

HOTEL - A KEY DRIVER TO THE GROWTH OF TOURISM

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Abstract: Hospitality industry is one of the fastest growing industries in the current scenario of any economy, contributing significantly to the country's Gross Domestic Product (GDP) and Foreign Exchange Earnings (FEE). It is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The thriving economy and increased business opportunities in India have acted as a boon for Indian hotel industry. In tourism, accommodation sector solely represents one of the fundamental pillars, the other being travel and amusement. Today, a number of factors are coming into a proper focus and it is becoming increasingly evident that what once has been considered as a separate hotel industry is now an integral part of the larger tourism industry, because 'no hotels no tourism'. The hotel industry is so closely linked with the tourism industry that the fortune of the hospitality industry has always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the hospitality sector. The present study intended to assess the contribution of hotels in the growth of tourism industry in India with reference to Nagaland and also to identify the challenges facing the hotel service providers as well as suggesting solutions to the problems stumbled upon by the hotel service providers.

Keywords: - Hospitality Industry, tourism, economy growth

I. INTRODUCTION

Hospitality industry is one of the fastest growing industries in the current scenario of any economy, contributing significantly to the country's gross domestic product (GDP) and foreign exchange earnings (FEE). It is also linked with other industries such as transportation, food & beverages, handicrafts and infrastructure which further aids in the growth and development of the country. The demand of hotel industry has been increased in recent time due to the advent of technological progress particularly through higher capacity cruise ships and aircrafts, computerized reservation system, better road and transport facilities, all have played key roles in the global growth of hotel industry and now-a-days tourists want highly specialized as well as customized services from hotel industry. Thus, the industry has been a cause as well as beneficiary of the overall economic development of India due to its forward as well as backward linkages. It has evolved into an industry as it is sensitive to the needs and desires of people. Fortune of the hospitality industry has always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the hospitality sector.

The terms tourism and hospitality are co-related and grouped together as a single industry. There exist overlapping between these two. Tourism is defined as the persons travel and goes for the places outside of their usual environment for less than one year to accomplish their business purpose and for leisure; they are not employed there on visiting places. Hospitality is the provision of the accommodations, venues, meals and drinks to those people who are out of their homes. Both of these industries cover the restaurants, accommodations, hotels and other exhibition activities. Tourism is not the subsector of the Hospitality merely a source of the tourist services. Hotels are the essential subsectors in the growth of tourism industry in the world, since without hotels; it may be difficult for guests/tourists to travel to a particular preferred destination.

Indian hotel industry has witnessed tremendous boom in recent years. It is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The thriving economy and increased business opportunities in India have acted as a boon for Indian hotel industry. The arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The 'Incredible India' destination campaign and the recently launched 'AtithiDevoBhavah' (ADB) campaign have also helped in the growth of domestic and international tourism and thus the hotel industry.

Review of literature

Sharma and Kukreja (2013) highlighted the significance of hotel industry in Indian economy, their demand and supply scenario, and various challenges before hotel Industry and Government efforts to remove the problem associated with this industry.

Kulkarni (2012) examined that, apart from traditional business or leisure travel, India's hospitality sector has been witnessing interest from a variety of segments like meetings, incentives, conferences and exhibitions (MICE), wellness tourism, and spiritual and pilgrimage tourism. The demand has been strong from both foreign as well as domestic tourists. Given the rather diverse nature of demand, the hospitality industry is also looking at creating adequate products to service the varied tourist requirements. With support and initiatives by the governments at various levels, the hospitality sector is moving toward comprehensive growth.

Pinto (2012) justified that there are various factors that affect the Indian economy but the researcher through his study wanted to find whether the impact of global recession has affected the Indian economy severely or gradually decreases with new initiative policies. This study tried to know about the growth of Hospitality industries after global recession in terms foreign tourist arrivals, generation of foreign exchange reserves and how are they contributing to the Indian economy in terms of GDP, reduction in inflation, rising of stock markets.

Nigam and Srivastava (2011) focused on the impact of global economic meltdown on Tourism industry in India as a whole with the case study of Lucknow city. Tour operators, Hoteliers, and other government officials of tourism were interviewed and make out the problems and prospects of tourism industry. It also analyzed the remedial measures which could be taken at the time of recession.

According to Ratheiser (2010), the contribution of the entire travel and tourism sector in India to Gross Domestic Product is estimated 8.6% (USD 117.9 billion) in 2010 to 9.0% (USD 330.1 billion) by 2020. Between 2010 and 2019 the demand for travel and tourism in India is expected to grow annually by 8.2%, which will place India at the third position in the world. Travel and tourism in India also accounts for 49,086,000 jobs in 2010 (about 10% of total employment) and is expected to rise to 58,141,000 jobs (10.4% of total employment) by 2020 (World Travel and Tourism Council, 2009).

II. OBJECTIVES OF THE STUDY

The main objective of the study is to assess the contribution of hotels in the growth of tourism industry in India with reference to Nagaland and also to identify the challenges facing the hotel service providers as well as suggesting solutions to the problems stumbled upon by the hotel service providers.

III. METHODOLOGY

The study has been based on secondary data. The data have been collected from the books, journals, government notifications, etc.

Period of Study: The period of study is from 2006 to 2015 i.e. 10 years.

IV. CONCEPT OF HOTEL

The term hotel has been derived from the French word "hotel" which means a townhouse. *The Oxford English Dictionary* defines a hotel as 'an establishment providing accommodation, meals and other services for travellers and tourists, by the night'. Thus the term "Hotel" refers to an establishment that provides accommodation besides providing meal services for a short duration to tourists.

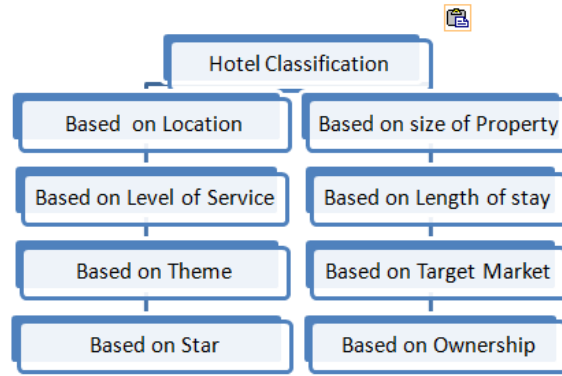
According to IHRA, to harmonize hotel classification based on a single grading (which is uniform across nationwide) is an undesirable and impossible task. As a rough guide:

- A 1-star hotel provides a limited range of amenities and services, but adheres to a high standard of facility-wide cleanliness.
- A 2-star hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom.
- A 3-star hotel has more spacious rooms and adds high-class decorations and furnishings and colour TV. It also offers one or more bars or lounges.
- A 4-star hotel is much more comfortable and larger, and provides excellent cuisine, room service, and other amenities.
- A 5-star hotel offers most luxurious premises, widest range of guest services, as well as swimming pool and sports and exercise facilities.

V. CLASSIFICATION OF HOTEL INDUSTRY

Like other countries in the world, Indian hotels are divided into different categories depending on their location, size, facilities, infrastructure and amenities provided. All the star hotels in India are government approved with continuous control on the quality of services offered.

Figure-1.1 Classification of Hotel



Source: Modified model Nath (2014)

VI. GROWTH AND CURRENT STATUS OF HOTEL INDUSTRY

The Indian hospitality industry has recorded healthy growth fuelled by robust inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global industry. This latest report titled on the 'Hotel Industry in India' reflects that Indian tourism and hospitality emerging as a chief growth driver for services industry in India, hotel sector is only poised for further growth. Though economic slowdown has resulted in low occupancy and average room rates for hotels across certain major cities in India, Indian hotel sector is still expected to show healthy prospects compared to global hotel growth. At a time when global hospitality conditions are still nearing saturation, Indian hospitality sector is considered as a viable proposition for players. Presently there are 1117 classified hotels with a capacity of 71306 rooms in the country. The hotels sector comprises various forms of accommodation, namely star category hotels, heritage category hotels, timeshare resorts, apartment hotels, guest houses, and bed and breakfast establishments.

Category of Hotels	Number of Hotels	Number of Rooms
One Star	41	1193
Two Star	80	1902
Three Star	554	22724
Four Star	134	7969
Five Star	92	11744
Five Star Deluxe	113	23907
Apartment Hotels	3	249
Time Share Resorts	1	62
Heritage Hotels	42	1237
Silver Bed and Breakfast	52	242
Guest House	5	77
Unclassified	117	8323
Total	1234	79629

Source: India Tourism Statistics 2015, Ministry of Tourism, Govt. of India

The World Travel & Tourism Council calculated that tourism generated 8.31 lakh crores (US\$120 billion) or 6.3% of the nation's GDP in 2015 and supported 37.315 million jobs, 8.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.5% to 13% or 18.36 lakh crores (US\$270 billion) by 2025 (7.2% of GDP). About 80.27 lakh (8.027 million) foreign tourists arrived in India in 2015 compared to 76.79 lakh (7.679 million) in 2014, recording a growth of 4.5%. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2014. Worldwide, Chennai is ranked 38 by the number of foreign tourists, while Mumbai is ranked at 50, Delhi at 52 and Agra at 66 and Kolkata at 99.

In order to boost tourism numbers, the Indian Government decided to implement a new visa policy, allowing visitors to obtain a visa on arrival at 16 designated international airports by obtaining an Electronic Travel Authorization online before arrival without the need to visit an Indian

consulate or visa centre. As a result of this, in December 2016, over 1,62,250 foreign tourist arrived on e-Tourist Visa, in comparison. In 2017, India is expected to attract 9.45 million international tourist arrivals and by 2027, it is expected to reach 17.3 million.

Table: 1 Foreign Tourist Arrivals (FTAs) in India, 2005-2016 (till June)

Year	FTAs in India (in millions)	% change over the previous year
2005	3.92	-
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.8	9.6

Source: (i) Bureau of Immigration, Govt. of India, for 2005-2015.
(ii) Ministry of Tourism, Govt. of India, for Jan-June, 2016.

Table 2: Foreign Exchange Earnings (FEEs), from Tourism in India, 2005-2016

Year	Amount (Rs. In crores)	% change over previous year
2005	33,123	-
2006	39,025	17.8
2007	44,360	13.7
2008	51,294	15.6
2009	53,700	4.7
2010	64,889	20.8
2011	77,591	19.6
2012	94,487	21.8
2013	1,07,671	14
2014	1,23,320	14.5
2015	1,35,193	9.6
2016 (Jan to June)	7,35,193	14.1@

@: Growth Rate over Jan-June, 2015
Source: (i) Reserve Bank of India, for 2005 – 2010.
(ii) Ministry of Tourism, Govt. of India, for 2011-2016.

Hotels are one of the most important services which directly affect the arrival of tourists to a particular country. Obviously, it would not be possible for tourists to stay in a place if there are not enough hotel rooms available. Therefore, the hotel industry plays a significant role when it comes to tourism as it is a support service which will affect the number of tourists visiting a particular place. The World Travel and Tourism Council (WTTC) predict India has potential to become the world's number one tourist destination with demand growing at 10.1% per annum, while the Hotel and Restaurant Associations of India (FHRAI) report that the current supply of 200,000 hotel rooms in India in 2015 needs to increase by 50% to reach a total of over 300,000 rooms to meet demand.

VII. ROLE OF ACCOMMODATION IN TOURISM DEVELOPMENT

Tourism and hospitality are co-related and considered two sides of the same coin. Hospitality cannot be separated from each other and grouped together as a single industry. Development of tourism industry cannot be considered without development of accommodation industry. It is the focal point in those countries where tourism is the major export industry. The hospitality is the main sources foreign exchange earnings and also become the largest providers of employment opportunities. It is also linked with other industries such as transportation, food & beverages, handicrafts and infrastructure which further aids in the growth and development of the country. Whenever there is possibility of development of tourists place, hoteliers enter in this lucrative business (Karulkar,2012) because 'no hotels no tourism'. Tourism infrastructure is not fulfilled without consideration of accommodation, thus accommodation acts as a vital foundation to development of tourism. Tourism is directly or indirectly dependent on quality and quantity of accommodation facilities available. It is a vital factor of tourism development. To be successful in tourism development, the development of accommodation should be the prime factor of the tourism planning. In other words, accommodation is a matrix of tourism, and therefore appropriate choice of accommodation is required in order to expand and develop the tourism industry (Saxena, 2008). Comfortable hotels and other accommodation facilities play a vital role in attracting tourist to the destinations places. When a visitors visit in any place the first things that strike in mind about the accommodation facilities of that place. And thus when

there is tourist inflow in any place it further aids in the growth and development of other related sector such as power, water, roads transportation, health care etc. and thereby improves the standard of living.

VIII. CONTRIBUTION OF HOTEL TO INDIAN ECONOMY

Hospitality has contributed immensely in the Indian economy. The contribution of the entire hospitality sector in India in relation to Gross Domestic Product is expected to rise to 9.0% by 2020. This growth will place India at the third position globally. Besides playing great roles in the growth of economy in India, hospitality has contributed to the Indians and the nation in general. Here are a few ways to look at;

- Hospitality is providing more than 10% direct or indirect employment in India. Chefs, concierges, hotel management staffs and waitresses are frequently hired by the industry.
- The hospitality industry together with tourism form one of the major sectors in the Indian economy attracting high FDI. Between April 2000 and May 2015, the hospitality industry together with the tourism sector attracted about US\$ 8.1 billion in form of FDI as per the data that the Department of Industrialization Policy and Promotion released.
- India is a diverse nation with many resources that interested and capable citizens can ripe tons of money from. There are different natural resources includes the local supply of products, labour, tourism services, and increasingly “green services” in energy and water efficiency and waste management and that citizens can preserve and create recreation centers that will offer returns in the process if properly utilized.
- With increased number of hotels and many attraction sites, there has been a desire for better facilities. Building new infrastructures in an area creates employment and accumulation of assets and all this boosts growth of economy. Good transport links visitors to attractive areas in India regardless of the distance and this helps boost local economies.
- The hospitality and tourism industry is among the major segments that earn revenue for this country. Each year, this industry earns billions in form of US dollars from foreign visitors. Additionally, this sector contributes money that flows into the economy through taxations in form of Corporate Tax, Capital Gains Tax, Service Tax, Personal Income Tax, Excise Duty, Wealth Tax and value Added Tax.

The value of hospitality industry in India is incalculable and critical. It is a major contributor of income, revenue and spurs creation of wealth-yielding businesses. The Indian government has to play great roles to meet its set goals and visions on hospitality industry. Government policies should be decentralized when it comes to decision making on the sector.

IX. HOTELS IN NAGALAND

Nagaland being a small state in the north eastern part of the country does not have many places which abound in Hotels. The Hotels in Nagaland primarily constitute of the Hotels in Kohima and Dimapur. Kohima is the capital of the state and also the most important place of the state in all respects. Whether a visitor is here on business or on a pleasure trip, one can simply put up in a hotel in the capital city and easily cover the other parts of the state. Dimapur is one of the most important towns in Nagaland. Tourists coming to this beautiful town have to get themselves accommodated in hotels and lodges for appreciating the beauty of the state. There are many hotels and lodges in state where the tourists can make a perfect stay. Tourists can also relish finest Indian, Chinese, Continental and local cuisines served in these hotels.

Nagaland has a sizeable tribal population. To get a glimpse of the distinct lifestyle of the tribal communities dwelling here, there are many who are lured to visit this state. The natural beauty of this hilly state is no less enamoring. The flower carpeted Dzukou valley, the State Museum that is an amazing repertoire of tribal tools, costumes, the Zoological Park that houses an interesting variety of flora and fauna, all are very interesting places to visit. Consequently the number of people who are being drawn to Nagaland is steadily on the rise. The Hotels in Nagaland are good places for them to enjoy a stay while savoring the unique beauty of Nagaland. It is true that most of the Hotels in Nagaland belong to the budget category. Luxury hotels are very rare; one can at the most come across a Three Star Hotel. But the warmth and gracious hospitality with which the guests are received compensates completely for the lack of the frills that are generally associated with the star hotels.

Nagaland Hotels Limited (NHL), a subsidiary of the Nagaland Industrial Development Corporation (NIDC) came into existence in March 17, 1982 with the objective of developing and expanding hospitality infrastructure in the state. Working on the philosophy of public sector, NHL succeeded in achieving its objectives by promoting the first hotel chain in Nagaland and providing services i.e. Accommodation, Catering, Transport, in-house Travel Agency, Entertainment, Publicity, etc under a single

window.

Table: 3
Number of Hotels in Nagaland in district wise from 2006-2015

District	05-06	06-07	07-08	08-09	09-10	10-11	11-12	12-13	13-14	14-15
KOHIMA	15	15	13	13	14	13	14	14	14	18
DIMAPUR	28	28	24	24	24	24	28	30	30	38
MOKOKCHUNG	10	10	6	6	6	6	5	5	5	7
ZUNHEBOTO	3	3	3	3	3	3	3	3	3	4
MON	6	6	2	2	2	2	5	7	7	7
TUENSANG	NA	NA	1	1	1	1	2	3	3	4
WOKHA	5	5	5	5	5	5	5	5	5	5
PHEK	9	9	5	4	4	4	4	4	4	5
KIPHIRE	-	-	-	-	-	NA	NA	4	4	2
LONGLENG	-	-	-	-	-	NA	NA	2	2	2
PEREN	-	-	-	-	-	NA	NA	3	3	3
TOTAL	76	76	59	58	59	58	66	80	80	93

Source: Statistical Handbook of Nagaland 2005, 2006, 2008, 2009, 2010, 2014 and 2015
NA- Not Available

As per statistical Hand Book of Nagaland, 2015 there are nearly 93 hotels and the rest are all restaurants in Nagaland and most of the hotels are confined in Dimapur which is followed by Kohima and out of these the Govt. of Nagaland has only two hotels, namely, Hotel Saramati in Dimapur and Hotel Japfu in Kohima. These two Govt. undertaking hotels were the pride of Nagaland for several years catering to the needs of the State in absence of any better Govt. accommodation and private hotels.

X. CHALLENGES FACED BY THE HOTEL MANAGEMENT

- Labour shortages and their impact on the industry in almost every geographic location are consistently among the most difficult challenges noted by hoteliers. In many communities, hospitality expansion is limited not by capital, but rather by human resources. A shrinking labour force is the number one challenge facing the global hospitality industry.
- The problem of attracting and retaining qualified workers, once an issue only in an isolated number of markets, is increasingly becoming a global challenge. Demography, wage levels, failure to adequately address worker satisfaction and a reputation for long hours and low pay are all cited as contributing factors. Creative hospitality professionals have begun to develop innovative strategies for capturing and keeping high quality workers.
- Hotels everywhere indicate that their community is overbuilt; there are too many available hospitality rooms relative to the guests desiring to rent them. The resulting competition, which often involves price cutting in efforts to provide greater value to guests, reduces still further the profits generated.
- Consumers have become more sophisticated and, as a result, so have the types of products and services that they desire. Amenities including business centres, exercise and recreational facilities, and guest-room innovations, increase costs but, if not carefully selected, may not appeal to many guests being served by a specific property.
- Guests can now use the Internet's interactive reservation systems, and hospitality companies are sometimes criticized for the (alleged) large number of keyboard clicks required to make a reservation.
- Multiple telephone lines, interactive opportunities for ordering room service, and guest-room check-out are examples of amenities that guests increasingly desire, but that are very expensive to install and implement.
- After 26/11 Mumbai attack the hospitality industry has continuously been fighting with every challenge in respect with terrorism and other security risks by adapting to new technologies and training the security personnel and other employees as well. People started security centric programmes and protocols. Good amount of money was pumped in to enhance the security of guests and the property.
- It is a well known fact among the local and international investors that India is a difficult country to start a business. There are numerous licenses and approvals that one needs to get in present times to open a hotel in India leading to loss of time, effort and money. Furthermore, the various bodies giving approvals/issuing licenses tend to work in independent silos, leaving the coordination up to the applicant.
- Most of the staffs are not qualified in the hospitality industry hence become a great challenge to us hence the main solution is to provide training to our staff so that they can provide good services to our clients by abiding to the hotel code of ethics.
- Continuous complains have been seen as a great challenge facing the hotel managers due to the fact that the hotels host different people with different background and different needs, so sometimes a guest may need a certain food which is not available hence become a great challenge due to different demands depending on the clients' background. So it is difficult to fulfil all customer needs due to their nature

of demands.

XI. SUGGESTED SOLUTIONS TO CHALLENGES FACED BY HOTEL SERVICE PROVIDERS

- The management must arrange regular meetings with the staffs and make strategies which can solve the problems and making review of the customers' feedback which are posted through either suggestion boxes or in the comments book.
- One of the effective strategies to check attrition, which most hoteliers cite is train, retrain and retain. In-house training facilitates the employees to keep abreast of the recent developments and trends which will not only benefit the hotel but also the employees. It is also necessary to encourage overall development of the employees, by providing them with the opportunity to increase their knowledge through professional programs and courses,
- It is also very important that risk is analyzed for a given Hotel. This is best done through security professionals however if the Hotel is small and has financial constraints the Hotel should try to identify potential risk based on previous incidents that have occurred both at the Hotel and in the nearby vicinity. It is important for the Hotel owner to use an appropriate level of both manpower and physical security systems based on need and budget.
- Customer pursues the maximized value and his requirements for hotel service is not confined to satisfaction in lower level and he will be satisfied in higher level only when hotel offers value-added service beyond his expectation, which will accomplish the conversion from satisfaction to loyalty.
- In order to meet the needs of the growing industry, Hotel companies need to develop internal programs to create attractive career paths so that potential candidates see employment as a professional development opportunity with real potential for advancement. Improved recruitment strategies, job matching and career development opportunities need to be employed to encourage people to seek work and remain in the industry.
- The Ministry of Tourism has announced simpler guidelines for classification and re-classification of hotels. The tourism ministry has cut down on licenses, bringing down number of mandatory approvals for hotels from 15 to 2. Under the simplified norms, only two certificates would be required, trade and bar, as the case may be.

XII. CONCLUSION

The future of the hotel industry is bright and promising. With the revival in the economy of the world international tourist inflow into the country is expected to rise and also to Nagaland. Additionally, hosting of sports events and trade fairs and exhibitions in the country are expected to help both inflow of international tourist and domestic tourist movement. For developing a vibrant and a successful tourism industry, organizational structure need to be instituted, improved and augmented, the tourism industry requires state and local level planning, provision of infrastructure, regulation, marketing and management of tourist infrastructure and attractions. In recent years government has taken several steps to boost travel & tourism which have benefited hotel industry in India. These include the abolishment of the inland air travel tax of 15%; reduction in excise duty on aviation turbine fuel to 8%; and removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft. The future scenario of Indian hotel industry looks extremely rosy. It is expected that the budget and mid-market hotel segment will witness huge growth and expansion while the luxury segment will continue to perform extremely well over the next few years.

XIII. RECOMMENDATION

The present study has been undertaken with some specific objectives. Therefore, it does not claim to have examined all the areas that contribute to the growth of tourism industry. There remains a scope and gap for further research in this domain of knowledge.

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