



17<sup>th</sup> Annual Seminar  
on

# Hospitality & Tourism Industry: Growth & Opportunities

- Explore the Potential

12<sup>th</sup> January, 2019

S. A. P. D. J. Pathashala's

**Hirachand Nemchand College of Commerce, Solapur**  
**Management Wing (BBA Section)**

Seth Walchand Hirachand Marg, Ashok Chowk, Solapur 413 006



**17<sup>th</sup> ANNUAL SEMINAR  
On**

***Hospitality & Tourism Industry:  
Growth & Opportunities***

**12<sup>th</sup> January, 2019**

**Organized by  
Hirachand Nemchand College of Commerce, Solapur  
(BBA Section)**

**Walchand Hirachand Marg,  
Ashok Chowk,  
Solapur- 413 006**

## ***Seminar is all about...***

BBA Section conducts “*Jidnyasaa- An Annual Seminar*” every year since its establishment. An endeavor is made to update students about current topics of commerce & management field which keep them well-versed with happenings around.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. With a consistently growing middle class and increasing disposable income, the tourism and hospitality sector is witnessing a healthy growth and accounts for 7.5 per cent of the country's GDP. The hospitality sector in India is expected to grow at 16.1 percent by 2022 & total employment by 52.3 million jobs by 2028. The hospitality sector encompasses a wide variety of activities within the services sector and is a major job provider both direct and indirectly.

The hospitality sector has the potential to be the main driving force behind the growth of the economy. It, however, will be possible only with the right amount of support and incentives from the government. The launch of several branding and marketing initiatives by the Government of India such as ‘Incredible India!’ and ‘Athiti Devo Bhava’ has provided a focused impetus to growth. . The sector attracts the most FDI (Foreign Direct Investment) inflow and is the most important net foreign exchange earners for the country.

Located in the southeastern part of Maharashtra, Solapur is a historically and religiously significant city. Solapur shares its borders with Karnataka and Andhra Pradesh. Thus, it represents a mixed culture and welcome tourists and travelers with wide opened arms and hospitality. It is a perfect destination for anyone on a spiritual quest, Solapur invites all tourists to pay a visit to its beautiful and serene landscape.

Taking up the same theme our BBA section is presenting 17<sup>th</sup> Annual Seminar on “**Hospitality & Tourism Industry: Growth & Opportunities**”.

The seminar will aim at following objectives:

- 1) To explore hospitality & tourism industry in India.
- 2) To discover the opportunities in these industries.
- 3) To know the future potential at national & local level.

➤ **Seminar Conveners**

- **Dr. S. K. Shah** -Principal
- **Dr. P. V. Dolas** -Head of the Dept.

➤ **Seminar Coordinators**

- Dr. Rajni Kshirsagar
- Prof. Sandeep Kasturkar
- Prof. Priyanka Kurle

## **Shri Aillak Pannalal Digambar Jain Pathashala**

Shri Aillak Pannalal Digambar Jain Pathashala was established by the doyen of Jain community Shri Seth Hirachand Nemchand. It was established in the year 1885 with the sole intension to serve society. The trust fosters the spirit of 'Sharma Culture' through the igneous philosophy of 'Shikshan Haach Dharma' and thus this protects traditional education. The trust imparts education from Primary education right up Post Graduation level. The holy act imparting education not just restricted to Solapur city but also extended to the towns of KUNTHALGIRI and ASHTHI. About 18000 students avail the education facilities provided the Pathashala.

The trust offers Bachelor degrees in the Engineering, Arts, commerce, Science and Education and postgraduate courses in the Business Administration, Marathi, economics and Social Work. Student's folks desperately prefer to seek entry for various courses run under the auspices of Trust. Thousands of Students, who sought education here hail from different states, are placed in high position in various sectors. It could happen only because of the cherished values like Integrity, Justice, Equality and Morality that are ingrained in the Mission and Vision of the Pathashala. Thus the Centurion Institution has sustained unique academic legacy, which goes down in the history of India for Centuries to come. Such a trust, dedicated to all-round development in the field of education is also alert to changes occurring in the field and according provides the necessary educational facilities.



## **About H. N. College of Commerce**

Our college is run by SAPDJ Pathashala having a bright history of about 125 years in the educational field. Hirachand Nemchand College of Commerce was established in the Year 1972 and is now affiliated to Solapur University, Solapur. Earlier it was affiliated to Shivaji University, Kolhapur. The college offers conventional and professional courses like M.B.A., B.B.A., B.C.A., M. Com., B. Com., and vocational courses at Junior College level.

H.N.C.C has always been at the forefront to extend the necessary educational facilities as per the demand. The college aims at the overall development of the students. It toils to build up the resources that will ensure life more dignified and useful as long as time endures.

## **BBA (Bachelor of Business Administration)**

HNCC has pioneered in the process of induction of BBA Course in Solapur. Considering the need of professionalism BBA Course was started in the year 2003 under affiliation of Shivaji University, Kolhapur. In 2004 with the establishment of Solapur University, it had shifted to Solapur University, Solapur.

Our focus is on professional management education based on the latest developments in academic theory and best business practices while preparing graduates for challenging work environments and advanced academic study through quality education and interactive activities.

# *HNCC BBA Seminar Milestones...*

<b>Sr. No.</b>	<b>Year</b>	<b>Contents</b>
<b>1</b>	2004	Total Quality Management
<b>2</b>	2005	Management in Turbulence Time
<b>3</b>	2006	Special Economic Zone
<b>4</b>	2007	Corporate Social Responsibility
<b>5</b>	2008	Global Warming
<b>6</b>	2009	Opportunities and Challenges in Tourism Industry
<b>7</b>	2010	Enter Entrepreneurship- Exit Unemployment
<b>8</b>	2011	Event Management
<b>9</b>	2012	Effectiveness of Advertising in Brand Communication
<b>10</b>	2013	Retailing: An Escalating Sector
<b>11</b>	2014	Emerging Trends in Marketing
<b>12</b>	2015	Blending Marketing Tools
<b>13</b>	2016	Building Winning Brands
<b>14</b>	2017	Emerging Trends in Banking
<b>15</b>	2018	Impact of GST on Indian Economy
<b>16</b>	2018	Personality Insights
<b>17</b>	2019	Hospitality & Tourism Industry: Growth & Opportunities

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## Incredible India

HNCC, Solapur

Mr. Tushar Darekar (BBA-III)

### ***Abstract:***

The tourism and hospitality industry is one of the largest service industries in India. Tourism is an integral pillar of the make in India programme. Tourism plays a role of significant economic multiplier and become critical since India has grow at rapid rates and create jobs. India offers geographical diversity, world heritage sites and niche tourism products. Hospitality is the act or practice of being hospitable. Tourism and hospitality industry are related to each other. Tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. Government must take necessary steps to promote tourism in the country. Publicity plays a very vital role in the field of tourism. Media helps in promoting tourism nationally and internationally. Government must take necessary steps to promote tourism in the country. The Indian Railway Catering and Tourism Corporation Limited (IRCTC), is a public sector enterprise under the Government of India - Ministry of Railways for providing complete travel and tourism solutions for the various tourist segments.

***Keywords:*** Domestic Tourism, International Tourism, Cultural integration, Global Recognition

### **1. Meaning & Introduction:**

Tourism is a practice of travelling for recreational or leisure purpose. Tourism has become a popular global leisure activity. It is a short term and temporary movement of people. It provides a source of income for the country. Tourism involves an overnight stay away from the normal place of residence. It includes “travel” and “stay” in the place outside the usual environment. Tourism includes transportation, accommodation and entertainment. There are different types of tourism like adventure tourism, cultural tourism, medical tourism, sports tourism, water tourism, wild life tourism, space tourism etc. It is rightly said that, “All tourism is travel but all travel is not tourism”.

Tourism is related to pleasure, holidays, travel and going or arriving somewhere. It involves movement of people to, and their stay at various destinations.

**Tourism sector contributes foreign exchange earnings to the economy Tourism is classified into two:**

**a. Domestic tourism:** When the travel is within the country.

**b. International tourism:** When the travel is from one country to another country.

Tourism in India has received a boost in the past few years as the Indian government has realized the importance of tourism for the economic development. Tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India.

## **2. Meaning of Hospitality:**

Hospitality is the relationship between a guest and a host. Hospitality is the act or practice of being hospitable. Tourism and hospitality industry are related to each other. Hospitality is the act of welcoming, receiving, hosting or entertaining the guest. It involves ward and generous welcome of the tourist.

Hospitality reflects courtesy and respect to the guest. Hospitality occupies local services such as entertainment, accommodation and catering for tourists. It is the business of providing catering, lodging and entertainment service and welcoming, receiving, hosting, or entertaining guests. Hospitality Industry is closely linked with travel and tourism industries. Hospitality industry plays a major role in the overall economic growth of the country

## **3. Significance of tourism and hospitality industry:**

Tourism has created new waves on the world horizon. It has made the world a truly global village. Tourism is one of the biggest and fastest growing sectors in the global economy and has significant environmental, cultural, social and economic effects, both positive and negative. Tourism is a combination of attraction, transport, accommodation, amenities, restaurant, shopping and entertainment. Tourism can be a major tool for economic development. Tourism industry has contributed immensely to the Indian economy in the following ways.

### **a. Growth in the number of tourist:**

Tourism is a fastest growing industry. Tourism in India has seen exponential growth in the recent years. Indian tourism industry has acquired a significant place all over the world. Tourism leads to arrival of tourist in the country. There is an increase in the number of foreign tourist due to excellent services provided to them. Better hospitality provided attracts the attention of the tourist and results into growth in the number of arrivals.

### **b. Source of earning foreign currency:**

Tourism plays a crucial role in the economic development of a country. It is a big foreign exchange earner. Tourism has credited with contributing a sustainable amount of foreign exchange. The revenue comes from transportation, hospitality, accommodation, leisure, entertainment etc. It plays a key role in achieving socioeconomic goals of the nation. Growth in the number of foreign tourist results into inflow of foreign exchange earnings.

Tourism is one of the main foreign exchange earners and contributes to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction

**c. Boost foreign trade:**

Tourism has emerged as a major force in global business. Tourism boost foreign trade and increases foreign exchange of the economy. Tourism is the largest export industry in the world. India has seen exponential growth in the recent years due to tourism. The impact of tourism on national economies is becoming increasingly important today because of the growing size of the tourist market. Domestic tourism plays a vital role in achieving the national objectives of promoting social, cultural and national integration.

**d. Cultural integration:**

Culture is the lifeblood of tourism. Culture and tourism have a symbiotic relationship. Cultural tourism refers to the movement of persons to cultural attractions away from their normal place of residence. Cultural tourism is one of the largest and fastest-growing global tourism markets India is considered the land of ancient history, heritage, and culture. Tourism leads to cultural integration among the countries and leads to global peace. Tourism not only Promotes fraternity and fosters friendship but also preserves values and conserves culture.

**e. Conserve ecological balance:**

Tourism makes optimum use of environmental resources that constitute a key element in tourism development, maintaining ecological balance and helps to conserve natural heritage and biodiversity. Tourism has a potential to increase public appreciation of the environment and spread awareness of environmental problems. It significantly contributes to the environmental protection, conservation and sustainable use of natural resources. Tourism also helps in wildlife preservation.

**f. Global recognition:**

Tourism is a world-wide phenomenon affecting human society and the environment. The World Tourism Organization plays a role in promoting tourism. It provides subsidy, financial support and incentives to promote tourism. It is the world's largest and fastest growing commercial activity with tremendous scope.

**4. Measures to promote tourism in India:**

India's travel and tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. India's tourism industry is one of them most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction etc.

**a. Safety and security to the tourist:**

Safety and security issues must be understood with the context of tourism. In addition, safety has become a more prominent concern for tourists. Tourist expects safety of

their lives and belonging. Safety and security are vital to providing quality in tourism. Hence to promote tourism there should be sound law and order to assure tourist that they are safe.

**b. Infrastructure development:**

Development of infrastructure holds the key to the growth of tourism. Today the Government is investing heavily for integrated development of the Infrastructure, such as the Hotel and Travel Industry, preservation of monuments, human resources development, and, up gradation of information technology. Tourism Sector is not only a major contributor to the growth of the economy but a generator of employment opportunities as well. Attention should also be given to the importance of cleanliness, general hygiene and sanitation to make India a memorable tourist destination. Poor infrastructure can hamper tourism growth. Along with banking and communication, Transport occupies prime position in promoting tourism.

**c. Government initiative:**

Government must take necessary steps to promote tourism in the country. The Indian Railway Catering and Tourism Corporation Limited (IRCTC), is a public sector enterprise under the Government of India – Ministry of Railways for providing complete travel and tourism solutions for the various tourist segments. Tourism Finance Corporation of India (TFCI) provides financial assistance to enterprises, for development of tourism related activities, facilities and services, which include hotels, restaurants, holiday resorts, amusement parks and complexes for entertainment, education and sports, safari parks, rope-ways cultural centres, convention halls, all forms of transport industry, etc.

**d. Humble treatment to the tourist:**

Tourists who visit our country are the guests of the country. They must be treated with respect and courtesy and must be given utmost priority. The tourist should not be exploited. Government must take necessary steps to make the tourist feel at home and secured.

**5. Introduce various schemes:**

Tourism is a major phenomenon of modern world. To promote excellence in tourism, the Government institute monetary and nonmonetary award for institutions and individuals for their outstanding contributions in various sectors of tourism, like accommodation, catering, transport, travel agency, eco friendly approach etc. The government should introduce several tourist friendly schemes to attract and promote tourism industry.

**6. Advertising and Publicity campaign:**

Publicity plays a very vital role in the field of tourism. Media helps in promoting tourism nationally and internationally. Publicity is made through print and electronic media, hoardings, films website, representation and participation in national and international tourism fairs and festivals, exhibition, mart etc. The Indian government, in

order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called 'Incredible India!' in order to encourage different types of tourism in India.

### **7. Guides:**

Guides play an important role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay.

#### **Types of Tourism**

- 1. Adventure Tourism**
- 2. Cultural tourism**
- 3. Medical Tourism**
- 4. Water tourism**
- 5. Wildlife tourism**
- 6. Space tourism**
- 7. Sports Tourism**
- 8. Archaeological tourism**

### **8. Overview of tourism in India:**

After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc in urban and rural India. Tourism was never seen as a potential business. Indian tourism and hospitality sector has reached new heights today. There are different ways to attract domestic and foreign tourists. The foreign tourist arrived to India increased to 4.43 millions. Tourist arrived to India increased to 4.43 million in 2016, up 14.2 per cent from 3.92 million in 2017. The impact of tourism on national economies is becoming increasingly important today because of the growing size of the tourist market. It is recognized so by the World Bank and the World Tourism Organization. 27 September has been earmarked as World Tourism Day. India has been striving to get some share of this industry. It plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years.

During 1999 about 175 million domestic tourists made visits outside their places of residence. India has the potential to become the number one tourist destination in the world with the demand growing at 8.9 per cent per annum. The upward trend is expected to remain firm in the coming years. Tourism is the third largest net earner of foreign exchange for the country recording earnings of US \$ 3billion in 2017. Foreign tourist Arrivals in July 2017 was 4.29 lac where as in July 2018 it was 6lac. This shows advancement in growth in Foreign Tourist Arrivals in India. The Tourism sector witnessed a positive

growth in 2007-18(April- Dec) with Foreign Tourist arrivals and foreign exchange earnings registering growth of 1.1 percent and 10.9 percent respectively.

***Conclusion:***

Tourism in India has received a major boost in the past decade since the Indian Government realized the great potential of tourism of India during vacations. Tourism of India during vacations has grown by leaps and bounds with a great influx of tourists from throughout the world.



Mr. Tushar Darekar



## Factors Affecting Growth of Hospitality & Tourism Industry

HNCC, Solapur

Mr. Pradeep Murjani (BBA-III)

### **Abstract:**

Hotel and tourism industry is growing these days rapidly and there are various factors affecting the growth. This paper focuses on several factors affecting growth of hotel and tourism industry with related examples. Focusing on overall aspects through which the industry gets boosted and need to be taken care of carefully without which the industry cannot run properly trying to set new travel trends and hospitality.

**Keywords:** Factors, Hospitality, Growth, Tourism

### **A. Introduction:**

When think of the hospitality industry, normally we will think of restaurants and hotels. By then, the term of hospitality industry has a much broader meaning. According to Oxford English Dictionary, hospitality is means the reception and entertainment of customers, strangers and visitors with liberality and good will. The word of hospitality is derived from hospice, a medieval 'house of rest' for travellers and pilgrims.

Obviously, the travel and tourism play an important role in the hospitality industry. Some parts of the industry, such like hotels are derive almost all of their sales from travellers. Even through, the food service attributes roughly 25 percent of its sales to travellers. Other than that, there are also many leisure oriented businesses with a major food service and hospitality component are also dependent on travellers, such like theme park, shopping mall and so on. In the economy as a whole, the importance of tourism and the hospitality industry is increasing each year, because tourism is health of the hospitality industry. Tourism is the collection of productive businesses and governmental organizations that serve the travellers ways from home. These kinds of organizations include restaurants, hotels, motels and resorts. The industry also consist those organizations that support these firms' retail activities, including of publications, advertising companies, travel research and development agencies, and transportation equipment manufactures. Travel trends are significant to students or family of hospitality because they represent the way in which many of guests reach. This is where much of business comes from.

**Important factors that affect the development of tourism are as follows:**

- **Environmental factors**

Two main environmental factors that have led to the growth of tourism:

**Good climate:**

Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions. For example, most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. On other hands, people from summer areas migrate to cooler regions to seek pleasure of cold fresh environment. For instance, in India places like Lonavala, Mahabaleshwar, Matheran near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate.

**Beautiful scenery:**

Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

- **Socio-economic factors**

Four important socio-economic factors that influence the development of tourism:

**Accessibility:**

Of all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option. If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice. Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea.

**Accommodation:**

Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately. Generally, tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices.

**Amenities:**

Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

**Ancillary services:**

If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extent.

- **Historical and cultural factors**

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvellous forts, castles and palaces of earlier kings and queens, etc.

Examples of places that are famous throughout the world for their historical and cultural accounts are; Taj Mahal in India, Qutub Minar in Delhi, Great wall of China, Ajanta and Ellora in Maharashtra.

- **Religious factors:**

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favourite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

Examples of places that are well-known for their religious significance are Rishikesh, Rameshwaram, Kashmir , Varanasi and Amritsar in India, Mecca and Medina in Saudi Arabia

- **Technological factors:**

Technological changes within tourism surround several different factors from medical advances to the innovative space tourism. Similar to tourism, technology is an ever changing and sometimes unstable business. Better communication, transport and safety have encouraged new customers to the industry. Besides that, the main impact of new technology on consumers has been Internet, which has given people the chance to be more independent and make their own travel and holiday plans and arrangements. Through technological advances, online booking has been one of the biggest factors in affecting tourism, recreation and leisure in today's world.

More of more people are now booking their holiday on the internet, as many people are looking for a better priced deal than they are being offered by their travel agent. In additional, nowadays, most consumers want easier, quicker and cheaper service only technology has helped tourism fulfill the customers need.

- **Other factors:**

Sometimes other factors also contribute toward growth of tourism at unexpected places.

For example, UFO crash site in Roswell, New Mexico (USA) attracts many tourists from around the world.

Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal-activities in abandoned ghost towns, etc. also contribute in developing tourism on some scale.

So, these are some of the main factors influencing the growth of tourism.

#### *Conclusion:*

The hospitality industry is one that is primary focused on customer satisfaction. For the most part, it is built on leisure or is supreme-based, as opposed to meeting basic needs and wants. Finally, an advanced hospitality and tourism degree may not be required for all management positions in the hospitality industry, but working our way up through the ranks can mean years of lost income potential and missed opportunities. By upgrading our academic training, we will advance faster and have more careers open to us.



Mr. Pradeep Murjani

## New Trends in Hospitality and Tourism Industry

HNCC, Solapur

Miss. Shreya Kulkarni (BBA-II)

### *Abstract:*

This paper identifies some of the current and future trends affecting the tourism and hospitality industry, including globalization, guests' safety and security, the importance of offering outstanding services, the new technologies that enhance competitiveness, the population ageing that impacts directly on tourist demand and the correlation between price and value. Reference is also made to the trends in the development of tourism lodgings. Furthermore, the paper attempts to analyze the Future trends that will Shape the Hospitality and Tourism Industry, future trends and application of the proper adaptations, investing in exceptional services and sustainability of their lodging, as well as utilizing the new technologies and the social networks.

### **Introduction:**

In the past few months, we've been looking at digital transformation trends in different industries like healthcare, retail, finance, and media and entertainment. Today, we look at an industry that's been completely turned on its head in recent years, due to extreme digital transformation: tourism and hospitality.

### ➤ **Trends in Hospitality and Tourism Industry**

#### **1. Mobile Integration:**

The digital transformation is a dream comes true for introverts who like to travel. With mobile-first and mobile-only brands continuing to grow, customers can do practically anything on their phone, from checking in—to ordering room service—to unlocking the room door itself. In fact, one can plan an entire trip—from booking to bedtime and home again—without ever talking to a live human.

#### **2. AI and ChaBOTS:**

When all hotels used to have clunky welcome binders on the desks, outlining where to eat, what to see, and what to do in the area—everything you needed to know? Today, hotels can provide all that information—and more—via AI-powered apps and technology. Guests can access the information at any time they need, right from their phones in the form of an e-concierge. They can even access voice-activated chat bots to open the curtains, set the alarm, or order breakfast, without ever talking to a human being. Meanwhile, Marriott has been using AI-powered chat bots at nearly 5,000 hotels to do things like make reservation changes, and check on account balances or redemption vouchers.

### 3. Integration of the IoT:

IoT means **INTERNET OF THINGS** as more of customers are connects to it ; Creates a mobility to customer for travelling and bookings. You just saved your customer a step—and guaranteed a booked room—without ever lifting a finger. The same could be said by harnessing information about food selection, excursions, and in-room amenities. The opportunities for up-sells and better CX are endless.

### 4. Focus on Data:

As noted above, data is going to play a huge part in the new era of hospitality and tourism. In the case of Air-BNB, they were able to use customer data to determine that guests who chose not to book were doing so because they were discouraged by hosts who failed to respond to their inquiries. By offering instant booking feature to guarantee their reservation, they helped alleviate many of the customers' concerns and helped automate what had previously been an incredibly arduous part of their business model. It improves the bottom line, as well.

### 5. Reputation:

The fact that guests can book instantly also means they can share their opinions instantly via **Facebook, Yelp, Trip Advisor and other travel review websites**. That's why technology has pushed hotels and restaurants to focus even more on providing quality customer service.

### 6. Virtual Reality:

Whether it's a hotel property, museum, or a tourist destination, guests can take a look without even leaving their living room via virtual reality. The goal is either to offer a preview of what guests will experience—or offer the next-best-thing to visiting at all. Whether the IoT is improving the accuracy of flight schedules, or the lure o f VR is convincing someone to take their first overseas trip, there is truly no end to the value tech can add to travel. They just need to be careful it doesn't become so good that guests prefer the tech over the real thing.

### 7. Foreign Tourist Arrivals:

The Ministry of Tourism supports the initiative regarding the implementation of Tourist Visa on Arrival enabled with Electronic Travel Authorization (ETA) (renamed as e-Tourist Visa) strongly and committed all support to Ministry of Home Affairs and Ministry of External Affairs and Ministry of Civil Aviation for implementing the programme. The year 2015 witnessed a growth of 4.5 % in Foreign Tourist Arrivals (FTAs) in India, this growth is equivalent to the medium growth rate of 4.5 % witnessed in International Tourist Arrivals, globally.

➤ **Hospitality and Tourism Industry Trends: Technology & Customer Experience**

Here are the four areas where technological advances will continue to influence hospitality industry trends.

**1. Geo-targeting and Beacons:**

Geo-technology is what is at use when Snapchat provides you with a filter based on your location, or any iPhone tells you your current location. GPS isn't new on the tech scene, but when applied to marketing strategy, geo-tech can help get messages to the people close by and therefore are more likely to take action. Even online, adverts using 'geo' technology drive significantly more traffic back to their websites. This is because the marketing is relevant to the individual.

"65% of Smartphone users using search engines will look for relevant information before looking at which has company provided it" (Google, 2015)

**2. CRM Customer Relationship Management:**

Customer Retention and Motivation, using smart data and social media engagement. Additionally, a CRM system frees up a lot of staff time, essentially reducing administration work to free up time and energy for more customer-friendly initiatives. It also improves the customer experience by making it easy to wish customers a happy birthday.

**3. Digital/Physical interfaces and Smartphone pairing:**

App culture is fast becoming the favored method of getting things done and monitoring progress, in fact, millions of people are now using smart devices to monitor

everything from their fitness activities to their home surveillance equipment. 2018 will also see the release of the **Apple Watch 3**. This will decrease the value of the previous 2, and mean that affording one is no longer a pipedream for most. This will in turn cause a huge rise in the amount of Apple watch owners and consequently, compatible tech will then become a much better investment for businesses.

**4. Social Media:**

Ever hotelier feels it: social media has been both a blessing and a curse for hospitality. Most importantly, it has enabled businesses to gather feedback and implement appropriate changes for even better customer service. But that wasn't always enough. Over the past year, social media has gone one step further with live video streaming that enables businesses to see how effective their marketing is in real time. Last year, live video streaming was circulating with a company known as Meerkat, but it didn't get much traction until a conglomerate such as Facebook adopted it. With Facebook pushing this function at the close of 2016, we will undoubtedly see more brands experimenting with this format in 2017.



### 5. Interactivity:

**PUBG** created a huge buzz in 2018 and with over 100 million downloads it proved the potential for augmented reality tech. Although it is unclear exactly how this remarkable technology will overlap with the hospitality circuit just yet, successes such as Secret Cinema and many 'Escape the Room' type games indicate that combining physical and virtual worlds will be the next big thing for a better user experience. Melding food, drink and entertainment seems to be a path that many venues are choosing for a more unique selling point.

### 6. Voice activation:

Coming along in leaps and bounds with the introduction of Apple's Siri, Amazon's Echo and Microsoft's Cortana. Voice controlled software is in fact now reaching a level of comprehension as high as 95%. Might we perhaps see restaurants install speech recognition at their tables, meaning you can place your order from your seat? The potential and scope are quite remarkable.

#### ➤ **Future trends that can be implemented .....**

As we inch closer to the new year, we take look at what lies on the horizon to help you plan for 2018. Will it be another year of disruptive marketing and digital transformation? Here are some hospitality & technology trends you can expect.

### 1. Internet of Things & Big Data Is Coming into the Rooms:

The frills from the previous year became a basic requirement in 2017 – free and secure Wi-Fi, high-definition television, etc. But, as time has progressed, so have the guests' demands. And, smart hoteliers are increasingly relying on technology to help them here, gathering data and allowing the delivery of a highly personalized service.

This is Internet of Things (IoT) at its very basic, and something we will be seeing a lot more of from 2018. Data is the most precious asset every modern brand has, and modern technology is enabling businesses to gather and interpret this data for more meaningful consumer journeys. For instance guest management systems anticipating guests' needs before they even arrive!

### 2. Home-Sharing Continues to Reshape an Entire Industry:

Airbnb has reshaped the hospitality and technology industry forever. As Airbnb encroaches upon the properties' space, hotel chains such as Accor, Hyatt and Wyndham Hotels & Resorts are starting to invest in home sharing companies. Together, as a team, they hope to offer more options to guests and cater to a wider audience.

### 3. Sell a Story, Not Just a Room:

Your property has more to offer than a bed. Tell people about it. Sell them the story – a experience, the character, what makes it unique, people who serve. These stories will get you the bookings.

**4. Virtual Reality Becoming More of a Reality:**

So you have the story. Now you need to tell it well enough to get the bookings. That's where virtual reality comes in – helping guests experience the place through interactive technology like 360 and getting the user 'in the room'.

**5. The Era of the Bots:**

Chat bots represent a way for hotel operators to easily interact with audiences in conversational ways that don't involve real people. Instead, the bots are set up to respond to commonly asked questions and to interact with audiences as if controlled by real people. Facebook is leading the way with its Messenger in this area, but Google and Amazon are not far behind.

**6. Creating Unique & Local Experiences:**

Travelers today look for native experiences when they travel. From exploring the local culture to ticking off the bucket list they want to experience everything but in a different way. It is important for properties to partner with local vendors and travel companies to meet this need. Think of out-of-the-box ideas to entice your guests and keep them engaged.

**7. A Continuing Shift in Focus to Mobile:**

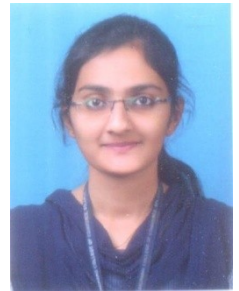
This is not entirely new, but something worth mentioning as it will continue well into and perhaps beyond 2018. It comes into greater focus in the coming year and mobile platforms (including a high-performing mobile website) will be key in increasing revenue and profits. The use of mobile technology extends beyond efficient acquisition of guests to delivering an excellent customer experience. For example keyless entry or check-ins using mobile app, greater use of near-field technology to feed more information to guests on-premise, greater personalization using information gathered via mobile devices, etc.

**8. An Increased Focus on Direct Bookings:**

Properties will aim to drive greater profitability by focusing on direct bookings. Businesses will be spending more time and effort in building brand recall and loyalty to this effect by using websites and other owned platforms such as Facebook, Trip Advisor, Yelp and similar business pages

***Conclusion:***

From the above discussion it can be concluded that in a service related business as the need of education and training cannot be ignored. The basis of a strong and loyal customer base that is satisfied and happy with the services, there is a need to provide proper and systematic training to the staff members right from the front desk employees to the sales force of the hospitality workplace. Executives are also required to be trained on a different front to acquire some special skills required to be successful in hospitality workplace which is characterized with high attrition rate and low job satisfaction among employees. Computers can be used as an efficient and low cost medium of providing training to employees. However, there is a need to install suitable equipment as per the designed training program so as to make the whole system affordable even for a small scale service oriented company.



Miss. Shreya Kulkarni

## Role of Government in Development of Hospitality & Tourism

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### ***Abstract:***

Tourism and Hospitality is a very vast industry. Tourism is a big part of hospitality industry. Government have launched certain new schemes like 'Swadesh Darshan' and 'PRASAD'. Our Prime Minister Narendra Modi have taken five steps towards development of Hospitality and Tourism. The government have undertaken certain steps to develop these industries. The Ministry of Tourism have undertaken '7 Initiatives' for boosting tourism in India. Also World Tourism Organization (WTO) is an intergovernmental body which is providing certain facilities for citizens. Himachal Pradesh is one such best example which have developed its Hospitality and Tourism facilities. So government play a vital role in development of Hospitality and Tourism sectors.

**Keywords:-**Swadesh Darshan, PRASAD, 7 Initiatives, WTO

### **Introduction:**

Hospitality and tourism is a vast industry with many different career paths. Tourism is very important to the hospitality industry. Tourism is one of the most popular activities in the world. After the 21<sup>st</sup> century, the world wide economic increased rapidly, especially during those 5 years. Tourism is a big part of hospitality industry.

Tourism and Hospitality sector has been universally recognized as an agent of development and an engine for socio-economic growth. According to WTTC's India Benchmarking Report 2015, every \$1.3 million in GDP. According to a report released by government, "Tourism and hospitality sector has been a harbinger of more inclusive growth in India by promoting other industries in the economy through backward and forward linkages and generating employment in various sectors such as hospitality, travel and entertainment, wellness and other sectors.

In the last two years, the ministry of tourism has undertaken several initiatives to provide a further boost to the sector such as launch of new schemes like 'Swadesh Darshan' and 'Prasad', revamping of existing schemes such as 'Hunar se Rozgaar tak', extending e-tourist visas to more countries, developing a mobile application for tourists, introducing an incredible India Tourist Helpline and undertaking various skill development initiatives as well.

**Achievements in the Tourism & Hospitality Sector:**

Here are some steps undertaken by our Prime Minister Narendra Modi:

**1. Creation of world class tourism related infrastructure:**

Swadesh Darshan scheme was launched by the ministry of tourism for the development of theme based tourist circuits to cater to both mass and niche tourism.

Under this scheme that aims to develop world class infrastructure, to promote cultural and heritage value of the country and enhance the tourist attractiveness, 27 projects for Rupees 2,261.50 crore have been sanctioned for 21 states and union territories since its launch in January 2015.

**2. Growth in tourist footfalls:**

The Foreign Tourist Arrivals (FTA's) has been growing very rapidly especially in the states of Tamilnadu, Maharashtra, etc. As per the study visitors are mainly found during the period of January and July.

**3. Ease of doing business:**

Ministry of Tourism has setup a web based public delivery system for recognition of travel trade service providers and for classification of hotels in order to ease the process of filling applications by travel trade service providers seeking recognition for Ministry. Here the Ministry of Tourism have launched the mobile application called 'Swachha Paryatan' on February 22<sup>nd</sup>, 2016, which will let citizens report any hygiene issues at various tourist destinations across the country.

**4. Other initiatives:**

Promoting the North-eastern region, the International Tourism Mart is organised every year in north eastern with objectives to highlight tourism potential in that region. The 4<sup>th</sup> International Tourism Mart was organised from 14<sup>th</sup> to 16<sup>th</sup> October 2015 at Gangtok in Sikkim.

**5. Skill development:**

Tourism and hospitality have sustained at total of 36.7 million direct , indirect and induced jobs in India which is more than the jobs created in banking , automotive manufacturing , chemical manufacturing, education, financial services and mining sectors.

**Recent works undertaken by Government**

Recently the State Tourism Dept. has proposed to deliver the Good Governance-output based performance measurement. The out puts proposed to be delivered are as under:-

- **Installation of Touch Screen Kiosks at Tourist Information centres:**

Touch Screen Kiosks will provide relevant information to the Tourists. These will be installed at the Tourist Information Centres and at the important Airports /Railway Stations etc. of the country.

- **Exploration of New Tourism destinations/products:**

The Department will take steps for development of new tourism destinations/products in the State.

- **Himalayan Paragliding/River Rafting Festivals in different parts of HP in September/October,:**

The Department of Tourism will organise Paragliding, River Rafting & other events to promote adventure sports activities in the different parts of the State.

- **Trekking Programmes at specified places in September/ October/ November:**

The Department will conduct Trekking programme in different parts of the State.

- **Special Skiing Festivals on smaller scale in Shimla & Kullu Districts:**

Special skiing festivals will be organized to attract the tourists.

- **Installation of Signage's:**

The Department will install informative and directional signages on the Highways and at important tourist places.

- **Up-gradation of Tourism Information Centres:**

The Department has 16 Tourist Information Centres. All these Information Centres will be upgraded and provided with computers, internet facility, etc.

- **Dress Code for the Tourist Information Centre staff:**

The Department will introduce a dress code for the employees working in the Tourist Information Centres.

- **Updating of Website:**

The Department has its own website and all the information relating to Tourism related activities have been loaded in the website. The Departmental website will be updated and upgraded to make it more user friendly.

- **Training under Capacity Building for Service provider:**

The Department will train unemployed youth as tourist guides, trekking guide etc. In addition, training will be provided to service providers such as Taxi drivers, porters, police, personnel, etc.

- **Start of Toll Free Services:**

The Department will commission 24 hours Toll free services for the tourists.

- **Printing of new Tourist literature:**

The Department will print new tourist literature covering larger themes.

- **On line reservations of hotels:**

The Department has provided facility for on line reservation for all hotels.

### **Initiative taken by Ministry of Tourism for boosting tourism in India**

1. Launch of tourist e-visa for citizens of 44 countries.
2. Promotion of the destination through the Incredible India campaign across the globe.
3. Participation in major international tourism, travel fairs and exhibitions.
4. Organising road shows to promote tourism destinations and products of country in major tourist source markets in collaboration with stakeholders.
5. Development and promotion of Niche Tourism products.
6. Creating an increased pool of trained man power in hospitality and tourism sectors for delivery of quality service to the tourist.
7. Organising international Buddhist conclave once in two years to showcase the Buddhist heritage and International Tourism Mart for showcasing the tourism potential of North-East being held every year.

### **Government participation:**

The role of government is an important and complex aspect of tourism, involving policies and political philosophies. State intervention in the trade is a relatively recent practice for central government. State participation increased as tourism became a mass phenomenon, reaching a peak shortly after the 2<sup>nd</sup> world war in 1939 to 1945. A slow withdrawal began in boom years of 1918 with the shift to the market oriented economy.

Whatever form of organisation or degree of devolution is the state's role it is essential that public authority, central or local government should agree on overall strategy. This should be reinforced by an outline plan or guideline, to present a co-ordinated picture of the destinations future shape as tourism area, both at National and Local level.

### **World Tourism Organisation (WTO):**

The WTO is an intergovernmental body recognised by the UN as an official agency with a consultative status, has taken the lead in representing its member government's collective view in tourism issues. Like its predecessor body, the International Union of Official Travel Organisation, it has developed useful technical programmes in statistics, research and the exchange of ideas and experience in technical aid, particularly for poor countries. The WTO has made efforts recently to strengthen its link with commercial and non-governmental partners through its system of affiliate membership which should help in provision of practical guidance and as a basis for cooperative action.

### **SWOT analysis of tourism policy of Himachal Pradesh**

#### **Strengths:**

Creation of tourism sub-plan is the biggest strength of the new Policy where the activities of the Tourism department is to integrate and co-ordinate with the other tourism related departments. For the improvement and development of infrastructure focus has been laid down on the existing tourist destinations like; Shimla, Manali, Dalhousie, McLeodganj and Kasauli etc. It was also proposed to upgrade the civic infrastructures in



these towns on priority. Invitation to the private sector investment for developing infrastructure is also made. New marketing strategy by way of promoting State through Electronic and Print Media, by participating in national and international fairs is also the strength of this Policy. In the field of accessibility seriousness of the Government has also been seen by way of showing efforts for the improvement of Air and Rail connections. Wayside amenities like constructing toilets, developing picnic spots, constructing fast food, installation of signages are preferred with a special concern to the classification of the Dhabas on the basis of hygienic condition, quality of food, availability of toilets, parking etc. The action plan of the new Policy shows the attitude of the Government that actions to be completed within a specified time rather than to have it general.

**Weaknesses:**

Since independence Himachal has not created a new hill station. Till now only the earlier destinations are being marketed and are opened for the tourists. All these hill stations are on a saturation stage. In the existing policy no serious effort is made for developing a new hill station or diversify the tourist traffic inflow to another unknown areas. Permission for purchasing of land for Tourism unit is also another problem for the promoters. No relaxation in this regard has been shown and made. The state still has untrained service provider. Nothing has been framed out for providing training to the service provider like; coolies, hotel and dhaba staff, drivers of taxies, coaches, conductors, staff of information centres etc.

**Opportunities:**

There is an opportunities for the Rural areas for the promotion of Tourism. The local Panchayats should now come forward and work in coordination with the tourism department for the promotion of their villages/areas. Himachal is an important pilgrimage destination. With the concern of the Government to develop wayside and other infrastructure facilities at these religious places, it is an opportunity for the Government as well as for the tourists to move ahead, so that not only the religious tourist inflow will increase but the economy of the State will also be benefited. Himachal is a leading adventure destination in adventure sports activities. With the interest of the State Government in this field, there is an opportunity for the promotion of these adventurous activities by way of operating flying clubs, water sports centres, camping activities etc.

**Threats:**

Development of infrastructure can have a threat for the haphazard growth of construction in the already over saturated areas. The airports of the State are being upgrade but still the State lacks facilities for operating bigger aircrafts. Increase of competition amongst the tourism related states is also a threat to compete with a limited budget available with the State tourism department. There is also a tremendous fear to collapse of civic amenities at the leading tourist places.

***Conclusion:***

Government's role in shaping industries is integral, hospitality is a major source of Trade which they should be aware of. In this current time as Europe struggles to come to an agreement on a stimulus package for many countries, politicians now need to look at industries which can help set the economy back on the straight and narrow. Hospitality is arguably one of the best industries for this. The WTTC and UN WTO both work together on behalf of the private and public sector, trying to convince government to invest more time and money into the sector. Employment tourism and real estate development are just some of the reasons hospitality can play a vital role in the recovery.



Miss. Mansi Kasture

## New Trends in Hospitality Industry

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### **Abstract:**

Hospitality is an economic activity that provides accommodation, food and beverages and other services to local people, tourists etc. It is a multibillion dollar industry. Trend of Social media has become must for guests to share their experiences about their stay on Internet or Google reviews. Next Smart rooms knows the guests and their preferences. Typical boutique hotels include originally decorated interior, specially designed rooms and suites furnished with a lot of style and detail, exclusive lounge bar, excellent range of food and beverages, and hotel capacity is between 10 to 15 rooms. Consumers' need for a pleasant atmosphere and relaxing music has led to the opening of various lounge bars. Finally to conclude is that Business and development policies of independent hotels, restaurants, and bar owners are fully oriented towards its tourists, guests, and consumers through a variety of specific and attractive hospitality services so that it will satisfy their customers.

**Keywords:** Automation, Cloud services, Smart Rooms, Boutique hotels.

### **Introduction:**

Hospitality is an economic activity that provides accommodation, food and beverages, and other services to local people, tourists, visitors, business people, participants etc. The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, travelling and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing and human resources etc.).

Following are the Top 10 Hospitality companies in India are –

- i) Hyatt Hotels Corporation
- ii) Inter Continental Hotel
- iii) Marriott International Hotel
- iv) Radisson Blue Hotels
- v) Shangri La Hotels and Resorts
- vi) Taj Hotels

- vii) The Lalit Hotels
- viii) The Leela Palace
- ix) The Oberoi Group
- x) The Park Hotels

### **New trends in Hospitality Industry -**

The latest trend in the hospitality industry is about embracing the new technologies for automating and simplifying many of the tasks. Contemporary needs, demands and desires of a tourists, customers have led to the emergence of new trends in hospitality.

Current hospitality trends include:

#### **1) Automation with Cloud Services:**

The hotels embracing the technology to improve their operations attract more loyal guests and encourage new travellers to visit their property. Automating most of the operations at certain hotel will allow to increase the bookings, reduce the workload, gain and maintain PCI compliance. With a cloud-based property management system, the owners can run their hotel from a single dashboard. It's easy to manage reservations, distribute rooms evenly across OTAs and boost people's level of security.

#### **2) Mobile Check-In/Out:**

Besides a smart property management system, nowadays, the majority of hotels also rely on a mobile key technology. Through an app on their smartphones or the hotel kiosk at the lobby, guests can enjoy seamless check-in/out on the go. This innovation considerably improves the guest experience allowing the reception staff to attend to other important matters.

#### **3) Social Media - the New Search Engine:**

Though not a new phenomenon, social networks remain a key trend. It has become a must for many guests to share their experience on the various social platforms or simply check what others say about one or another hotel. It goes without saying that you'll need to go the extra mile and provide your guests with a stay to remember and share online with top-ranking reviews. And this is not a matter to be taken lightly. For example: Google reviews are immediately shown when searching for a hotel. So, hotels are encouraging guests to leave reviews their property on social media, which inevitably will bring more bookings and greater revenue. To make sure the hotels are responding to this growing trend, they need to be present on social media on the channels that best make sense for their company.

#### **4) Smart Rooms:**

Imagine a room that knows the guests and cares about their preferences. That is exactly what Smart Rooms are. It can control the room- temperature, light even the television as per guest preference. With more people using voice-activated devices in their homes, it's only natural to use these same devices to make rooms more "smart." The lights, temperature, and other features in a hotel room can be difficult to figure out and smart rooms alleviate that problem.

For Example: Hilton Hotels in India has already started implementing smart technology in rooms to make them more user-friendly and to keep a healthy record of the room data. Smart Rooms is ought to be one of the deciding factors that shape the future of the hospitality industry.

#### **5) Guest-Data:**

Accumulating and processing guest data is bound to be one of the decisive factors to shape the future of the hospitality industry. The right usage of guest data is imperative to provide a satisfying and optimal guest experience.

#### **6) Wellness and Spa Hotels:**

Release from the stress and desire to improve the quality of life has led to the emergence of wellness and spa hotels. Business philosophy of wellness and spa hotels include face and body care, health promotion with various wellness and spa methods, mental training and special wellness diet. For example: Ananda in the Himalayas, Rishikesh, Uttarakhand where the accommodation and spa packages starts around \$1,000 which includes certain spa treatments and special cuisines. Other example – Vivanta by Taj Bekal (Kerala), ESPA at the Leela Palace (Udaipur, Rajasthan) etc.

#### **7) Boutique Hotels:**

Boutique hotel is a term lately heard very often in demands of the world famous jet-setters and tourist with high purchasing power. Typical boutique hotels include originally decorated interior, specially designed rooms and suites furnished with a lot of style and detail, exclusive lounge bar, excellent range of food and beverages, and hotel capacity is between 10 to 15 rooms. 'Boutique hotel does not have to be rebuilt, it does not have to be a new building, it can be converted old buildings, castles, historic buildings, monasteries, villas or larger old farmhouses. This type of hotel may be at the seaside, mountain, lake or in the countryside. For example : The Khyber Himalayan resort and spa in Gulmarg (Jammu and Kashmir), Vivenda dos Palhacos (Goa), Neeleshwar Hermitage in Padnekad (Kerala), Glenburg Tea Estate and Boutique hotel in Darjeeling (West Bengal), Ri Kynjai in Shillong (Meghalaya) etc.

#### **8) All-inclusive hotels:**

Hotels with all-inclusive service are often chosen by families with children and tourists who will spend most of their time in the hotel complex, either at the beach or by the hotel pool. Modern all-inclusive service includes rich buffet breakfast, lunch and dinner, afternoon and late night snack, day and evening entertainment for children and adults, sports facilities (tennis, football, basketball, handball, volleyball...).For Example : The Lalit Golf Resort in Goa, The Shiv Vilas, Kenilworth Resort and Spa, Radisson Blu Udaipur Palace Resort and Spa.

#### **9) Online search and booking:**

Modern consumers are increasingly facing the Internet concepts such as online search and booking or e-payments as a part of everyday life. Hoteliers and restaurateurs who have adapted to these trends very quickly show very good results. Websites presenting hotels and restaurants to guests are becoming richer, have more contents and

offer the option of an online search and booking service. Thanks to rich web pages and sophisticated booking systems, hotels and restaurants successfully promote their services and destinations where they are located.

#### 10) Ecology:

Modern consumers are more socially and environmentally conscious, so they want to know if all the environment protection actions are taken and in what way community is being helped and thus the money they earned is returned. Precisely these factors are becoming more and more important in the final decision on selecting the hospitality.

#### 11) Wine bar:

The type of bar which bases its services mainly on sale either draft, bottled wine, or wine in glass, and offer some cold dishes. Special kind of this type is a wine restaurant-bar or wine bar with kitchen where fine dishes both for main meals and between main meals can be found in urban areas and developed tourist destinations. **For example** – The Tasting Room (Mumbai), Via Milano (Hyderabad), Library Bar (Bangalore), Roxy (Kolkata) etc.

#### 12) Lounge bars:

Consumers' need for a pleasant atmosphere and relaxing music has led to the opening of various lounge bars. In a "Lounge bar", guests can enjoy a comfortable and modern interior, light and relaxing music, and top quality beverages. Lounge bars can be found in urban areas and developed tourist destinations.

**For Example** – Altitude Lounge bar at Hyderabad, Liquidz Lounge Bar in Kolhapur etc.

#### Conclusion:

Getting ahead of guest's expectations is making the industry standard. Making use of the emerging trends will let the companies know directly reach out to potential guests and start building on their trust right from the get-go. Then, it is only natural that they will spread the word about their marvellous stay on social media which will surely turn your property into the go-to choice for many vacationers. Business and development policies of independent hotels, restaurants, and bar owners are fully oriented towards its tourists, guests, and consumers through a variety of specific and attractive hospitality services so that it will satisfy their customers.



Miss. Vaishanavi Bhairappa



## Impact of GST on Hospitality & Tourism Industry

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How will the new tax policy affect the tourism and hospitality industry in India?

### **Abstract:**

GST is a non-discriminatory tax, and its effect will be seen across verticals. In this article, we will look at the effects of the new tax on the hospitality and tourism industry.

The Indian hospitality and tourism industry, which was pegged at US\$ 136.2 billion at the end of 2016, is one of the sectors which will see major changes post-July. Experts observe that the implementation of GST will help the sector by reducing costs for customers, harmonizing taxes, and reducing business transaction costs, but will also have its own set of challenges.

**Key words:** Situation changed after GST, Pros and Cons, Lack of competition with Asian countries, Conclusion.

### **Pre and Post GST: How the situation has changed:**

The hospitality industry, like every other sector in the Indian economy, was liable to pay multiple taxes (VAT, luxury tax, and service tax) under the previous VAT regime. A hotel where the room tariff exceeded INR 1,000, was liable for service tax at 15 percent. An abatement of 40% was allowed on the tariff value, thus bringing the effective rate of service tax down to 9%. The Value Added Tax (ranging between 12 percent to 14.5 percent) and luxury tax, would apply on top of this. However, for restaurants, there was 60% abatement which meant that the service tax was charged at an effective rate of 6% on the F&B bills, apart from VAT (12 percent to 14.5%). Bills for bundled services like social functions (seminars, marriage etc.), were taxed with an abatement of 30%. The cascading effect of the VAT regime where the end consumer paid a tax on tax, increases the end cost. Hoteliers and hospitality businesses did not get any input tax credit on the taxes they paid, as central taxes like service tax, could not be set off against state taxes (VAT) and vice-versa.

### **Under the GST Regime**

Under the Goods and Service Tax, the hospitality sector stands to reap the benefits of standardized and uniform tax rates, and easy and better utilization of input tax credit. As the final cost to end user decreases, we can expect the industry to attract more overseas tourists than before. This would ideally result in improved revenues for the government, and there are many pros to this new tax regime which could help the industry's growth in the long run. For instance, complementary food (like breakfast) was taxed separately under VAT, but now it will be taxed under GST as a bundled service. Let's have a look at the rates for this industry in detail:



GST Rates for Hotels Based on Room Tarriff	
Tarriff per night	GST Rate
< INR 1,000	No tax
INR 1, 000 - 2, 500	12%
INR 2,500 - 7, 500	18%
> INR 7, 500	28%

### GST Rates for the Hotel Industry

#### The Pros of GST

##### 1. Administrative Ease:

GST will abolish several other taxes, leading to a reduction in procedural steps and more chances to streamline the taxation process.

##### 2. Clarity for Consumers:

It was sometimes difficult to differentiate between a Value Added Tax and an entertainment tax for the common man. However, under the GST regime customers will see only a single charge on their bill and it would give them a clear picture of the tax they are paying.

##### 3. Improved Quality of Service

How many times have you had to wait in the hotel lobby wondering if you would miss your flight back home because your bill was still being prepared? With just one tax to compute the checking-out process at hotels and restaurants will now become easier – another perk that the hospitality industry can brag about.

##### 4. Availability of Input Tax

The tourism and hospitality industry will find it easier to claim and avail input tax credit (ITC) and will get full ITC on their inputs. Before GST, the tax paid on inputs (raw edibles for food, cleaning supplies etc.) could not be adjusted against the output without any complications. However, this will become easier in the GST regime.

A breakup of hotel prices pre and post GST.

Basic Room	Before GST	After GST
Room Tarriff	2,700	2,700
Luxury Charge on stay charges (10% as per Maharashtra)	270	
Service tax @9%	243	
GST@18%		486
<b>Total</b>	<b>3,213</b>	<b>3,186</b>
Room with Complimentary Breakfast	Before GST	After GST
Room Tarriff	2,200	2,200
Complimentary breakfast	500	500
Luxury Charge on stay charges (10% as per Maharashtra)	220	
Service tax @9%	198	
VAT@14.5% on food	73	
GST@18%		486
<b>Total</b>	<b>3,191</b>	<b>3,186</b>
Luxury with Complimentary Breakfast	Before GST	After GST
Room Tarriff	8,000	8,000
Complimentary breakfast	2,500	2,500
Luxury Charge on stay charges (10% as per Maharashtra)	800	
Service tax @9%	720	
VAT@14.5% on food	363	
GST@28%		2,940
<b>Total</b>	<b>12,383</b>	<b>13,440</b>

## The Cons of GST

### 1. Increased Technological Burden

When the service tax was first introduced, there were a lot of mix ups. GST, thankfully, has very clear guidelines on how each industry needs to manage their accounts and file returns but it will require businesses to become technologically adept, increasing the technological burden and cost for compliance.

### 2. Increased Costs

In Maharashtra, for instance, hotel rooms were earlier taxed at 19% and food and beverage at 18.5%. Even with GST charged at 18%, there is only a minimal cost reduction in both cases. Businesses will also look to recover the additional cost of technology and new systems from their customers, which might – in some instances – lead to higher tariffs.

### 3. Lack of Parity with Asian Counterparts

As India becomes an even bigger player in the global hospitality and tourism industry, we need services to be at par with global rates. Our Asian neighbors such as

Japan and Singapore have very low tax rates for their hospitality sector (8% and 7% respectively) which is an important reason for them ranking high on tourist wish list. India is a global tourism hotspot, but it still loses out on the backpacker crowd due to these high rates.

## **HOSPITALITY:**

The hospitality and tourism industry is one such sector in the economy that is deliberating over the new tax regime. Hospitality is one of the most competitive and steadily growing industries in the country. The tourism industry contributes nearly \$136 billion to India's GDP and is expected to further grow to US\$ 280.5 billion by 2026. Hospitality and tourism are also among the highest employment generating sectors and among the top 10 sectors in the country with the highest volume of foreign direct investment. In addition to being one of the top sources of foreign exchange, tourism is also among the highest tax generating sectors in the country.

### **Hospitality sector and GST: Before and after**

In the former indirect taxation regime, the state government would first charge VAT, luxury and entertainment tax, while the central government would then levy a whole different set of taxes such as excise duty, service tax, customs duty and central state tax. Consider the VAT, for instance, which is often charged by state governments on a value already including an excise duty. Hence, with different states having their own tax rates, hotels and hospitality businesses had no option to avail an input tax credit since the burden of central taxes cannot be set off against state taxes like VAT, or vice versa.

In the previous regime, a hotel with room tariffs exceeding Rs. 1,000 would be liable to pay 15 percent service tax. A deduction of 40% allowed on the tariff value would bring the effective rate of service tax down to 9%, but its effect was negligible since the VAT and luxury tax would still apply. Such a cascading effect of the tax regime rolls down right to the end customer, who bears the burden of paying taxes on taxes.

Assigning GST rates for hotels and restaurants against annual turnovers is a progressive move by the authorities. One of the major benefits of GST to the hospitality and tourism sector is that it will eliminate multiple taxation by subsuming all taxes previously levied under one single entity. The promise of 'one nation, one tax' will also increase the ease of doing business in the country with the provision of standardized tax rates and flexible criteria to avail input tax credit.

The rates in the overall hospitality sector, however, have a complex classification and are on the higher end. The GST rates for non-AC restaurants are 12% on food, while AC restaurants and those with liquor license, including restaurants in five-star hotels will be levied with 18% GST. Hotels with room tariffs between Rs. 2,500 and Rs. 7,500 will be charged 18% tax while those with daily tariffs above Rs. 7,500 will be levied a GST of 28%.

There is good news for budget conscious travelers as small and budget hotels with daily room tariffs of Rs. 1,000 will be exempt from the GST schedule, while those charging

up to Rs. 2,500 per day will pay 12%. Further, restaurants that have an annual turnover below Rs. 50lakhs will be charged the lowest rate at 5% GST. Allotting a lower tax bracket to small restaurants and budget hotels will help them grow and enable them to enhance their service quality and standards on a regular basis. Currently, low to medium budget hotels constitute nearly 80% of India's hospitality market, so a low tax burden on these hotels will also help create thousands of new jobs.

### **The impact of GST on the Hospitality and Tourism sector:**

Here's a look at how GST will impact the overall hospitality and tourism sector:

#### **Easier administration and procedures**

By subsuming multiple taxes under a single category, GST will abolish the tax-on-tax structure, reduce the complexity of taxation procedures and streamline it.

#### **Simplicity for consumers**

Most average consumers cannot distinguish between multiple taxes and rates. With the GST regime, consumers will have a more comprehensible and transparent tax structure with only a single charge on their bill.

#### **Greater technological burden**

Among the pros of GST, there are also a few cons that are hard to overlook. One of them is increased burden on service providers to employ technology-based tools for taxation procedures.

While the guidelines on managing accounts and filing returns are well-defined, it will require businesses to become technologically adept, increasing the burden and cost of compliance.

#### **Increased Costs**

Businesses will increasingly look to recover the additional technology costs from their customers, which may lead to higher tariffs.

#### **Lack of competitiveness with other Asian countries**

While, GST will make India a bigger player in the global hospitality and tourism industry, there is no global competitiveness in tax rates. Other Asian countries such as Japan and Singapore have much lower tax rates in the hospitality sector (8% and 7% respectively) which is amongst the top reasons why tourists prefer to visit these countries and others such as Malaysia, Thailand, etc.

While the sector remains divided on the predicted impact of Goods and Services Tax, most players in the industry have welcomed the move to the new tax regime with great enthusiasm. The long-term impact, however, remains to be seen and only time will tell how and if GST does accelerate growth in the sector.

***Conclusion:***

GST is a mixed bag of better and easier rules and regulations, and increased costs and compliances. The Hotel and Restaurant Association of Western India had been lobbying for a GST rate of 5% as it believed that a lower rate will bring in more tourists and allow Indian businesses to compete with global chains. However, the GST Council deemed it fit to set the rate at 18%.

The Tourism and Hospitality industry in India is expected to grow to US\$ 280.5 billion by 2026, and the initial hiccups after GST implementation are highly unlikely to impede this growth. However, it remains to be seen whether the cons outweigh the pros for this sector.

## Use of Technology in Hospitality & Tourism Industry

HNCC, Solapur

Miss. Reena Khandelwal (BBA-II)

### ***Abstract:***

Information technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped to reduce costs, enhance operational efficiency, and improve service and customer experience. IT continues to improve the H&T industry by using internet and marketing, computer system and mobile communication. Travel websites that allows travelers to find the best deals, self guided tour audio apps and real time updates on flight times and arrivals are now standard travel tools, accessible to both travel professionals and consumers alike. Relevance, security, sustainability, scalability, efficiency etc are the benefits in hospitality industry.

***Keywords:*** Technology, Website, Internet, Marketing.

### **Technology:**

The branch of knowledge that deals with the creation and use of technical means and their interrelation with life, society, and the environment, drawing upon such subjects as industrial arts, engineering, applied science, and pure science.

### **Hospitality Industry:**

The hospitality industry is a broad category of fields within the service industry that includes lodging, event planning, theme parks, transportation, cruise line, travelling and additional fields within the tourism industry. The hospitality industry is a multibillion-dollar industry that depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or an amusement park consists of multiple groups such as facility maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources etc.).

### **Tourism Industry:**

The Definition of Tourism varies source by source, person by person. There is no consensus concerning the definition of tourism. Nearly every each institution define "Tourism" differently. But when it comes to explain it with the basic terms, we can sum it up as follows;

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments,

retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home"

"The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and host in these tourists and other visitors"

### **Technology in Hospitality & Tourism Industry**

Information Technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can benefit from improved communication, reservations, and guest service systems.

Technology has helped tourism and hospitality industries replace expensive human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues.

Here are some examples of the ways that IT continues to improve the hospitality and tourism industry.

#### **1) Internet and Marketing:**

The internet has a powerful impact on hospitality and tourism. A customer's first experience with your business is a visit to your website. This includes looking at pictures and reviews from past guests. It is vital for a business to effectively utilize online advertising, social media, blogs, and online purchasing to help convenience their customers, especially when your competitors are doing the same thing.

e.g. e-Hotelier- Hospitality New, Hospitality Times, Luxury Hospitality magazine etc

#### **2) Computer Systems:**

Computer systems allow communication between larger hotel chains with multiple locations to connect easier. They also help keep staff on the same page and make it easier to access information, making your guests experience much better. Guest requests, housekeeping information, and reservations can all be found on one system.

e.g. TPS, PoS, PMS Etc.

#### **3) Mobile Communication:**

Mobile tablets and smart phones have replaced large desktop computers, making them virtually extinct. This is helpful, because many travelers take some type of mobile device with them on a trip. This helps hospitality businesses keep customers advised of changes and delays to their reservations, offer deals, and advertise by using GPS tracking.

e.g. Trivago, Hotel Tonight, Hotel Quickly, Starwood Hotels & Resorts etc



**Advantages and Disadvantages of Technology Advances:**

So long ago, computer reservation systems revolutionized the travel and hospitality industry. The evolution of the internet, the Smartphone and other technologies now provide significant convenience and savings to travel consumers. Travel websites that allow travelers to find the best deals, self-guided tour audio apps and real-time updates on flight times and arrivals are now standard travel tools, accessible to both travel professionals and consumers alike.

There is a plethora of online travel sites and apps, which can be used for many different purposes:

**Research:**

Individual vendor websites, third-party booking sites, and online travel publications provide information, reviews, and price comparisons for travel products, including transportation, accommodation, excursions and car rental. Travelers who prefer to not work with a travel agent can easily complete necessary research and select the vendors with the best prices.

**Booking:**

Both travel agents and consumers alike can book travel online, without ever having to speak to a vendor representative

**Travel updates:**

Travelers can now check in regarding their flight status via a website or a mobile app. In addition, many airlines now provide updated flight information via text or automated calls. In addition, family and friends can also use online systems to track the arrival of their guests.

**Loyalty points:**

Many airlines and hotels offer loyalty point programs. Apps and websites allow loyalty point program members to check their status and redeem points as they wish.

**Boarding passes:**

Travelers have been able to check-in to their flights online and to print boarding passes from their computer some time now. These days, however, travelers can simply add a boarding pass to their mobile phone wallet and skip the printing process.

**Tour Systems:**

New technology allows individuals on group or self-guided tours to get the information they need as they view historical landmarks, architecture and artifacts.

**Self-guided tours:**

Travelers can download an app to their smartphones, which provides expert commentary as they move through a museum exhibit, attraction or neighborhood.

**Group tours:**

During a conventional group tour, guides sometimes struggle to make themselves heard. As a result, members of the group get jostled about, as others close in, so that they can hear what the guide has to say. New technology now allows a guide to wear a microphone and transmitter. The guide's words are broadcasted to members of the tour

who are wearing earpieces tuned into the transmitter. This not only ensures that everyone can hear the guide, but also allows tour members to move around freely while taking in what the guide has to say.

**Smartphone Communication Apps:**

When things go wrong while traveling, it's essential to be able to communicate with people who can help, such as customer service representatives and travel agents. Some travel agents use apps to make themselves available to travelers who may need to reschedule a missed flight or book a new hotel. In addition, some resorts are also using smartphone apps, which enable guests to bring problems to the attention of management, so that they can be sorted out right away.

**Benefits of Technology in the Hospitality Industry**

Customer expectations are changing. Technology can help businesses in the hospitality industry stay relevant and competitive, save time and money, and increase client satisfaction in six important ways.

**1) Relevance:**

Guests are more likely to recommend locations that are up-to-date. Stay ahead of the technology curve by integrating modern devices into your establishment: mobile keys, smart TVs, room controls, interactive digital signage and things of that nature.

**2) Security:**

Your customers trust you to protect their personal data – credit card numbers, billing addresses, contact information and more. Instead of storing those details exclusively in computers on-site, where they can get lost or stolen, use the cloud. Most modern software applications include cloud storage and backup capabilities

**3) Sustainability:**

Saving energy and money has never been easier. Go green by installing programs that adjust room lighting based on the amount of natural light provided. And use motion sensors to automatically shut off electricity in unoccupied spaces

**4) Scalability:**

Hotel Customer Relationship Management (CRM) programs consolidate guest data, automate payments, and aid in account management, reporting and more. That means you can continually grow your business around practices that produce the highest ratings and revenue.

**5) Efficiency:**

Guests don't like waiting in line. In the hospitality industry, using tablets at the front desk will streamline the check-in and check-out process. Not only will this improve satisfaction, but it will save time so you can focus on improving the guest experience.

**6) Simplicity:**

Integrated smartphone tools conveniently provide all of the resources customers need in one place. With a custom hotel app, users can easily locate amenities such as the pool, gym, spa, bar or laundry rooms; check their charges; and leave reviews.

**How IT has affected the realm of Hospitality Sector:-****1. Reservations Systems:**

You can easily book a hotel room for anyone via the booking facility available online which allows easy access to consumers and travel (millennial) professionals; the systems enable individuals to make reservations and compare prices online. Many, like Expedia, make my trip and Orbitz, are available through online interfaces. Now, major hotels have a 24\*7 AI Powered chatbot to increase direct bookings on website.

**2. Mobile Communication:**

To keep customers updated of changes many hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business the reach can be increased through emails, text messaging or GPS tagging. Most of the travelers take some form of a mobile communication device with them on the road, whether it is a tablet computer or a mobile phone.

**3. In-Room Technology:**

Nowadays traveler carries numerous electronic devices and reliable, wireless Internet connectivity ranks at the top of the list for customer needs. Guests can use the hotel's Web application to access room service options via online or an e-dining Internet site, or use an interactive service that finds nearby restaurants, transportation or shopping stops for them.

***Conclusion:***

The use of Technology in the hospitality and tourism industry has helped speed up operations and helped the traveling process much more enjoyable and efficient. Technology not only helps large chain hotels, but can also be useful to B and B's and other smaller companies in the industry.

Technology has been used wildly in different fields. Hospitality industry as a vivid example of benefit from using smart technology in different aspects, after-sales -support, design, marketing, HR and security. Although smart technology makes a big contribution on the transformation of hotel industry.



Miss. Reena Khandelwal

## Growth Potential of Solapur Tourism & Hospitality

HNCC, Solapur

Mr. Akshay Jadhav (BBA-II)

### **Abstract:**

Today tourism Industries is contributing 11% of Global GDP. The “World Tourism Organization” estimates that there will be 1.5 Billion tourist in the world in 2020 representing 21% of world population. This shows that, there is more scope to explore in tourism sector.

India's vast diversity and heritage offers tremendous potential for growth in tourism and hospitality.

**Keywords:** Tourism, Solapur, Potential

### **Introduction:-**

Our Solapur is located in south-western region of Indian state of Maharashtra. It is located on major road and rail-routes between Mumbai, Pune, Hyderabad, Bengaluru, and is near from boundary of states Telangana and Andhra Pradesh & shares its boundary with Karnataka.

It is 5<sup>th</sup> biggest city in Maharashtra and 49<sup>th</sup> most popular city in India. Solapur Consist of following talukas Karmala, Madha, Barshi, Malashiras, Pandharpur, Mohol, Solapur South, Akkalkot, Sangola and Mangalwedha.

With 11 talukas and diverse population which includes all religions; Solapur has a rich history and remarkable diversity of culture. Yet Solapur is unable to attract tourist in expected number the number of tourist coming to Solapur is very less than its potential.

Solapur has much untapped potential comparing to other districts like Latur, Osmanabad, Aurangabad etc. In 2014 Solapur was included in list of smart cities; for the smart city development policy of central government. Therefore in recent years the city has undergone many developmental changes like construction of national highways, construction internal roads and renovation of parks, cleanliness and many more activities by central state and local government. Also construction of new airport is in progress.

Though, many people visit Solapur for various purpose, pilgrim, tour, rural tour, etc. It has much potential than we actually see. Increase in number of tourist to Solapur will trigger the creation of job opportunities and development of Solapur. Also it will reduce the level of unemployment.

The report puts forward the following recommendations, highlighting the need to promote Solapur tourism and attracting more tourist.

- 1) Take advantage of natural flora and fauna in Solapur and develop them as tourist spots by providing suitable and necessary infrastructure.
- 2) Integrate Solapur tourism campaign with Swachh Bharat Abhiyaan and Smart City

Development Policy. Campaign can have holistic approach which includes not only print but also other channels such as digital, social, placement view sites and global media. That focuses on positives of visitors created content.

- 3) Enhance the perception and reality of Solapur as safe destination by designing and implementing enhanced security protocols.
- 4) Invest in development of both physical and digital infrastructure to confront issue of last mile connectivity.
- 5) Take advantage of labour force available in Solapur by training them in hospitality, through public and private programmes.

Now let's see some places in Solapur which have potential to attract more number of tourists.

Places are classified in two categories as follows:

### **Places in Solapur City:**

#### **1) Indra-Bhavan Solapur Municipal Corporation Building**

It was constructed and established a century back in 1907. It was set up by the late Shri Appasaheb Varad.

The building is three storied structures which look very beautiful that is currently managed by Solapur municipal corporation.

#### **2) Siddheshwar Temple & Lake**

Siddheshwar temple and lake is the temple of "Lord Shiva" the temple is situated in the middle of the lake is picture scene with a backdrop of the fort looming behind it. The temple was built by yogi, Shri Siddheshwar, who was a devotee of Shri Mallikajuna of Srishailam.

#### **3) Revansiddheshwar Temple**

The Revansiddheshwar temple is devoted to a popular saint called Revansiddheshwar the basement of the chamber of this temple has the idol of saint. It is famous for big animal market organized on Makarsankranti.

#### **4) Solapur Fort Bhuikot**

It is one of the popular attraction around Solapur i.e. Bhuikot Fort. It is the 14<sup>th</sup> century fort was built in the memory of Hutatma Bagh. The fort also houses many temples which attract thousands of visitors. It was built by Bahamani Sultan.

#### **5) Sambhaji Lake (Kambar Talav)**

Original name of Sambhaji Lake was Qamar lake was named after daughter's name of Aurangzeb (The Mogal Emperor) but now this is known as Sambhaji Talav Kambar talav. It is beautiful for sightseeing and spending time.

#### **6) Hutatma Chowk**

In this area there are statues of 4 brave leaders who are remembered in the form of strongest protest against British in April 1930.

### 7) Dr. Dwarkanath Kotnis Memorial

He is known for his work of providing medical assistance to Chinese army during second Sino-Japanese war. Many Chinese tourists visit Solapur especially to visit this place.

### Places outside Solapur city

#### 1) Pandharpur (Vithoba Temple)

It is an important pilgrimage place on the Bhima river. Vithoba temple attracts about half million Hindu pilgrims during major yatra (Ashadhi yatra). Vithoba is a form of Krishna.

This place is one of the revered pilgrim sites in Maharashtra.

#### 2) Karmala (Kamladevi Temple)

It is a historical temple in Karmala, Kamladevi is an incarnation of Tuljabhavani Mata.

Temple has magic number 96, it has 96 pillars, 96 windows, 96 stairs to a big wall called barav. Karmala today is a famous shooting location of Marathi blockbuster film Sairat.

#### 3) Nannaj (Great Indian Bustard Sanctuary)

Nannaj has Great Indian Bustard Sanctuary. It is also known as "The Indian Savanna" because of the presence of certain rare plants in its surrounding. It is also famous for endangered birds popularly known as Maldivian.

Nannaj is also famous for its grapes.

#### 4) Akkalkot (Swami Samarth Temple & Museum)

Believed to be an incarnation of Shri Dattatreya the name of this spiritual master popularly called as Swami Samarth is a household word in Maharashtra and the region around. Many travel from long to visit this place.

#### 5) Akluj: (Sayaji Raje & Akluj Fort)

Sayaji Raje Water Park provides the various games and facilities for children and adults for enjoying and relaxing in one day trip. General water tank, children water tank, family water tank, ladies water tank, wave dance, general rain dance, ladies rain dance, train way go to Shimla or Darjiling when you can get the same delight at Sayaji Raje Park.

#### Akluj Fort (Shivrushti)

There is a lot of history in this fort many notable personalities lived here it is a historical significant fort.

#### 6) Ujjani Dam

Ujjani dam also known as Bhima dam or Bhima Irrigation Project, on the Bhima River, is an earth fill gravity dam located near Ujjani Village of Madha taluka in Solapur district.

#### 7) Mangalwedha

Mangalwedha is a town with municipal council in Solapur district in the Indian State of Maharashtra, it is famous for places like:



**a) Machnur Fort**

The fort is in Machnur village, village which is also well known for its Siddheswar temple on the bank of Bhima rivers. Mughal emperor Aurangzeb had been facing wrath of marathons for quite long time. It was because of this he built the fort with aim of protection from his enemies. All activities in southern part of India were handled from this fort by Mughals was built in 1615 A.D.

**b) Siddheshwar Temple**

Near Machnur fort in Mangalwedha on the way to Solapur. There are many small temples in Siddheshwar temple premises. All temples are historic the place is good sightseeing in Bhimarises with its huge & adventure look.

**c) Sant Damaji Temple**

The Sant Damaji of Mangalwedha is a famous temple made in dedication to the great saint – Shri Sant Damaji. The temple is settled in the Mangalwedha city near the district of Solapur, about 55 km away westwards and around 25 km away from the holy destination of Pandharpur.

The Mangalwedha village is popularly known as the ‘Land of Saints’. The reason behind this is that during the 14th Century, this place was home to a whole lot of saints like Sant Kanhopatra, Sant Damaji, Sant Gopabai and Sant Gadgebaba.

**8) Hipparga Lake**

This lake supplies water to Solapur it is a scenic nature area near Solapur. Flamingo, a beautiful bird is found here.

**9) Velapur (Hemadpanti Temple)**

It is famous; it has around 20 stone memorials; along with an old shrine built in the Hemadpanti style. Various old residential buildings, sculptures can be found here.

If all the above discussed points are developed and maintained, Solapur tourism will see a bright future.

**Famous festivals and foods of Solapur**

Now let us know about famous festivals of Solapur which are celebrated with great joy.

**1. Makar Sankranti ( Also Called As Siddheshwar Yatra)**

It is in month of January in this month people visit to Siddheshwar temple and enjoy the Ggadga fair which is full of entertainment. Now days foreigners are also visiting in this festival to Solapur. This most important and famous yatra of Solapur.

**2. Ganapati Festival ( Ganesh Utsav)**

This festival is celebrated with very joy in Solapur. The unique thing about this festival in Solapur is that in over all India, “lehim” which is a beautiful art to welcome Ganapati is only played in Solapur. Also first official Ganapati Mandal of Maharashtra is in Solapur i.e. “AJOBA GANAPATI” Mandal.



### 3. Navratri

This festival is also celebrated with great joy. Lejimis played in this festival also. Goddess Parvati is worshipped during this festival also other cultural arts Garba, Dandiya are organised people in this go to RUPABHAWANI temple to which is the incarnation of goddess Parvati.

### 4. Ashadhi-Ekadashi

It is also known "Pandharpur Chi Ashadhi Yatra". People visit Pandharpur to worship lord vitthal and take a bath in river Chandrabagga (Bhima). Palkis of great saints from all over Maharashtra come to Pandharpur. The Varikari community leads this yatra with energy and enthusiasm. Many foreign tourist visit Pandharpur to experience this yatra.

Besides these Solapur is famous for **shenga-chatni, bajri-bhakri, lamboti chiwadha**, etc and **fruits** like **grapes** and **pomegranate**.

#### **What new things can be done to attract tourists?**

- 1) Patang Mohatsav can be arranged in month of January after Siddheshwar yatra.
- 2) Night light-show can be done on Ujanni dam.
- 3) Boating can be started in available lakes.
- 4) Park stadium can be developed and made available for international events.
- 5) Big events can be arranged on available places in Solapur by developing infrastructure.

#### **Aids available in Solapur to support Solapur tourism**

##### **1) Transport Services For Tourism**

Solapur has good connectivity to various parts with road and rail routes.

- a) State government buses
- b) Local government buses

Besides these there are private travel and tourism companies

##### **2) Hotels Industry of Solapur**

Hotel industry of Solapur is better developed it is capable of providing the customers services as per their demand.

There are general, three star, five star hotels available in Solapur.

Only the need is to develop above highlighted points and make use of these available aids.

**Need to Promote Solapur Tourism:**

In the past few years, we have been that lack of employment opportunities. These have prompted people to migrate to other cities like Mumbai, Pune, Bangalore, etc. in search of job.

To earn a better livelihood and good job people are forced to live Solapur. Also economic growth of Solapur has been hampered due to lack of business and job opportunities in Solapur. So in order to overcome this entire problem there is a need to promote Solapur tourism.

Also by developing good infrastructure which attracts big business

**BENEFITS OF PROMOTING SOLAPUR TOURISM**

- Will generate employment and income for residents of Solapur.
- Creates a market and appreciation for local products and services and keeps them alive.
- Encourages conservation of natural environment and resources and keeps them alive.
- Helps to preserve some old customs & traditions, crafts, traditional, festivals, architecture, food and other unique things of Solapur.
- Will develop local entrepreneurs which will ultimately boost the economy of Solapur.
- Opportunity for Solapur for mutual sharing of culture with other parts of the world.

**Conclusion:**

At last I would conclude that, it is high time to realize the potential of Solapur & make necessary developmental changes for development of Solapur, and make Solapur smart, green & clean.



Mr. Akshay Jadhav

## Careers in Hospitality & Tourism Industry

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### ***Abstract:***

This paper presents the career issues for the Tourism and Hospitality Sector in India. In recent years there is a massive scope and growth in India for career in hospitality and tourism as an opportunity for abroad or with transnational company. This paper also includes the various skills and qualification required in this career. However, we have little detailed knowledge about specific enterprises or job opportunities in areas outside the core of the tourism sector. This paper includes that there is a real need for more career guidance, where careers in tourism and hospitality are likely to be changed due to industry constraints. Career in this industry could also be widened to give us more prospects and a greater practical understanding in international enterprises and the global market.

***Key words:*** Career, Skills, Job opportunities.

### **Introduction:**

India is a country that has banked on the values of 'Atithi Devo Bhava', wherein a guest is equivalent to god a culture in Hindu society. It is our core values that dictate we take proper care of our guests. This, coupled with the fact that India has one of the most diverse geographical diversities in the world, ensured that thousands of international tourists visit the country every year.

India is the second largest employment generator in the field of tourism as large as 25 million jobs. Tourism and hospitality industries create many employment opportunities in different areas like accommodations, transportation, attractions sites. Therefore, the availability of skilled and trained manpower is a crucial element in the success of any tourism development plan or programme, hence employees is a absolute necessary for tourism industry.

The main thing to know about careers in hospitality and tourism is that it's never going to be your typical nine-to-five job. The people who work in this sector really take one for the team and work when other people are having fun. Jobs in hospitality and tourism are all about providing friendly, efficient and attentive customer service.

## **Top careers in Hospitality and Tourism Industry**

### **1) Travel Agent:**

Travel Agents, research, plan, and book trips for individuals and groups. Although people are starting to research and book their travel plans online, it's often easier to use a Travel Agent, as they have years of experience and knowledge. They are able to help with flight bookings, hotel selection, transfer arrangements, and holiday activities. If you're considering becoming a Travel Agent, you will need great organizational skills, attention to detail, and the ability to think on your feet.

### **2) Hotel Manager:**

Hotel Managers oversee all aspects of running a hotel – from housekeeping and general maintenance to budget management and marketing of the hotel. If you're considering a career as a Hotel Manager, you will need excellent interpersonal skills, experience in the hospitality industry, and a number of years' experience in managing employees.

You will be responsible for the daily running of the hotel, including recruiting, training and supervising staff; managing budgets; planning maintenance work; dealing with customers' complaints; overseeing reservations; promoting and marketing the hotel; and ensuring that the hotel complies with health and safety regulations.

### **3) Spa Manager:**

Spa Managers are responsible for the day-to-day running of health and beauty spas. They manage a spa's finances, employees, and services. Many of the tasks are business-related and can include recordkeeping, getting involved in promotional campaigns, maintaining stock inventories, and payroll management.

Spa Managers typically create weekly work schedules, oversee general spa maintenance, train new employees, and arrange staff workshops on new treatments. Often, experience in spa management is essential when applying for a position.

### **4) Tour Operator:**

A Tour Operator typically combines tour and travel components to create holiday packages. He or she will deal with various service providers, including bus operators, airlines and hoteliers.

Tour Operators prepare detailed plan for various destinations and will often monitor trends in popular destinations in order to put together attractive holiday packages for clients. Tour Operators mainly deal with Travel Agents, while Travel Agents deal with the public. Tour Operators will often visit destinations to check whether they should include them in their packages. If you enjoy travelling, this might be the job for you.

**5) Event & Conference Organizer:**

Organizing any event or conference is time consuming, so an Event and Conference Organizer will help with the finer details of planning an event. The role is hands-on and often involves working as part of a bigger team. Event and Conference Organizers co-ordinate every detail of meetings and conferences, from the speakers and meeting locations to the printed materials and audio-visual equipment.

If you're interested in becoming an Event and Conference Organizer, you will need to be able to think on your feet, pay attention to detail, deal with clients and suppliers, and work under tight deadlines. You will also have to be willing to work long hours in order to ensure the success of an event.

**6) Tour Guide:**

Tour Guides work in the travel industry, and give guided tours to groups of visitors/tourists. Tour Guides must have expert knowledge of specific areas, including natural features, historic sites, museums, and other tourist destinations. Guides may give walking tours, bus tours, or even boat tours.

If you decide to become a Tour Guide, you will probably get most of your experience on the job. You will need excellent communication skills – and speaking more than one language will definitely benefit you.

**7) Executive Chef:**

If you hear “Executive Chef”, you might think of the local celebrity chef Reuben Riffle, or the renowned UK-based chef Gordon Ramsay. The Executive Chef is in charge of a restaurant's kitchen, and is responsible for managing the kitchen staff, planning the menu, sourcing the freshest ingredients, and making sure that food hygiene is maintained throughout the restaurant. An Executive Chef must be able to spot problems and resolve them quickly and efficiently.

If you're passionate about cooking for a crowd and think you might have what it takes, this might be the perfect career for you.

**8) Sommelier:**

In short, a Wine Sommelier is an expert in wines. A Wine Sommelier is passionate about wine. He or she is a highly trained and knowledgeable wine professional, specializing in all aspects of wine service. Five-star restaurants will often employ a Sommelier to develop their wine list and to help customers find a wine within their budget that suits their tastes and complements their food.

As a Sommelier, your day might not start until 2p.m, when you review your inventory, meet with suppliers, and arrange to taste wines. Before the restaurant opens for dinner, you go over the wine list with your staff. Then you work the floor, seeing to customer's needs. Your day might not end until 1 or 2 am in the morning.

**9) PR Manager:**

A PR Manager manages a brand's reputation, and will plan, develop, and implement specific strategies to build and maintain the overall brand and reputation. Often, the PR Manager will also act as the company's spokesperson. In the Tourism and Hospitality environment, a PR Manager might work for a hotel chain, a cruise company, or a game reserve.

The job will involve writing and syndicating positive press releases about the brand, arranging events at the hotel (including press conferences, exhibitions, open days, and tours) and connecting with relevant influencers in the industry. PR Managers will also have to deal with potential crisis situations. If you're interested in becoming a PR Manager, you will have to have excellent communication and problem-solving skills.

**10) Leisure Activity Coordinator:**

Leisure Activity coordinators usually work for resorts and hotel chains. They're the people on the ground who makes sure that any planned activities run smoothly. They're also responsible for every aspect of the day-to-day management of a leisure centre, organizing health and fitness programmes, promoting and marketing the business, and interacting with guests. To become a Leisure Activity coordinator, you will need excellent interpersonal skills, as you will spend most of your time interacting with guests.

**11) Front Office Receptionist:**

Until a couple of decades ago, this was a job role that was taken up by just anyone in the industry. However, these days with internet reservation becoming popular, the job responsibility associated with this position has increased by leaps and bounds. Hence, organizations are particularly careful about hiring people for this particular role.

Good communication skills, effective management skills along with a fair amount of computer literacy are prerequisites for this position. One must have a pleasant personality. Also, since these people are the face of the organisation, it is important for them to be well groomed and highly professional all the time.

They need to have a very good knowledge of the products and services that the organisation has to offer since they are the very first customer point of contact. The starting salary for this position depends on the organisation that one is working for. The average value stands at somewhere close to Rs 15,000 per month.

**12) Airlines:**

Jump on board and travel the world as a flight attendant. Manage the in flight services taking care of food and beverage, duty free and other customer service requests. Upon landing you are in a new location, traversing the globe on a regular basis.

**13) Amusement Parks:**

Make every child's eyes light up. Manage the overall operations as a member of the leadership team or be ready to welcome amusement park goers behind the desk selling tickets, supervising a food and beverage outlet or controlling the rides themselves.

**14) Casinos:**

The gaming service industry is huge and jobs are typically found in casinos or at the racetrack. Someone interested in this career may work as a dealer, slot machine attendant, pit boss or an overall operations manager dealing with the activities, in addition to any lounges or food and beverage outlets offered to the players.

**15) Catering:**

A mash up of sales, project management and food and beverage, this is a fun and vigorous career. Whether you're a chef creating the menu or coordinator organizing the vendors, this position is constantly on-the-go fielding queries and giving instructions. A great position incorporating sales with event planning.

**Skills & Qualification:**

Employers in hospitality, leisure and tourism will also be looking for an array of 'soft' skills, including:

- Communication
- Teamwork
- Flexibility
- Commitment to the industry
- Commercial awareness
- Enthusiasm

**Conclusion:**

Hospitality and Tourism industry is the best industry to work in as the sky is the limit and there opportunities available in every corner of the world. This is a much bigger industry than we originally realized and is definitely a good place for us to develop our career and lastly Say yes to every opportunity the rewards are beyond our comfort zone.



Mr. Gaurav Khanchandani



## Innovation & Variety of Tourism Industry in India

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### **Abstract:**

Tourism industry in India is growing rapidly. This paper focuses on some innovation that has been made in tourism and hospitality industry and also different varieties of tourism industry in India, the impact of these innovations on people and the drastic changes in human's life etc. Innovation in tourism is thinking out of the box. Application of innovation has many benefits in the end results like increasing efficiency of operations and profit levels, decreasing cost, ease in satisfying changing consumer needs and assisting the business to successfully compete by having and communicating a special advantage. Also how people take benefits according to their needs from different varieties of tourism available in India. All types of tourism in India have registered phenomenal growth in last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.

**Key words:** Innovation, Tourism, Varieties.

### **Introduction:**

Tourism in India is important for country's economy and is growing rapidly. In India tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Creativity, innovation and entrepreneurship are slogans that have become an integral part of modern tourism economy.

#### **A. Innovation in tourism and hospitality industry**

##### **1. Technology's Lure:**

Technology is being used to offer a seamless experience to the guests. Phone-as-key-cards, mobile self-check-in and kiosks for self check-in do away with the formalities and wait of check in and check out on front desk.

Technology has been used for many other innovations. Virtual flight assistant's, robots, augmented reality tours in places of tourist interests are all means to improve the travel experience of the tourists.

##### **2. New Ways of Enquiry and Booking:**

Hospitality and Tourism industry has witnessed much change in ways of enquiry and booking. Guidebooks are outdated. Information from websites and crowd sourcing is the in thing. Peek and Any Road are some apps meant for this purpose.

Bookings can be made online and there are also apps like Hotel Tonight for the same. It enables the users to find inexpensive hotel rooms even at the last minute. Facilities are available in around 17 nations of the world, approximately 250 destinations and expanding each day.

### **3. Luggage Safety:**

For the peace of mind of the travelers, smart luggage is being designed. A suitcase invented by Bluesmart allows you to track your luggage using an app in your smart phone.

### **4. Airport innovations:**

These range from availability of Wi-Fi and charging facility in the plane to boarding passes on phone and automated check in and clearance. Smart watch boarding passes are also one of the new innovations. However, it is the blend of human and technology that is the ideal norm in Hospitality and Tourism industry.

### **5. Share Ware:**

A new trend is the concept of sharing. Renting out spare rooms or unoccupied homes to those traveling constitutes the basis. Airbnb responsible for this innovation has a value of approximately 25 billion dollars, has catered to around 30 million guests but does not own a single hotel. This makes easy and cheaper accommodation available for many who have the wanderlust but not the money. Many others are also trying to cash on this trend in Hospitality and Tourism industry.

### **6. Innovative Marketing:**

Emphasis is on using and sharing. Visitors want to click snaps and share on social media. This has been used for marketing. 'Snap your Stay' by Hotel Tonight encourages people to click snaps of their stay and share them. They receive credits in return. Schemes like 'gift a room' are gaining popularity. Guest images, their tweets and reviews are uploaded for promotions.

### **7. Green and Well:**

Focus on wellness and health, have brought in innovations like energizing lighting, air purification, and shower water with vitamins. Hotels are providing workout gear in rooms and personal yoga spaces. To conserve energy and create a favorable impression on consumers, some hotels have installed a system of lights and air conditioners switching off automatically as soon as the guests move out of the room.

## **B. Varieties of tourism industry in India**

India showcases a variety of tourism options which includes Ecological Tourism, Pilgrimage Tourism, Historical Tourism, Adventure Tourism, Medical Tourism and an upcoming Ayurveda Tourism. So Tourism in India plays different roles as follows:

1. **Leisure Tourism:** Leisure time can be defined as “free time”, not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following:
  - Relaxation: Sleep, relax, reading, walk on the beach, taking a scenic drive
  - Sport activities: hiking, swimming, surfing, running
  - Visit places of interest and local attractions Visiting friends and relatives
  - Shopping for goods that will be used by the tourist.
  
2. **Business Tourism:** Business tourism can be defined as “travel for the purpose of business”.  
 Business Tourism can be divided into three sections:-
  - Trading for goods to be resold on a wholesale basis.
  - Conduct business transactions  
 E.g. visiting a client, contract negotiations.
  - Attending a conference, exhibition or event associated with their business.
  
3. **Ecological Tourism:** The rich diversity in the flora and fauna with a blessing of the beautiful natural attractions has encouraged Ecological Tourism in India. The forests cover on the Andaman and Nicobar islands, Orissa, Meghalaya and the Malabar Coast; the Kaziranga and Jim Corbette wildlife sanctuaries; the mountain ranges in North India and the Hill Stations such as Shimla, Kulu, Manali, Ooty; the Paradise on Earth, Kashmir, the beautiful beaches at Goa and the backwaters of Kerala and much more is nothing but a feast for all nature lovers
  
4. **Pilgrimage Tourism:** India has a very strong mythological background and is also known as the LAND OF GODS AND GODDESS. India being the most culturally developed country and the birthplace of many saints, poets and philosophers has marked growth in Pilgrimage Tourism since ancient times itself. Kedarnath, Badrinath, Amarnath, the Golden Temple at Amritsar, Dwarka, Dargahs and Masjids at Delhi and Ajmer, churches and temples at Goa are some of the common tourists’ attractions pertaining to Pilgrimage tourism
  
5. **Historical Tourism:** India is a land which gave birth to many legendary rulers and warriors creating a glorious historical background. Every city or place in India has a story to tell about its history. The common tourists’ attractions for the same include the Taj Mahal at Agra, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India “Madurai” and many more.
  
6. **Medical Tourism:** Medical Tourism is an upcoming kind of tourism in India. Due to low cost and efficient medication facilities more number of people all over the world

considers India to be a better option for medication purpose. The later part of the paper studies Medical Tourism.

7. **Ayurveda & Yoga Tourism:** Ayurveda may be regarded as the “Science of Life”. India has witnessed an overall growth in tourist arrivals due to the upcoming; Ayurveda Tourism. The state of Kerala in South India is the popular destination of Ayurveda Tourism. The main focus of Indian Yoga is nothing but simple Yogasanas and meditation which rejuvenates one’s mind, body and soul. There are many Ashrams in India encouraging Yoga Tourism. The mountain ranges of the Himalayas, Rishikesh, Kedarnath, Gangotri of northern India are some of the places where one can get eternal peace and satisfy their spiritual quest and are the perfect destinations for Yoga Tourism.
8. **Adventure Tourism:** Due to its geographical diversity India is one of the finest places for Adventure Tourism. Mountaineering, skiing, trekking in the ranges of Himalayas, Camel safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock climbing, Wind rafting and much more of an adventure for every adventure lover is bestowed by India upon its Tourists.
9. **Sports Tourism:** Sports tourism refers to international travel either for viewing or participating in a sporting event. Examples include international sporting events such as the Olympics, world cup (soccer, rugby, and cricket), tennis, golf and Formula 1 Grand Prix.
10. **Wildlife Tourism:** Wildlife tourism is the observation of wild (non-domestic) animals in their natural environment. It includes activities such as photography, viewing and feeding of animals. This form of tourism offer tourists customized tour packages and safaris and is closely associated with eco-tourism and sustainable-tourism.

### **Conclusion:**

Innovation and growth in Tourism shows that innovation processes in tourism are mainly aimed at increasing productivity, profitability and quality, thus improving the overall competitiveness of the tourism economy. Also different varieties of tourism help the tourist to take benefits of the variety according to their need.



Miss. Farheen Shaikh

## Medical Tourism: Opportunity for Solapur Development

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### Abstract:

Medical Tourism a new way of growing tourism industry in the India. It develops in the world level. It not only the developed country but also in the developing countries. India is one of the important destinations in the medical tourism industry. In India medical tourism is on the way of tremendous growth. Now Solapur is also developed in medical sector. Solapur has the most competent doctors and world class medical facilities with most competitive charges for treatment of certain medical problems. Undoubtedly the recent days and experts are comparing it as one of the best emerging tourism destinations. Solapur has specialized doctors in Ayurveda, homeopathy, Allopathic, Meditation, Yoga.

### Introduction:

Medical tourism is also known as Health Tourism. This industry develops in India with the help of corporate hospital and government hospital. It helps to develop the long term infrastructure and import the foreign technology. Medical tourism in India is multibillion dollar provider industry and attracting millions of foreigners and domestic to visit incredible heritage of Solapur and enjoy medical blessing. Solapur is full of well trained, qualified and experienced professional doctors. India ranks second for medical tourism I the world. Peoples in different villages come to Solapur for their treatment these help in increasing in tourism in Solapur. Beside cheaper cost of the treatment other factor are also contributing toward an increase of health tourist in Solapur. From ancient time India is famous for its traditional treatment therapies and have made a recognize place in medical literature by providing Yunani, Aurvedic, Allopathic, Homeopathy, and Naturopathy advantage of medicine to patients. Medical tourism in India has emerged as the fastest growing segment of tourism industry. Solapur medical tourism industry is currently at budding stage, but has a massive potential for future development and progress. government support low cost improved healthcare infrastructure, and its rich culture heritage, have taken the Solapur tourism to new heights it emerge as one of the most cost efficient medical tourism.

### Growth of medical tourism in India:

The growth of medical sector in Solapur is unexpectedly growing. The number of medical patient in Solapur has been difficult to estimate as no systematic data are recorded

and the reported number of medical travelers and I have included business travelers, the regular tourist who require medical care.

**Booming medical tourism in India:**

The Solapur health care service is undergoing a fast expansion and Solapur is now looked upon as lending city In the promotion of medical tourism, with an annual growth rate esteem at 10% the government of India accept the simple norms in health care industry for private players in 1980. It offers several incentives to private players such as land allocation at subsidiary rate for new hospital project. In the year 2009, interim budget the government hike the allocation of NRHM by US dollar 423.7 million over and above US dollar 2.5 billion. The government announces US dollar 64 million initiatives in October 2009 to promote domestic manufacturer of medical devices such as stent, heart valves, orthopedic implant, it lead to lower price of critical equipment.

**Contribution of medical tourism in Indian economy:**

Many hospitals in India are accredited by international institutions and are offering world class treatment at that cost which is comparatively 40-50% less than that of any European country.

India not only offers the medical treatment but also others rejuvenative services such as yoga, meditation, herbal therapies and other skin treatment which could uplift the mood enhance health of medical tourists, as a result India is receiving a huge number of international tourist who are coming to gain the rejuvenative benefits. In 2009, India has received a total of 1,80,000 foreign health tourist. It is estimated that it will grow at a Compound Annual Growth Rate of over 19% and will reach up to 1.3 million by 2013. Tourism in India is also one of the fast revenue generation industry and contributing around 5.92% to the National GDP, and providing employment to over 9.25% of the total country's work force. Medical tourism in India is playing a vital role in improving the economic and social status of the society.

**Objectives;**

- To find potential hospital in Solapur.
- To find services provided by hospital in Solapur.
- To know how medical tourism can develop growth of Solapur.
- To Find what kind of services can be offered by the tour planners in relation to Medical Tourism

**Communication:**

In Solapur healthcare professional and doctors communicate with patient in Marathi and other languages such as Kanada, Tamil, Telgu, Hindi, and English. As Solapur connect Karnataka and Andhra Pradesh. All hospital has excellent staff which communicates that language which is comfortable to patient.



### Major hospitals in Solapur

- The specialty hospitals excelling in medical tourism industry in Solapur are;
- Ashwini multi super specially hospital Solapur.
- Yashodhara multispecialty hospital Solapur.
- Navjeevan fertility and IVE center Solapur.
- Pradhan eye hospital and Lasik laser center.
- Shri Maekandey Solapur sahakari rugnalaya and research center.
- Raghoji kidney hospital.
- Narmada multi speciality hospital.
- Chitale clinic Solapur.
- Nirmal anorectal and multispecialty hospital.
- Solapur care and multispecialty hospital.
- Central multispecialty hospital.
- Sunrise hospital.
- Yugandhar multispecialty hospital.
- City hospital.

### Specialties available in Solapur are;

- Internal medicine
- Critical care
- Interventional radiology
- Endocrinology
- Gastroenterology
- Oncology
- OT
- Dialysis
- Cardiac care
- Cardiothoracic surgery
- Dermatology
- ENT and head and neck surgery
- Joint replacement surgery
- Neonatology
- Neurosurgery

### Opportunities and growth;

The growth of medical tourism in Solapur is unexpectedly growing.

India not only offers medical treatment but also other specialized services such as yoga, meditation, herbal therapies, and other skin treatment. Different people from various villages come to Solapur for their treatment. These results in increase flow of business travel.



In Solapur there is various multispecialty hospital and well qualified doctor and all medical facilities are available.

So people in different villages come in Solapur for their treatment.

This is opportunity to Solapur to develop as it increases tourism and hotel industry. It also help in developing food industry but also market and tourism spots in Solapur such as Sidheshwar temple, Kambar talav, Navi peth, Shivsmarak, Park chowk etc. Because of tourism sector transport sector also widely increase.

### **Services offered by tour planer to their patient**

1. Make appointment with concerned specialist of world known hospital.
2. Make arrangements for their escorting, transportation and accommodation as per the requirement of the patient. try to accommodate patient near to their diagnostic centre
3. Helps in preparing other documents as require by the health centre.
4. Makes arrangement for their treatment and other medical facilities.
5. Makes arrangement for sightseeing, local transportation, and shopping, if required by patient or his family members.

### **Research methodology:**

This paper is prepared on the basis of secondary data from different sources. Corporate Health Care Centre's reports, Information were collected from various hospitals in Solapur. The information also collected from reputed published book, newspaper, journals, unpublished thesis, projects, and websites.

### **Conclusion:**

From above report we conclude that medical sector is connecting dot for all sector in Solapur.

Medical tourism is major cause for development of Solapur as it increases hotel industry transport sector and potential market of Solapur. Also it has major contribution in economic development of the city.

## AGRO TOURISM: An Emerging Concept in Solapur Tourism with special reference to Abhishek Mala

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### ***Abstract:***

Tourism is now well recognized as an engine of growth in the various economics in the world. Several countries have transform their economic by developing there tourism potential. Tourism has great capacity to generate large scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of tourism have been emerged like agro tourism. Promotion of tourism would bring many direct and indirect benefits to people.

### • **Introduction:**

Agro tourism as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm. Agrotourism has different definition in different parts of world and sometime refers specifically to farm stay.

Agro tourism a form of rich tourism that is considered a growth industry in many part of the world. People have become more interested in how their food is produced. They want to meet farmers and processors and talk with them about what goes into food production. Farmers use their interest to develop traffic at their farm and interest in the quality of their in their products as well as awareness of their product.

Agritourism is leisurely activities in the rural areas that help a person understand and appreciate the land and the people who live on it. In recent years, travel has become much more than just ticking through the mandatory list of local museums and sites.

Travelers want to slow down when they discover a new destination. They want to meet locals in their natural environments and become more involved with the land they are visiting. With this in mind, Agritourism was born. At its most basic level, Agritourism is a style of travel that takes place on a farm usually offers the opportunity to help with on-site farming or ranching tasks during the visit. It entails a meaningful visit with a producer of land-based products and services.

Agri Tourism is however not all about staying in a village and relishing the food, this is an opportunity to be close to where the 75% of Indians live. One of the best things about staying on a farm is that guests can contribute to the place through their involvement. Our idea is to make tourists live life like a villager, right from milking the cow, plugging the field, bathing in a well to climbing a tree and plucking fruits.

• **About Abhishek Mala:**

Before 17 years, they were planting more buries from orchards to vegetables. But from 2000 to 2001 there was no rainfall and a big problem of labours. So from 2003 to 2004 they decided to start a side business related to agri.

First time in 2003 to 2004 they started hurda party in agri firm. That means agri tourism, after that they started to develop the farm provide entertainment facility, kids zone, garden, cricket ground, bullock car, huts, etc. as per need or requirement of customer.

In 2007 they established "ANJALI MAHILA BACHAT GAT".

"ABHISHEK MALA" is a member of "KRUSHI PARYATAN SANSTHA".

Other options to agro tourism in Solapur city available are:

- Abhishek Mala
- Best picnic spot
- Vanaprastha agro tourism
- Singi Mala

There packages are as under:

**1 Abhishek Mala:** - Timing – 10:30 am to 5:30 pm.

Address – Pakani, solapur, Maharashtra. (15 km from Solapur city)

**Package includes:**

Price: 570/- per head for adults and 285/- per head for children.

Snacks: Welcome dish, chiwda, hurda, lunch, paan , tea and biscuits.

**2 Best Picnic Spot:** - Timing – 10 am to 5 pm.

Address – Mohol, Solapur, Maharashtra. (34.5 km from Solapur city)

**Package includes:**

Price: 580/- per head

Snacks: Breakfast, seasonal soups after and before lunch, hurda, lunch and two time tea a day.

**3 Singi Mala :-** Timing : 9:30 to 5:00 pm

Address: Kumthe, solapur, Maharashtra. ( 8 km from solapur city )

**Package includes:**

Price: 330 /- for children up to 3-10 years

500/- for adults.

Snacks: Welcome Food dish, breakfast, hurda, lunch and tea.

**4 Vanaprastha Agro Tourism:** Timing – 10 am to 6 pm & 5 pm to 10 am.

Address : Degaon-Kegaon road, Solapur, Maharashtra. (9.3 km from solapur city).

**Package includes:**

Price : 750/- per head (for timing 10 am to 6 pm)

800/- per head (for timing 5 pm to 10 am)

Snacks : (10 am to 6 pm) – Breakfast, lunch, hurda, tea/coffee (unlimited).

(5 pm to 10 am) – Evening snacks, hurda, dinner, morning breakfast.

**• Objectives of the study:**

1. To find out awareness level about agri tourism concept among people in Solapur district.
2. To study the agri tourism concept with reference to ABHISHEK MALA.
3. To find out customer satisfaction level about agri tourism destination in Solapur district.
4. To identify the problem of agri tourism with reference to ABHISHEK MALA.

**• Importance:**

Agri tourism offers an opportunity to build relationships between the agricultural community and the local tourism industry by incorporating tour groups, educating school children and hosting civic events. This increases rural economic development dollars in areas with Agritourism venues. The ultimate goal of an Agritourism venue is to increase net farm income by filling customer needs for education and recreation on the farm.

**• Scope:**

Agri tourism has great scope in the present context are as following:-

**1. An inexpensive gateway**

The cost of food, accommodation, recreation and travel is least in Agro-Tourism. This widens the tourist base. Present concept of travel and tourism is limited to urban and rich class which constitutes only a small portion of the population. However, the concept of Agro-Tourism takes travel and tourism to the larger population, widening the scope of tourism due to its cost effectiveness.

**2. Curiosity about the farming industry and life style**

The urban population having roots in villages always have had the curiosity to learn about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses and rural lifestyle. Agro-Tourism which revolves around farmers, villages and agriculture has the capacity to satisfy the curiosity of this segment of population.

**3. Strong demand for wholesome family oriented recreational activities**

Villages provide recreational opportunities to all age groups i.e. children young, middle and old age, male, female, in total to the whole family at cheaper cost. Rural games, festivals, food, dress and the nature provides variety of entertainment to the entire family.

**4. Health consciousness of urban population and finding solace with nature friendly means.**

Modern lifestyle has made life stressful and average life span has come down. Hence, people are in constant search of pro-nature means to make life more peaceful. Ayurveda which is a pro-nature medical approach has roots in villages. Indigenous medical knowledge of villagers is respected. Organic foods are in greater demand in

urban areas and foreign countries. In total, health conscious urban population is looking towards pro-nature villages for solutions.

#### **5. Desire for peace and tranquillity**

Modern life is a product of diversified thinking and diversified activities. Every individual attempts to work more, in different directions to earn more money to enjoy modern comforts. Hence, peace is always out of his system. Tourism is a means for searching peaceful location. Peace and tranquillity are inbuilt in Agro-Tourism as it is away from urban areas and close to nature.

#### **6. Interest in natural environment**

Busy urban population is leaning towards nature. Because, natural environment is always away from busy life. Birds, animals, crops, mountains, water bodies, villages provide totally different atmosphere to urban population in which they can forget their busy urban life.

#### **7. Disillusionment with overcrowded resorts and cities**

In resorts and cities, overcrowded peace seekers disturb each other's peace. Hence, peace is beyond cities and resorts. Even though efforts are made to create village atmosphere in the sub urban areas through resorts, farm houses, it looks like a distant replica of the original.

#### **• Research Methodology:**

Though the main research for this paper is secondary research, some primary inputs are also added. For this Primary (Survey) research is carried out with sample size of 20. These 20 respondents are the representatives of family groups, associations, informal groups and business organizations. A small test questionnaire was used to collect answers about preferred distance for travelling and preferred price per person for a day tour to Agri tourism project. Secondary research was done by reviewing journals, research papers, newspaper articles, official websites of ICAR, ATDC and MTDC, etc

#### **Conclusion:**

1. Agro tourism industry should advertise its farm at local newspaper, radio to create more awareness within customers.
2. Agro tourism industry tries to make contract with various tour providers to increase its customer base.
3. Agro tourism should try to provide pick and drop services as some respondents are facing transportation problems.
4. If possible Agro tourism industry should try to reduce package price as reasonable prices could attract more customers.
5. Maximum customers are satisfied with service and food quality. So Agro tourism should not compromise on its quality.



