

Emerging Trends in Hospitality and Tourism Industry

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Abstract. The hospitality industry's world is going with the massive amount changes day by day. According to the World Travel and Tourism Council, The collaborative approach of Travel and Tourism now a day is one of the world's most rapid developing fields. In India Tourism when comes with travel, it itself provides 5% of the national GDP and about 8% and even more of its contribution towards total employment in India. Incredible India evidenced and welcomed 13 million and ever more of foreign tourist guest and about 650 million domestic guest visits. Travels and Tourism's combined approach requires an attention to get promoted in many of the fields such as tourism planning(international), the operational growth of hotels, the monotonous Marketing, Enhancing the service, performance improvement in finance sector and deep thinking on sculpturing our management so that it will always promotes us towards betterment of this industry. For the immense brand-new experience of the customers or say guests one should keep on thinking and practically applying latest approaches to make their customer happy, satisfied and also boost up their thought process of keep on exploring more and more.

Keywords: Tourism infrastructure, Emerging Trends in Hospitality & Tourism, Developing creativity and innovation in Hospitality Industry

1 Introduction

Travel and Tourism both either single handle or together hits directly and indirectly on economy, therefore we can say it contributes towards world economy. Hotel industry is not only about food, beverages or shelter but it is beyond that.

To maintain this combo pack there are various activities are involved to make the expectations beyond customer's expectations. It includes catering, operators who runs the tour services, of course transport, resorts, casinos etc.

Tourism in India has potentially rich cultural and historical heritage also having natural beauty spots all over the country. Since people loves to travel and want to explore untouched places therefore tourism also generates employment and becomes a source of income to such rural destinations which are beautiful but less explored. Spiritual tourism will always help to travel and tourism industry it is getting more and more popularity because of the immense work pressure schedule of people's life now a days.

2 Objectives of the study

To identify and examine the emerging trends that have been done and to be done in hospitality and tourism sector like gathering Emerging trends, focusing more on what challenges are currently being faced and what are the future trends for its betterment.

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3 Literature review

Petermann Thomas and Christoph Revermann [1] in their research paper “Future Trends in Tourism” author stated that the senior citizen population is directly proportional to the growth of Hospitality Industry.

Maria-Cristina, Sidonia, Ravar, et al [2] in their research paper “Developing creativity and innovation in Hospitality industry” stated the impact of having workshops on creativity conducted on hotels and customers always helps in growth of this industry. Pavia Nadia, Grzini Jasmine [3] in their research paper “Specialization as a trend in modern Hotel industry” reached to conclusion that product management is always comes on the top for raising competitiveness level of hotels. Kyrlakids Alex [4] (2015) in his article “Hospitality 2015, Game changer or Spectators” advocated that India and China both the countries will attain the same growth in Tourism and Hospitality sector, both the countries will be the top Tourism and Hospitality countries and will leave France, UK and Japan behind. Besides developing their domestic tourism market both the countries will emerge as top tourism brands all over the world. Anawade P.A, Dr.Shilpak Bendale [5] (2016) in their research paper “Recent trends in Hotel industry and its impact on individual spending”. The researcher reviewed the impact of the spending on hotel by the individual. The rural area was considered for review and researcher tried to focus on the changes in spending pattern due to the recent trends in the Hotel Industry in rural areas.

4 Research methodology

The Pattern used for this research is to analyze and design the curriculum in a way that helps identifying more and more of emerging trends in the hospitality and tourism industry. The Few of the trends are:

4.1 Robots

They are always interesting and eye catchy when it comes to getting more attentions. Including robots in hospitality is new trend which is attracting customers which eventually helps to hotels or say airports in making more money and fame. Some examples of robot restaurant in India are 1) Robot Restaurant, Semmancheri, Chennai 2) Indian Swag Restaurant, Ahmedabad 3) Robo Kitchen Hyderabad.

4.2 Chatbots & Artificial Intelligence

The modern era is totally digitalized then why not hotels? It’s always ease of use for customers as well as the hotel staff to arrange or manage the things properly. It always promotes us to save paper and paper work too. The chatbots are always there to help customers with their quires. Customers are getting quick responses on these chatbots as well as the staffs are getting connected with the guest day by day that’s why guest and staff relations are homely now days.

4.3 Big Data

Almost in every field, historic or archival data helps to analyze the data or say previous records. On which we can think upon to have more and better experiences from bad once or we can explore more with the help of existing data. The outcome is always coming up with some new future goals which will definitely allow businesses to analyze trends.

4.4 Targeting tech-savvy guests on social media

In today's world of social media, we can say that this experience of going live or posting stuff is fun for guest but a roller coaster experiment for hotelier. From Instagram to Facebook everywhere you will get people around who always explores and posts. These tech guests are marketing for us on zero cost knowingly or unknowingly. The output is very interesting because people are giving recommendations to other people to go for Travel and Tourism as a combo pack. Which is less hectic and more time saving and it also functions better way to meet consumer's demands in advance.

4.5 Integration of Cloud Solutions

In today's world where we have lots of data with us. We can't think to save it safely with us all the time. It's always good to invest on such technologies which can get you rid of from all the data safety quires points. So that you can focus more on rest of the betterment of management.

4.6 Wellness Tourism of India

When it comes to tourism in India, we all think on spirituality instantly in our mind. The wellness Tourism collaborate the Ayurveda concept as a service for customers. It attracts more and more domestic as well as foreign guests. One of the popular destinations is Kerala, which is truly a travel and tourism destination choice amongst all the Ayurveda and yoga lovers. Spiritual tourism will always help to travel and tourism industry it is getting more and more popularity because of the immense work pressure schedule of people's life now a days. The more Corners of India will get explored the more tourism will get expand.

4.7 Augmented reality

Finally, augmented reality has blast in a identical way to Virtual Reality technology, but AR is even more Handy; it requires little more than access to a Smartphone and the internet. Augmented reality is all about enhancing the real-world environment through information overlays, whereas VR places users in a digital environment.

4.8 Facial Recognition Technology

Many customers are just familiar to facial recognition technology; particularly in relation to Smartphone security. Still, methods represent another important feature of modern hotel technology. There are several advantages which facial recognition functions are able to provide for hotel management:

- Intensify levels of privacy and security
- Only authorized staff will be allowed to enter specific areas

4.9 Guest Apps

In current scenario smart phones taken a center stage, from chatting with friends or purchasing any products online, in a nutshell everyone has depend upon on such applications. Smart guest app connects guest with the hotel with just a touch in his/her Smartphone and helps hotel provide outstanding service to guest every time. Some features of Guest apps are virtual payments, Food order, Housekeeping amenities, Laundry services, SPA, 360-degree tours of a room and immediate contact with a concierge.

4.10 Voice searches

As technology is rising gadgets such as Siri, Amazon Alexa is very helpful now in modern days as we are upgrading into a hands-free world, this actually makes a great deal of sense. Guest can now switch on-off lights, change TV Channel, book reservations, Wake Up calls etc. using dedicated voice-activated applications. Voice technology is absolutely set to replace traditional like static telephone number.

4.11 Video marketing

Hospitality & Tourism industries nowadays use video marketing to enlist their target consumers from YouTube videos, Instagram & Going live on Facebook. In order to engage audience, you can use relaxing moments guest can enjoy in your hotel.

4.12 Personalization marketing

Personalized marketing field is one of the most important one, because it actually deals with the healthy future relationship making strategies in between hotel and customers. Its aim is to make the potential customers feel more special by providing them different kind of discounts and packages through email services or via other automation technology means. This kind of marketing is used to maintain a special relationship which will further going to benefit the hotel in near future. This futuristic approach uplifts customer's interest to revisit the hotels.

4.13 Influencer marketing

Influencer marketing is a new trend setter because one who liked his/her own stay experience in hotel, they will definitely be going to tell about their experience to other people too. It actually generates hotel's direct bookings. With the help of this kind of strategies a hotel can reach out or can interact indirectly with a much larger audience. It definitely going to attract more and more customers. A hotel's customer indirectly becomes a mutual person who will going to build a trust among a hotel and their future customers. This filed plays a very important role for hospitality marketer to make a relevant positive in this competitive industry by interacting with customers or making sure that their customer's stay will have some good memories.

4.14 Rise of E- Tourism

Today's world is totally digitized, the hotels or travel industries are also got modernized with the help of internet and there is a huge impact of this modernization on tourists as well. A customer prefers online bookings and gets pre-reservations done. This kind of customized approach behavior among tourists is one of the very good examples of how well the tourism is rising globally.

4.15 Thrilling experience

Tourist always admire some destinations which can offer some thrilling experiences like becoming part of a festival or a special occasion or doing walk way to nature activities etc. For these kind of thrilling-experience lover customers, a travel agent will offer a special standard tour package so that a customer can have tremendous amount of joy with a unforgettable stay at hotel experience.

4.16 Solo Travel

Solo Travelers are usually those customers who loves social activities or looking for a positive reflection towards life living daily routine change. A solo traveler could be a youngster or a senior person who wants even to stay long term at hotels for the peace of mind or might be they are in a search of a new innovation etc. Enjoying a solo trip is not unusual. A solo traveler loves to give company to him/her self or to nature as well. Solo travelers are new trend setters of tourism now days.

4.17 Eco Travel

Eco travel or Green travel quickly becoming a popular way of traveling, Eco- Travel is a stress-free and life changing when you are planning with the team. Some benefits of Eco-Tourism are

- Help Local Economies
- Empower local communities
- Conserve local Cultural and Biological diversity
- Protect natural environment

4.18 Budget travel

Budget travelling is also nowadays trending because everyone is not capable economically. Budget travel does not mean staying in ratty accommodations. It means planning the trip carefully and in a perfect budget. There are many online tips for plan a trip in order to have a perfect. There are also some benefits of budget travel like if you are planning ahead you can get early bird incentives.

4.19 Offbeat destinations

Today's era is to explore more and more, now a day's people are very curious to explore unvisited place or places with often less crowd. This kind of tourism is also known as offbeat destinations. Exploring new places is a new trend now, people are more interested in less travelled destinations say in India or out of India. Today's traveler think for places where they can relax with nature and can have walk ways to the nature, offbeat destinations are helping a lot to those people who belong to such areas where source of income is less. Offbeat destination acts as source of income for these rural area people. We can say Tourism industry will going to expand each and every corner of India.

4.20 Short weekend getaways

Short weekend gateways can be also stated as "Relax Weekend plans". These kinds of vacations are of fewer budgets with a few days of hotel stays. In today's hectic life schedule these weekend gateways helps a lot to boost oneself back with new fresh energy. Today's traveler thinks for nearer destinations around 100 km radius so that he/she can plan for 2 or 3 days. Mini vacations are most of the people's cup of tea because it helps to rejuvenate oneself. If we compare longer vacations with shorter one or say with weekend vacations, these weekend vacations are highly liked by the travelers. Short weekend gateways are getting famous due to economical and logistical means both. Extended weekends make travelers enthusiastic for making spontaneous plans to go for near destination mini-vacations. These short weekend gateways getting momentum because it gives immense happiness to traveler in a very short span of time.

4.21 Bleisure Travel by Millennials

'Bleisure' is the name which combine business travel with leisure activities, and it is very popular, among the millennial generation. As an example, a tourist may visit a location to attend a business meeting, conference, convention or any business trip but he/she wants to extend their stay into a holiday. Then the word arises "Bleisure" travelers and it is a new hospitality trend. Traveler needs excellent access to information and good communication.

4.22 Healthy and Organic Food & Drinks

In the past, Restaurants sells fast food, sugary alcoholic drinks but after a cultural shift, people becoming more aware what they are putting in their bodies, and this leads to a healthy diet which includes dairy free, low fat, gluten free, vegetarian meals and organic options. However, now the

trend for healthy food and drinks extends to hotels, restaurants, as well as healthier drinks sold behind bars. Since people love the destination that is nearer to natural places, natural food or say healthy food is also one of the top most priorities for the customers. Tourism if comes with travel, we can also say it comes with healthy food as well.

4.23 Smart Hotels

The term smart comes with automation, today's lifestyle is having everything which is customized and automatic. Providing or offering rooms to customers which are fully automatic say check in or check out etc. these customized environments setting in every room gives a comfort to the traveler. Use of Internet of things and wireless means of connectivity everything is managed very well. Making the hotel or say room experiences up to mark is not only good for customer's happy stay satisfaction but it also helps to reinforce the value of the hotel and eventually if the customers likes it he/she will definitely going to revisit in near future. Smart Technology has become very important component of our daily routine life.

5 Conclusion

Tourism and Travel Business comes up with great planning and caring for their customers. To attract more and more guests, one should think upon variety of attractive hospitality services as well as tour plans. It will eventually strengthen the bond between travel and tourism. From Instagram to Facebook everywhere you will get people around who always explores and posts. These tech guests are marketing for us on zero cost knowingly or unknowingly. Hospitality is though expert for offering variety of services like food accommodations but one should keep on thinking on adding health and cultural services to meet customer's desire. The hunger of customer will always let you think on betterments as well as making the boring services in a more ease and interesting way always. Tourism is not only one of the biggest contributors to the economy but provides a large scale of employment as well.

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