

# IMPORTANCE OF HOSPITALITY IN THE GLOBAL WORLD

Mr. SELVAMANI,  
Assistant Professor in Catering Science & Hotel Management,  
AJK College of Arts and Science,  
Navakkarai, Coimbatore – 641 105.

## Abstract

Over the past several decades, hoteliers have turned their focus to the importance of sustainability in the hospitality industry as it relates to hotel development and operations, including the environmental, economic and social impact. Sustainability is one of the most important issues currently facing our world.

The hospitality sector has historically had a dramatic environmental impact through energy and water consumption, use of consumable and durable goods, and solid and hazardous waste creation. Hotels consume energy for HVAC operations, lighting, fuel and other power needs. Water is used for bathrooms, F&B, and laundry, as well as other general operations (irrigation, cleaning and maintenance). Waste is generated by the disposal of paper, batteries, bulbs, furniture, equipment, appliances and more.

**Keyword:** Hospitality, importance, development, industry etc.,

## Introduction

The rapid growth of Hotel industry in the last decade has led to much expansion of the industry, and many hotels seem to mushroom out from different corners of the world. Tourism industry which complements the Hotel Industry is also developing rapidly, and by far every nation is up and about with projecting their states as the tourist destination to drive more tourists to the land. The income that the state incurs from the tourism industry is a plus point that leads to nation upholding their area as a tourist spot.

The changing multicultural environment effectuates leaps and bounds growth of Hospitality Sector where recreation has become one of the biggest stress-buster for the people today. Spending good times with family and friends as well as exploring various tourist spots across the globe is a common interest that many shares. The hotel industry needs to stay in sync with the demands of the hospitality sector and constantly upgrades new services for the clients.

Hotels can be classified by service they provide. The more quality is provided in the service; the more stars are associated with the hotels. The price range also greatly varies in keeping with the premium services available in the hotel. The best thing about the industry is no matter where you go you can find an array of hotels that comes in varying price ranges that will suit your taste and pocket.

**But what is the importance of Hotel Industry?**

Apart from the fact that it generates a lot of revenue for the private owners the need of Hotel Industry is much for the general mass and the nation at large.

**More hotels give tourism industry a boost:**

Any tourism spot will be flocked by hotels that will compete with their distinct offers, price ranges, and services. The need of the Hotel Industry is much holistic than you would believe as other than adding on to the GDP of the nation this Hotel Industry provides an excellent job base for many in the country. Imagine the entire workforce behind a Hotel industry working to give you the perfect service. They entire labour force finds recruitment and livelihood through the Hotel industry. Moreover, many specialized professions like chefs, Housekeeping staff and other thrive within the Hotel industry. A loss of the Industry will mean the extinction of many of these professions.

**Hotel industry as a stress buster for tourists:**

The tourists that come to visit Hotels want to be pampered. The service provided by the Hotel gives the customers a little break from their daily life where they need not take care of themselves and has a gamut of professionals working in the hotel taking care of their needs. The luxury services on offer in the hotel like spa, gym, restaurants and swimming pool is meant for the entire family and smiling housekeeping staff ensures that the client has a right time. Maximum comfort at the most affordable rate is. Therefore, the norm of the day in many hotels and more services are being added to lure in the customers constantly.

**Hotel industry aids business meets and exhibitions:**

Hotels are much needed for business travelers, and many Hotels have tie-ups with big enterprises offering them rooms and their services as a packaged deals. Many business meets and exhibitions happen inside the hotel as hotels often can provide with enough space for the gathering of a large crowd. For every business, it is not possible to find accommodation for all their employees who must be traveling from different branches to another city for a day's meeting. The tie-ups between hotels and business houses, therefore, help profusely as the employee who has come for a day for a meeting can station himself or herself in the hotel room.

**By products of the Industry:**

The hotel industries come with many other by product Industries that can be seen coming up all around it or even within its premises. The spa room, the gym area and the little souvenir shop in the lobby are all by-product industries of Hotel industry. The media as an industry also gets much business from the Hotel Industry as the hotels are consistently publishing advertisements about their services in different mediums. The creative strategy employed by the hotels to drive in customers also need great interior decoration and marketing technique, and these are two lines of business that also thrives side by side with the Hotel industry.

Reasons for spending money on corporate hospitality include:

1. To build relationships with potential customers
2. To reward customers/thank them for loyalty
3. As a marketing tool/to raise company or product profile
4. To increase business/sales
5. To achieve closer informal contact in a relaxed environment
6. To raise and keep up the company's profile/ public relations
7. To encourage repeat business/to retain clients or customers
8. To keep the customers happy
9. To talk about business/to network
10. To achieve better communication interaction/ improved understanding
11. To meet the expectations of customers or the industry
12. To reward/boost staff or team morale
13. For the social benefits

As hoteliers begin to realize that they can provide an enhanced guest experience by integrating natural elements, there has been an evolution in “green thought” in the community inspired by multiple factors:

#### **Cost savings**

Cost is always a driving factor and reducing operating costs provides a compelling incentive for hoteliers. Cost reduction and efficiency strategies can be achieved by investing in better operational procedures and emerging environmental technologies. Many hoteliers now employ a variety of strategies to reduce, reuse, and recycle waste. Other emerging areas include sustainable procurement, indoor environmental quality (focusing on air quality and chemical/cleaning product use), and staff training programs (which can facilitate improved performance and higher levels of employee satisfaction/retention).

#### **Economic incentives**

Our government has enacted a variety of economic incentives to encourage the development of environmental retrofits and the construction of “green” buildings. These benefits include tax write-offs, financial grants, insurance premium discounts and expedited regulatory permitting.

#### **Regulatory affairs**

Current environmental regulations targeted toward the hotel sector are largely focused on facility operations such as storm-water management, hazardous materials handling, and environmental health and safety. However, a wide range of present and future legislative activities will impact hotel design, construction methods and operational approaches.

#### **Guest experience**

A greater number of hoteliers understand that investments in environmental technology can have a direct positive impact on guest experience. Where the rubber meets the road, however, is what the guest

thinks and feels about their hotel experience. More than ever, guests want to stay at properties that don't feel like hotels—they want an “at-home” feeling. Lighting, furnishings, cleaners and other front-of-house products combine to leave an impression with the customer, which can affect both occupancy and ADR.

### **Corporate brand image**

Adopting a sustainable corporate culture can provide a distinct advantage in terms of attracting and retaining talent. According to Shelton Group, 55% of the U.S. workforce would choose to work for a socially responsible company, even if they made less money—that number jumps to 76% for Millennials. Furthermore, 70%—83% of Millennials—would be more loyal to a company that helps them contribute to social and environmental issues. These statistics make it clear that sustainability—and a company's commitment to it—is top of mind for employees.

### **Brand image**

Most major hotel brands have incorporated some level of sustainability platform into their brand definition. Several brands have been repositioned to cater to a younger generation of more environmentally and socially active customers. But companies really need to put their plans into action: According to Forbes, younger generations “take pride in knowing which brands aren't just talking the talk, but are walking the walk.” Having sustainable business practices will lead to an enhanced reputation and brand image, which translates to great hotel profits in the long term.

The restaurant sector has become the largest in the world hospitality industry. It includes exclusive restaurants and fine-dining establishments, as well as a wide variety of mainstream restaurants, coffee shops and cafes, fast-food outlets. Many restaurants specialize in regional or ethnic food styles, such as Asian and Oriental, Mexican and Caribbean, as well as a wide range of European-style restaurants. New restaurants and cooking methods are launching and becoming more popular all the time.

Moderately priced specialty restaurants continue to increase in popularity. In order for them to succeed, it is essential that they understand what customers want and plan a menu that will attract enough customers to make a good profit. A successful catering/restaurant manager is one who gives customers what they want. They will be aware of changing trends and adapt to them. These abilities are developed by learning different catering/restaurant manager courses. The most successful catering establishments are those that maintain the required level of sales over long periods and throughout the year.

Many customers now want the option of most popular foods at a rational price, with little or no waiting time. Fast-food establishments offer a limited menu that can be consumed on the premises or taken away. Menu items are quick to cook and have often been half or fully ready beforehand at the main production point.

Despite its complexity, catering represents one of the leading sectors of the UK economy and is fifth in size behind retail food, cars, insurance and clothing. It is also a crucial support for tourism, another major part of the economy and one of the largest employers in the country. Restaurants in the UK has

approximately 40 percent of the commercial hospitality market, and small institutions employing less than ten staff make up the majority of the industry. The southeast of England has the highest application of catering and hospitality outlets.

### Conclusion

Businesses today find themselves competing in a world economy for survival, growth and profitability. Managers working in the industry have to learn to adjust to changes in line with market demands for quality and value for money. Increased organizational attention must be devoted to profitability and professionalism. Many institutions throughout the world provide professional study courses in hospitality and degrees to equip the interested individuals with employment market demands and skills. Many people are learning hospitality management to join the restaurants hospitality as a career. Some of the main reasons behind this are a large amount of employment opportunities around the world and incentives offered by this sector. It is a respectful and entertaining occupation but requires hard work and dedication.

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