

Hospitality Industry Past Present and Future

(A case study of Rewa region)

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Abstract

The Indian hotel industry is growing rapidly. This is due to the intervention by Government of India to facilitate the business through economic reforms, allowing foreign direct investment, changes in different taxation policy, etc. Rapidly growing cultural tourism since the 1980s is a direct result of the growing interest in the arts, Culture and history, which can be explained by demographic, social and cultural changes. Global hotel industry an increasing development comes in the way since 2000 Because of the boom in the stock market, High performance and demand in the supply chain, Available for luxury facilities and other basics Hoteling. Investors have shown great confidence in the interest of investment in the hotel sector. In spite of Increasing popularity, many investors and lenders Consider investing in the hotel industry as an option Source of income and market continuity. Recent Trending in perception of hoteling and spending patterns People are changing day by day. On this research paper tried to focus Changes in spending patterns due to recent trends Hotel industry in semi developed division like Rewa region. This paper traces the development of The Indian hotel industry in India has been right since colonial times so that readers are aware of it. This paper also highlights the role of the Government of India and government of Madhya Pradesh in hospitality Industry.

Keywords: *Hospitality, Future, Facility, Market, Income.*

1. Introduction

Indian hotel industry is promising growth as a key area driving growth in service sector of Indian industry. Future of hotel industry always connected to the future of tourism industry in India. The hotel industry has recorded the highest growth the influx of foreign tourists increased along with tourist movement within the country and it has become one of the leading players in the global. Hotel industry in India grows in prospects changes in spending patterns and perceptions of per person of hoteling. Hotel industry were not like before 30 years, but as time changes are constantly changes in perception individual customers for hoteling. Because of constant change in customer demand Hotel industry also shows progress innovation in their field. As previously stated back, in hotel customers generally prefer snacks, lunch dining or staying as a tourist. But now days, people are shown interest in hotels as a period for freshness, physical relaxation, official work, etc.

2. Objective of the Study

The main objective of this study is to assess the huge profits and potential in hotel industry in Rewa division. An entrepreneur may make profit from this industry and it is one of the most important service for earning profit. The hotel industry chain is a structure formed with various principals and a new business concept. Through this research work the future of hotel industry is being studied by studying various districts of Rewa region and some other objectives are as follows:

- 2.1 To know employment opportunities in hospitality industry and role of technology.
 - 2.2 To know the recent trend in hospitality industry and role of human resources in the hotel industry
 - 2.3 To know the importance of hotel and its types.
- 3. Research method**

The study was conducted in Rewa region of Madhya Pradesh. Sample of hotels was selected randomly from each Tehsil and final sample consisted of 20 hotels. The data collection was done with the help of primary data as well as secondary data. Primary data was collected with the help of pre-tested schedules and the schedules are based on the objective of the study. In this study, the head, who are the owners were personally interviewed to ensure comprehension and accuracy.

4. History of Rewa Region

The Rewa region is an administrative geographical unit of the state of Madhya Pradesh of India. It is situated in the northeast part of state bordering with Uttar Pradesh, Chhattisgarh and Baghelkhand region of Madhya Pradesh. Rewa is the administrative headquarters of the division. As of 2010, the division consists of districts of Rewa, Sidhi, Singrauli and Satna district.

Hindus and Muslims have been living in this region for centuries, all in deep harmony with each other. The major festivals here are Dussehra, Diwali, Shivratri, Holi, Basant Panchami, Ramnavami, Eid, Bakrid etc. all join each other's festival. The division is a part of the Baghelkhand region of Madhya Pradesh. Rewa was the capital of the King of Baghel Dynasty. In 1618, Rewa king Vikramaditya Singh made Bandhavgarh the capital of Rewa by abolishing the status of capital and then expanded and established it. From then till 1947 AD, Rewa was the capital of Baghel King. The art and culture of this place was very rich, in ancient times this land was dominated by the Karchuli king till about 12th century. The Kurchuli King built beautiful temples and monasteries. Later, during the reign of Baghel

King, many beautiful buildings, temples etc. were constructed. The Glimpses of the people living here is seen in many ancient sculptures. The Rewa Ultra Mega Solar Power Project is one of the largest single-site solar power plants in the world.

5. The division of Hotel industry in India

According to the current trends in the perception of the individual customers, hotel industry has now distinguished into various parameters. Hotels are basically divided as per the location. Hence it has mainly the following types:

5.1 Heritage Hotel:

These types of hotels reflect the old golden era and grandeur of India, they are mostly the old havelis and mansions of ancient times which have been now turned into Heritage Hotels, and these provide tourists with an opportunity to experience royal feeling in traditional ambiance. They mostly concentrate in the princely states of Rajasthan, Delhi, and some place of Madhya Pradesh.

5.2 Luxury Hotels:

These hotels are equipped with world-class infrastructural facilities, providing tourists with a quality accommodation and dining experience. They extend a grand welcome to the customers catering primarily to the upper-class executives.

5.3 Budget Hotels:

These types of Hotels are like home away from home, they accommodate customers from upper middle and middle class. Mostly named as Economy Class Hotel, Business class Hotels and Discount Hotels. Budget Hotels supports the modern infrastructural facilities for a comfortable and pleasant stay.

5.4 Resorts Hotels:

Resort hotels in India are mostly found in hill stations and seaside tourist destinations. These are situated amidst scenic beauty, and are ideal places to enjoy some valuable time with family and friends or in seclusion.

6. Significance of Hotels

Lodging everywhere is important as giving offices diversion and entertainment, meeting and gathering and business transmission. At the point when inns are basic for economy and social order are appropriate for transportation. Lodgings contribute to the yield of related products and administrations that build prosperity of countries and networks. Guests spend in inns and contribute to the surrounding economies exclusively and by implication. At the point when outside guests get profit the offices of these inns the remote cash is earned through the guest's installments. Cordiality industry turns into the wellspring of industry particularly for the works and the executives.

7. Recent developments in Hotel Industry

The Indian hotel industry occupies a special place in the international world of hospitality. India is culturally one of the few special places in various places in the world. Hospitality in India. It is a long-standing tradition. Indian hotel has the best staff unlike the hotel industry east Asian hotels have employees who are attractive and respectful. Now Indian staff is also grooming themselves to take initiative and discretion of decisions on the spot and most are better educated and speak better English than their East Asian counterparts. Today the accommodation options throughout India have

become very diverse and unique from home stays and tribal huts to stunning heritage mansions and maharaja palaces. In Madhya Pradesh there are different cultures, languages, life styles, and cuisines. This variety has reflected and increased by the many forms of accommodations, ranging from the simplicity of local guest houses to the government bungalows to Growth of Hotel Industry in Madhya Pradesh. The Indian tourism and hospitality industry have emerged as a major driver of growth among the services sector in India.

The third-largest sub-segment of the services sector including trade, repair services, hotels and restaurants contributed approximately US\$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound annual growth Rate (CAGR) over the period 2011-12 to 2014-15. There were more than 7.757 million foreign tourist arrivals reported in 2015. Customers don't want to experience shopping they want to shop for experience. Major factors affecting the increase in spending categories include rise in disposable incomes, increasing number of dual-income nuclear families and changing attitudes toward consumption. Hotel Industry around Rewa Region: In Rewa region there are several hotels available in this region as far as the travel & tourism is concern. Following are the major hotels they are listed for the various purpose:

Hotels in Rewa	Hotels in Satna	Hotels in Sidhi	Hotels in Singaruali
Hotel Samrat	Uma Residency	Hotel Madhusudan	Singarauli palace
Vindhya Retreat	Tulsi chhaya inn	Annand palace	Surya Residency
Om Shree Palace	Hotel Bharhut	Mohan Bhog	Tiger Hotel inn
Hotel Landmark	Dasmesh Pakace	Akshat Residency	Hotel Gp Palace
Captain inn	Hotel Sun n Star	Hotel Ganga palace	Shambhavi Hotels

8. Conclusion

Globally, the housing industry is highly fragmented with a large proportion of assets unbranded and often lacking professional expertise. Owners of small hotels and sometimes large hotels, in urban and vacation destinations, can typically see a lack of competencies such as revenue management, technology and data analytics that enable deeper insights into distribution networks and customer preferences. As a technical company according to the current scenario. Hospitality sector empowering individual asset partners with a successful proposition combining design, technical expertise, hospitality, revenue management and operational capabilities, making it continuously competitive with this competitive be successful in making your place in time. It also includes adding more customers with higher RevPAR and yields. Now hotel business concept with the belief that all guests deserve comfortable accommodations, and that they are comfortable with time, space and price. It is also emphasized in hotel that guests today want ubiquity, economy and convenience in all services. They want things on-demand and are also integrated with their day-to-day lifestyle. When it comes to traveling, it means the ability to choose an accommodation option that is reliable, affordable and available. The new business model ensures that they can expect a wireless system when they book a stay option. Future business concept continued focus on providing value for property owners and customer trust and loyalty. There are millions of hotels and guests from all over the world. The hotel industry of the Rewa region (Vindhya

region) is growing at a very fast pace and at the same time, it provides convenience to the tourists and increases its credibility. Although there were hotels in Vindhya region earlier, but few hotels were of good quality and convenient and many hotels provide convenience but could not spread their publicity, Oyo has given them a platform to achieve the proper advancement in the hotel sector but as time is changing, the hotel industry will also grow and grow a lot in the Rewa region.

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