

# Role Of Hotel Industry In Tourism Development

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## ARTICLE INFO

## ABSTRACT

Tourism sector has a very definite and the global industry, such as the tourism and travel industry, is the main contributor to the service industry in worldwide. But last few years onwards there is very unconditional situation which effect on our GDP. The main purpose of this study is to Find the people perception towards the influencing factors in Hotel Industry for tourism and to analyse the impact of Hotel Industry for tourism development. Tourist people are admired by the Hotel Industry services such as Equipped bedrooms, Cleanliness, Bars & lounges, High class decorations, sports & Exercise facilities, Excellent Cuisine, Luxurious premises. Above all the Tourist people are most preferred by Excellent Cuisine and Cleanliness. This leads to the great impact on Tourism development and they prefer the same places to visit again for the above reasons.

**Keywords:** Tourism, Hotel Industry, Cuisine

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## INTRODUCTION

Tourism is one of the world's major industries, and people have been travelling for pleasure since the dawn of time. It has become one of the fastest expanding sectors of the global economy in recent years. Tourism arose as a result of modernisation and contributed significantly to shaping the experience of modernity.

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving an impetus to the country's overall economic and social development. It has become the fastest growing service industry in the country with great potentials for its further diversification. It is generally presumed that developing countries such as India are going through a delayed transition in migration patterns, where urbanization has contributed to falling income levels and fewer job opportunities in rural areas, thus contributing to ongoing rural to urban migration. Therefore it is essential for the Indian government to identify and strengthen local resources (cultural heritage, local traditions, art and crafts) and empower communities in rural areas through management of endogenous tourism with a view to influencing the patterns of migration.

The country's medical and health care community is another beneficiary of tourism. People from all over the world have discovered they can get the same quality of medical services in India at a lower cost than in other countries. . The tourism sector is an important social phenomenon in almost every society due to the basic human tendency to have new and memorable experiences concerning adventurous activities, learning, and amusement. Besides, there are several factors which motivate tourism such as socio-cultural, religious, and business activities. The basic human urge to know about unreached parts of the globe is an important factor which fosters tourism.

Tourism sector has a very definite and the global industry, such as the tourism and travel industry, is the main contributor to the service industry in worldwide. But last few years onwards there is very unconditional situation which effect on our GDP. The relationship and the factorial phenomena that regulates of the Indian tourism industry and the economics growth has decline which rationally impact on the national income and the development of the Indian country. Last three years Indian tourism drastically decline due to COVID-19 which affects on the employment and increase huge unemployment about 65 % of people had lost their job from the tourism sector

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**

Khatik (2012) Role of Tourism Industry In Economic Development of India . IJMBA, 2012; Vol 2 (3): July 2012 (044 – 051) This paper attempts to evaluate role of tourism as one of the service industry in India and its impact on the overall economic development of the country. The main objectives of this paper is to study the role of Tourism in development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities. However, there are pros and cons involved with the development of tourism industry in the country. This paper makes an attempt to provide an in-depth analysis about the significant development as well as the negative and positive impacts of tourism industry in India.

Juan Gabriel Brida (2014) Residents' Perceptions Of Tourism Impacts And Attitudes Towards Tourism Policies. *Tourismos: An International Multidisciplinary Journal Of Tourism* Volume 9, Number 1, Spring 2014, pp. 37-71. This study presents the results of a quantitative survey among residing families of a small mountain community located in the North-East of Italy. The findings reveal that residents perceptions on economic, environmental and sociocultural impacts affect their support to local tourism policies. Residents who perceive positively tourism impacts are more willing to support future tourism development policies. The analysis has also demonstrated that native-born residents generally perceive negatively tourism impacts and are less willing to support any increase in the overall number of tourists, supporting the well know social exchange theory. Some implications for the tourism planning and management of the destination are also discussed. Keywords: residents' perceptions, tourism development.

Larry (2015) Tourism recreation research. It is the leading industry in many countries, as well as a substantial source of job creation worldwide. In recent years, three tools of analysis have become available to inform tourism policy-making by destination managers and planners: the Tourism and Travel Competitiveness Index, Tourism Satellite Accounts, and Computable General Equilibrium models. These tools perform different functions which together provide insights into the competitive strengths and weaknesses of a destination, the economic contribution of tourism to the economy, and the economy-wide impacts of changes in tourism demand. Unfortunately, it is not always the case that destinations most in need of the benefits that such tools can provide have employed them in policy formulation. At the same time, tourism researchers have not always appreciated the different uses to which such tools can be put.

Kavitha M (2019) A Study on Service Quality Dimensions on Green Marketing. *International Journal of Management, IT and Engineering*. Volume 09 Issue 3(2) March 2019. To find the influence of service quality dimensions on green marketing. The result shows that there is positive relationship between service quality dimensions and green marketing

Chathuni (2022) Tourism and economic growth: A global study on Granger causality and wavelet coherence. National library of medicine. This paper empirically investigates the relationship between tourism and economic growth by using a panel data co integration test, Granger causality test and Wavelet coherence analysis at the global level. The findings indicates that in most regions, tourism contributes significantly to economic growth and vice versa. Developing trade across most of the regions appears to be a major influencer in the study, as a bidirectional association exists between trade openness and economic growth. Additionally, all regions other than the American region showed a one-way association between gross capital formation and economic growth.

Sanjiv Sarkar(2022) Impact Of Tourism On Economic Development In India. *JETIR* August 2022, Volume 9, Issue 8. Tourism is travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours Tourism not as it were including to the country's GDP, but too creates a part of business and makes a difference seeing the citizens living mirthfully. Subsequently, tourism division can be instrumental for the economic advancement of national riches. In this paper we discuss about tourism industry as well as tourism impact of economy in India because tourism contribution in GDP 9.2% (2022) and it help to developing country and tourism has both positive and negative distant coming to effect on financial, social, political and environment confront of India

#### **Intend of the study**

1. To Find the people perception towards the influencing factors in Hotel Industry for tourism
2. To analyse the impact of Hotel Industry for tourism development

#### **Hypotheses of the study**

1. There is no adequate influencing factors in Hotel Industry for tourism
2. There is no adequate impact of Hotel Industry for tourism development

### Influencing factors in hotel industry for tourism

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. The Indian hotel industry has been actively contributing to the nation's economic growth. This trend is expected to grow gradually and in turn boost or add meaning to the tourism of any place. Hotels and its Industry are clearly helping the domestic economy towards improving the domestic travel volume.

The factor analysis like principle component methods is applied are seven variables of hotel Industry services and the following research are obtained. The researcher appropriately applied Factor Analysis by principal component method to find the variables into predominant factor. The application of Factor Analysis brought the following results:

<b>Table - 1 KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	2597.426
	Df	21
	Sig.	.000

Source-computed data

From the above table is formed by the KMO measure the sampling adequacy is 0.884. Bartlett's test of sphericity with approximate chi-square value =2597.426 are statistically significant at 5%. This leads to verification of interrelationship among the variables in the following communalities scale.

<b>Table - 2 Communalities</b>		
	Initial	Extraction
Equipped bedrooms	1.000	.597
Cleanliness	1.000	.731
Bars & lounges	1.000	.573
High class decorations	1.000	.617
Sports & Exercise facilities	1.000	.725
Excellent cuisine	1.000	.736
Luxurious premises	1.000	.717
Extraction Method: Principal Component Analysis.		

Source-computed data

From the above table it is formed that the seven variables possess the variance ranging above 0.75. The following total variance table indicates the total variance executed by these variables

<b>Table - 3 Total Variance Explained</b>						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Equipped bedrooms	4.696	67.080	67.080	4.696	67.080	67.080
Cleanliness	.733	10.472	77.553			
Bars & lounges	.537	7.673	85.226			
High class decorations	.384	5.483	90.709			
Sports & Exercise facilities	.248	3.536	94.245			
Excellent cuisine	.216	3.084	97.329			
Luxurious premises	.187	2.671	100.000			
Extraction Method: Principal Component Analysis.						

Source-computed data

From the above table it is formed that the seven variables with cumulative variance 67.080%, which is statistically significant and gives the existence of 7 meaningful factors. The factors are enumerated as follows.

<b>Table - 4 Component Matrix<sup>a</sup></b>	
	Component
	1
Equipped bedrooms	.773
Cleanliness	.855
Bars & lounges	.757
High class decorations	.786
Sports & Exercise facilities	.852
Excellent cuisine	.858
Luxurious premises	.846
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source-computed data

The above table shows that Tourist people are admired by the above Hotel Industry services such as Equipped bedrooms, Cleanliness, Bars & lounges, High class decorations, sports & Exercise facilities, Excellent Cuisine, Luxurious premises. Above all the Tourist people are most preferred by Excellent Cuisine and Cleanliness.

This leads to the great impact on Tourism development and they prefer the same places to visit again for the above reasons.

### **FINDINGS AND CONCLUSIONS**

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). Hotel Industry is one of the main of the main factor to the development of Tourism. Tourist people are admired by the Hotel Industry services such as Equipped bedrooms, Cleanliness, Bars & lounges, High class decorations, sports & Exercise facilities, Excellent Cuisine, Luxurious premises. Above all the Tourist people are most preferred by Excellent Cuisine and Cleanliness. This leads to the great impact on Tourism development and they prefer the same places to visit again for the above reasons.

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