar financial backers in the Indian the travel industry and friendliness industry is expanding fundamentally, reassuring homegrown accomplices to further develop their foundation and deal quality administrations to draw in and

keep expected sightseers out of the market. Then again, a review led by Jauhari and Sanjeev (2012)^[6] has positively shown the significance of creating cost administration and land the board arrangements to mitigate the monetary issues in the travel industry and friendliness businesses in India. Thusly, it tends to be expressed that the improvement of the travel industry and friendliness businesses in India is full of a few difficulties that require prompt consideration. Besides, the arrangement proposed in the past research studies dependent on the chose articles shows generally that the relief strategies for such a reason are probably going to be effective. End After breaking down the whole paper, it was observed that monetary issues are the principle challenge keeping down the advancement of the travel industry and friendliness businesses in India. Besides, the really monetary worries related to the particular business that should be helped quickly for advancement incorporate unreasonable financing costs, dealing with capital problems, marking, and a plenty of charges gathered. Other key hardships, for example, worldwide precariousness, brand issues, HR, monetary benefit and client issues, functional expense decrease, supply, wellbeing, and security, are key deterrents related to the improvement of India's traveler business. The expanded speed of rivalry, just as changing customer assumptions, affects the business' versatility as far as monetary development and benefits structure. In light of the writing, it is normal that the development of unfamiliar sightseers will heighten before long, which, whenever proceeded, would emphatically affect the advancement of the travel industry and accommodation industry in India. Consequently, it is essential to address and relieve each issue and difficulties related with every area to accomplish development and flourishing in the Indian economy as this specific industry can make a huge commitment to it. Proposals Based on the magazine examination and the audited writing, it still up in the air that there are basic difficulties in the improvement of the travel industry and friendliness industry in India that require prompt consideration. In this unique circumstance, perhaps the main solution is to create and plan powerful arrangements and rules that will help organizations in the travel industry and friendliness industry to develop and additionally embrace and comprehend the requirement for supportability. Moreover, ability and hazard the executives strategies in a particular industry should be connected through successful preparing and great staff maintenance draws near. Then again, a fruitful brand methodology and fulfilling shoppers' needs are likewise amazingly huge for the business and necessary for gaining a competitive edge in the global market. As a result, our study provides some wiggle room for future research incorporating quantitative analysis and a mixed methodological approach that facilitates data triangulation. A comparative examination based on various nations, on the other hand, may give potential for future research in this field in order to find more effective answers to industrial challenges.

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