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TOURISM - LEISURE AND HOSPITALITY MANAGEMENT

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ABSTRACT

Tourism is defined as travel for pleasure or business, movement from one place to another with an intention to return for a minimum period of 24 hours for leisure or pleasure, and has become a major source of income to many countries. The world of travel has changed, Mass tourism is the concept of tour companies, hotels and airlines working in conjunction to provide tour packages. Things can be done easier, faster and better now, booking flights, hotels from the place of stay has become easier now

KEYWORDS

tourism, pleasure, movement, mass tourism, conjunction.

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INTRODUCTION

Tourism & Hospitality sector has become the key source of revenue and economy and have an impact of development of the country. Tourism is gaining more jobs and many youngsters are pursuing this for better career opportunities. Modern tourism is closely linked to development and encompasses a growing number of new destinations. Travellers today are more aware of global destinations that they need to explore. Good technology is being used to sharpen marketing and outreach efforts, refresh tourism offerings and drive greater productivity. Tourism and hospitality sector are the two key drivers of growth among the service sector in India.

IMPORTANCE OF STUDY OF TOURISM, LEISURE AND HOSPITALITY MANAGEMENT

Wide variety of occupations are available for students to choose occupation and expose themselves at international level and put their academic learning into practice and get inspired by the exciting and dynamic changes in the global tourism and leisure industry

OBJECTIVES OF STUDY

1. To increase employment in tourism, leisure and hospitality management.
2. To respect, conserve culture and tradition of other countries.
3. Getting to experience really good destinations through immersing the travelers deeply in the culture of destinations.

RESEARCH METHODOLOGY

Secondary data is being used to give a greater understanding and insight into the issues in the field of leisure and hospitality management and to present with challenging demands that are required for skilled leisure and hospitality professionals to have competitive edge in the industry.

DISCUSSION

The chart depicting the foreign tourists arriving in India is given below, which shows that the same is rapidly increasing:



GOVERNMENT INITIATIVES

Major initiatives planned by the Government of India to give a boost to the tourism and hospitality sector of India

- The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.
- Under Budget 2018-19, the government has allotted Rs 1,250 crore (US\$ 183.89 million) for Integrated development of tourist circuits under Swadesh Darshan and Pilgrimage Rejuvenation and Spiritual Augmentation Drive
- In CY2017, foreign tourist arrival in India stood at 10.177 million and reached 2.12 million in CY 2018 (up to February).
- Foreign tourist arrivals into the country is forecast to increase at a CAGR of 7.1 per cent during 2005–25

- The number of Foreign Tourist Arrivals (FTAs) in February 2018 were 1.05 million as compared to FTAs of 956,000 in February 2018 and 849,000 lakhs in February 2016.
- The growth rate in FTAs in February 2018 over February 2017 was 10.1 per cent.
- The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.
- The Government of India is working to achieve 1 per cent share in world's international tourist arrivals by 2020 and 2 per cent share by 2025.
- 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 Indian government has also released a fresh category of visa - the medical visa or M visa, to encourage medical tourism in the country. Incredible India 2.0 campaign was launched in September 2017. The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

FACTORS RESPONSIBLE FOR GROWTH

- Rising income in households
- Increase in niche tourism such as eco-tourism, luxury tourism and medical tourism
- Tourism and hospitality sector attracted second highest FDI i.e. US \$3.2 billion in the year 2013
- 100 percent FDI allowed through automatic route in hotel and tourism sector
- Diversity of the country attracts an ever increasing number of tourists every year
- Government initiatives in improvement of infrastructure like airports, highways, ports and railways
- India is a labor intensive country
- India has been ranked as the fourth most preferred travel destination by Lonely Planet selecting the country among the top five destinations from 167 countries.

KEY PLAYERS

The industry is very competitive and includes some of the top players such as

- TCS World Travel
- DuVine
- Gray & Co
- Air BnB
- Aban Offshore Ltd
- Crown Ltd.
- Accor Group
- Balkan Holidays Ltd
- G Adventures
- Fred Harvey Company
- Adris Group

CHALLENGES IN TOURISM – HOSPITALITY, LEISURE AND MANAGEMENT

1. Though the sector is growing rapidly, there is dearth of skilled labor, Education and training to be provided to the employed to become skilled and adapt new challenges.
2. Recruiting retention of employees faces many issues, less salaries are paid, workers change their jobs rapidly resulting in loss of information and visitors contact them who are now not a part and again giving training to newly recruited is difficult, in addition to on-the-job training, certification, apprenticeship, and academic programs, the industry has implemented an array of innovative strategies to address its workforce challenges.
3. Over rules and regulations difficult to manage and puts the tourism business in jeopardy and fail to help customers
4. Marketing - Businesses have to fight to get market attention and resort to either exaggerate or simply fabricate. Which makes the people to lose confidence?
5. Infrastructure industry to better plan, design build, maintain roads, etc. by leveraging technology for better outcomes
6. While the sector is growing, companies operating in the hospitality industry face an increased exposure to fraud, data theft and bribery and corruption risks, visitors' privacy and incidents of fraud will be greater and daunting challenge

FUTURE TRENDS IN TOURISM INDUSTRY

The past few years, tourism industry has seen major changes will have a significant impact on future tourist demand. Workforce plays an important role as it is the human element that creates their competitive advantage and what makes or breaks a tourism experience, aiming at reducing the gap between what is offered and what is needed and focusing on quality control and related issues will help this sector to grow which in turn will help in growth of country's economy. Global campaigns have been set in place to promote more sustainable forms of travel, hospitality and leisure and industry professionals should expect a shift in the mindset of travelers everywhere. They will be more interested in the environmental, economic and social impact they're making at the destination they visit and are likely to support companies that embody these values. Tourism in India has generated immense employment opportunities and is a vital source of foreign exchange for the country. The travel and tourism industry contributed Rs 2.17 trillion (US\$ 36 billion) or 2 per cent to the country's gross domestic product (GDP) in 2013. The figures are expected to rise to Rs 4.35 trillion (US\$ 72.17 billion) by 2024.

THE FUTURE OF HOSPITALITY

The Indian economy is opening up its horizons as it continues to integrate with the world economy. Therefore, the advantages of conducting business with and in India are many. This has led to the maneuvering of variety of jobs to the shores of India, bringing in its wake transit travelers, business travelers, business meets and holiday seekers.

India is the ninth largest civil aviation market in the world in 2014. The sector is projected to be the third largest aviation market globally by 2020. India's aviation market caters to 117 million domestic and 43 million international passengers in 2014. Over the next decade the market could reach 337 million domestic and 84 million international passengers.

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