

A PERSPECTIVE ANALYSIS ON THE HOSPITALITY INDUSTRY IN FOLLOWING BEST PRACTICES WITH SPECIAL REFERENCE TO TOURISM AND HOTEL INDUSTRIES IN TAMILNADU

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ABSTRACT

In the ground of hospitality and tourism learning, instructors should cope with the geographic of travel which includes the conflicting dichotomy of travel, that in and of itself uses significant resources, and therefore the current spotlight on sustainable travel and ecotourism. So simply what can instructors of hospitality and tourism do to encourage sustainability and sustainable travel? And how can instructors work to facilitate their students in becoming professionals who help tourists as consumers, including themselves, to practice sustainability? This article provides a brief summary of sustainability in common in the hospitality and tourism industry and introduces content information about sustainability that may be of useful in hospitality and tourism education. The author brings out a synoptic look on the best practices followed in tourism and hotel industries in Tamilnadu and suggested certain policy recommendations for the betterment of the industry.

INTRODUCTION

Tourism has various characteristics that build it particularly valuable as an agent for development. As a cross cutting sector, it stimulates productive capacities from trade and therefore providing jobs linked to the tourism value chain. Particularly, it increases on assets, such as the natural atmosphere, a warm climate, wealthy cultural heritage and plentiful human resources, in which developing countries have a comparative advantage. However, tourism can also be a resource of ecological damage and pollution, a heavy user of scarce resources and a cause of negative change in society. For these reasons, it is essential for it to be well planned and managed.

As modern day economies tend to depart a chasm between industrial growth and rural objectives, tourism is one of the few sectors which can bridge the divide whereas venerating the socio-cultural as well as environmental ethics. But, the negative forces of tourism can be very polarizing. It exposes the traditional communities to antagonism behaviors detrimental to their own societal fabric, and creates resource strain on the environment.

INTERNATIONAL AND NATIONAL STATUS

The United Nations World Tourism Organization (UNWTO) has acknowledged the year 2017 as the ‘International Year of Sustainable Tourism for Development’, which puts the limelight on tourism’s important role in ensuring economic equability and social equality in a fast diversifying global economy. Contributing US\$ 7,613.3 bn or 10.2% to global GDP in 2016 with an estimated employment creation of 292 million jobs (both directly and indirectly), it is also a driver of international cooperation and harmony. While the Brundtland Report, ‘Our Common Future’ released by the United Nations World Commission on Environment and Development in 1987 can be officially said to have coined the word ‘Sustainable Development’, the want to have a pragmatic loom to diminish the damaging impact of mass tourism which has been felt in the early 70s with the initiation of major fairs and festivals in non-urban settings (particularly music) within a short period of time ended up in causing irrevocable damages to the environment as well as the social fabric of small communities.

Whilst the term sustainable tourism in progress being used in conjunction with the Brundtland Report, it is broadly considered that the origin of the concept of sustainable tourism was the publication of the first issue of the Journal of Sustainable Tourism in the year 1993 (Bâc 2014). In terms of the core ideology, sustainable tourism signified a shift of approach from the wellbeing of the tourist to the wellbeing of the host community.

The hospitality and tourism industry is one of the largest industries in the world (United Nations World Tourism Organization (UN-WTO), 2011). For example, in 2010 in the United States alone, the industry generated more than \$1.3 trillion in economic output, provided 7.7 million U.S. jobs (that meant that one of every 17 Americans worked in the industry), and accounted for 2.8 percent of the Gross Domestic Product (GDP) (United States Department of Commerce, 2012). The industry includes a wide range of sub-sectors including in foodservices;

lodgings; meetings, conventions and special events; attractions; and transportation such as air travel. Because of its significant economic benefits and job creation which helps to stimulate economic and social development in communities, tourism and other related hospitality businesses involved in its operations are eye-catching to many countries around the world. However the nature has given the industry not only a group of businesses; it is an open, vibrant, and multipart system with abundant interacting components and different stakeholders (Gunn, 1994; Leiper, 1979; Mill & Morrison, 1997; Thanh & Bosch, 2010), and not all of its forces are pleasing. Actually, its difficulty makes it difficult to control toward sustainability (Thanh & Bosch, 2010).

The quantity of international arrivals from the world grownup from 25 million in 1950 to an estimated 806 million in 2005 (subsequent to an average annual growth rate of 6.5%), but the number of tourist trips is still estimated to prolong to grow for the next decade to reach 1.6 billion international tourist arrivals by 2020 and achieving 2.6 billion in 2050 (UNWTO, 2013). Each of these tourist trips implies multiple environmental challenges, and the managers, regulators, and academics will have to make sure that the firms' environmental approaches in the industry can accommodate that process.

NEED FOR THE STUDY

Even more, localization is the advantage of the lodging in the hospitality industries. In localization part, hotels can be divided in two types which is the conference hotel and hotel that nearby the vocational locations. Conference hotel is mainly targeted on businessmen and it is located in the city or a conference area of the certain country. Then, the hotel which is nearby the vocational locations is the hotel which is located near such as beach resort is beautiful. Besides, these hotels were also located in the tourism areas and mainly targets on families. Those kinds of hotels are free during the peak working hour but will be very peak during the holiday period.

Moreover, the environment is another factor of advantages in lodging. The location of these hotels can allow the guests to view nice and beautiful sceneries. The guest can have a memorable view and realize tension by just looking out from their room. Other than the lodging, customers also concern about the quality of entertainment such as pub, snooker center, golf field, casino and theme park. For guest who wanted to realize stress and seeking for entertainment, this

is the best attraction to them. Tamilnadu is purposely selected by the researcher among hotels and hospitality industries in analyzing the ways and means of following best practices.

IMPORTANCE AND SIGNIFICANCE OF THE STUDY

In India tourism and hospitality industry played a pivotal role in shaping up our economy not only in a good condition but also leads further development of many spheres in hotel, tourism, transport and other hospitality sectors. A considerable portion of foreign exchange and also employment is earned from the contribution of tourism sector of the economy of Tamilnadu. In the tourism map of India Tamilnadu occupied a pride position in attracting both domestic as well as foreign tourists. In this context it is the imperative to analyse what are the best practical measures followed by the hoteliers in providing best services to the tourists as well as pilgrims (Yatras). In Tamilnadu most of the hotels are classified into Grade I, Grade II and Grade III hotels by the Tamilnadu Tourism Development Corporation (TTDC) an apex body to boost up the development of hospitality sectors. By arranging tour packages and yatra plans more domestic tourists are relied upon the stay facilities in hotels and restaurants in an artificial manner. This would eventually necessitate for the development of hospitality sector in one angle in bringing under many more people under the umbrella of social and economic inclusiveness.

AN OVERVIEW OF LITERATURE

Ahmad T., et al. (2013) Based on the results of statistical analysis, which show the impact of Customer Relations Management on the level of customer's satisfaction, confidence and the retaining of the customers of the State Hotel of India, it is clear that no company in the world dropped from defects and imperfect. Undoubtedly, each company should examine and upgrade their plans despite of its success to identify the new strategies, which appropriate to the developed management surroundings, which specified the needs and desires of old, or new consumers.

Ambardar A. (2014) Training is found to be one of the most significant human resource practices in any industry. The implementation of these practices in proper manner decides the overall performance of any organisation. Trained employees are more likely to take pride in organisational achievements; believe in the goals; committed to their organisations and values of the organisation and, therefore, exhibit higher levels of performance. Hence, the hotel association

has to support the instruction of its workforce to expand their knowledge and skills, re-orient their culture and values, and encourage individuals to become idea champions.

Bagri S.C., et al. (2015) In an effort to increase guest satisfaction and practices followed by the hoteliers should make a concerted effort to increase employee satisfaction through policies and programs that these employees view as beneficial. Employee friendly policies and programs help to provide motivation. Inspiration is measured to be a main factor or variable that can act upon employees and inspire them to deliver effective service.

Banu. S. (2016) the main objective for developing various tourism to promote our rich cultural heritage and environment. This, in turn, enhances eco-tourism for sustainable livelihoods. The strategies involved for sustainable of state tourism projects should also include aggressive Marketing Strategies. There is a demand of rural tourism in India as present day tourist is eager to discover and experience the cultural tradition of the destination. India being a destination with affluent cultural mixture which always attracts the tourists particularly the foreign tourists who cherishes the local beauty, diversity, heritage, culture, handicraft etc. Aggressive marketing is required to encourage ach destination of state tourism based on its uniqueness.

STATEMENT OF THE PROBLEM

A easy to use working description of sustainable tourism has been developed by the Center for Sustainable Tourism (2012) at East Carolina University (ECU) such that, “Sustainable tourism supplies to a steady and healthy economy by creating tourism-related employments, incomes and taxes while protecting and enhancing the destination’s social, cultural, historical, natural and built resources for the enjoyment and safety of both residents and visitors.

Nowadays, people stay in other city or town and away from their home for some certain period of time. Lodging is the place for them to staying during that time. In addition to that, the benefits of lodging are that the visitor can put away their tension on doing housework such as cleaning and laundry because in the lodging, those services are provided. Apart from that, leisure places such as gymnastic room or swimming pool is another option for the consumer to make their preferences to stay in a hotel. Lodging in hospitality industry in the angle of an economist is the ability to present products or services of superior quality at reasonable price. Hence, the

company provides a lower cost which can provide a lower price for the customer than the competition offers. So the hotel must always be updated for their guest about the latest promotions and also the event organized from other competitors.

SCOPE OF THE STUDY

One of the tourism's prominent features is the opportunities it offers for economic activity at the local point, particularly for women and youth. The sector employs higher number of women and young people than are represented in the overall global workforce. While not all forms of tourism can directly alleviate poverty, their contribution can still be felt in poverty reduction given the low skills requirements for entry-level positions and the predictions it offers for small-scale entrepreneurs to follow new activities or celebrate existing micro ventures.

The multi-sectoral and complex nature of tourism value chain presents significant opportunities for generating backward and forward linkages which can engage local micro-, small- and medium-sized enterprises (MSMEs). In recognizing the importance and significance of the industry in Tamilnadu a clear-cut analysis is needed for the purpose of following best practices among the selected stakeholders to improve the delivery mechanism of services provided to tourists.

OBJECTIVES

- 1) To deal the matters regarding efficient and better practical measures followed in hotel industry in Tamilnadu in ensuring good quality of services.
- 2) To identify various ways and means followed by the stakeholders in improving the existing system of practices.
- 3) To deal the matters pertaining to the efficient usage of new methods followed in hotel and hospitality industries in Tamilnadu.
- 4) To analyse the various problems encountered in ensuring best practices.
- 5) To narrate the problems and difficulties in following best practices in this industry and also suggest certain policy recommendations for further improvements.

HYPOTHESES

- There is a significant association between the development of tourism and human resource management techniques in hotels in Tamilnadu.
- There is a greater and differentiated variation of the quality of services provided to the tourist among the different types of hotels.
- There is a highest degree of KYC (Know Your Customer) and delivery mechanism of the hotels.
- The foreign tourist's arrivals played a significant role in ensuring best services in the study region.

RESEARCH QUESTIONS

- What are the various ways and means followed by the hotel owners in ensuring best practices in Tamilnadu?
- What is the importance of sustainability learning in the hospitality and tourism field?
- How to identify themes in sustainability education in a variety of hospitality related sectors?
- What is the role of hotels and hospitality stakeholders in following practices?
- How to tap the best and foremost skills in ensuring customers in delivering best service mechanism?

RESEARCH GAP

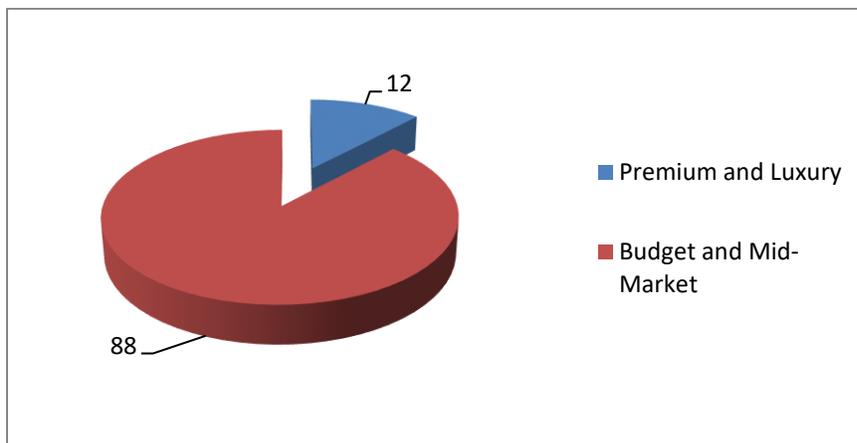
There were many more studies have been already carried out in this direction but no attempt has been by any author to follow **BEST PRACTICES WITH SPECIAL REFERENCE TO TOURISM AND HOTEL INDUSTRIES IN TAMILNADU** and it tries to solve the research gap and addresses some research questions put forward by the researcher.

METHODOLOGY

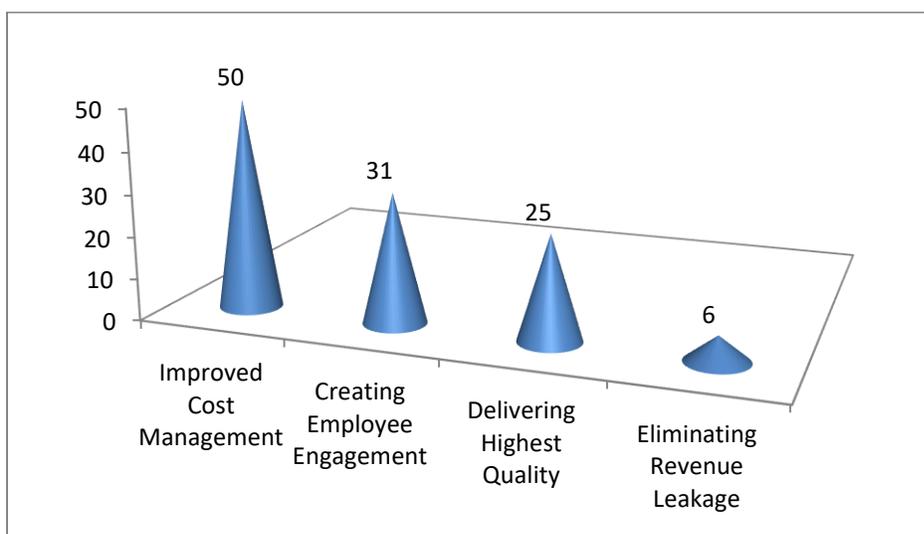
The present research on tourism and hospitality industry about the best practices through encompasses various improvement and effective measures followed by the hoteliers. The required data for the study purpose was gathered from the records of Confederation of Indian Industry, Ministry of Tourism, ITDC report, Government of India's working papers, Study

groups, and Consultative committee reports of tourism development have been largely used. This research was carried on both the primary and secondary data this research paper was dealt in detail. An analytical and experimental study was used in prosecuting this research over a period of time. Operating manual of hotel industries, reports, study groups, standing meeting councils of Tourism Development Corporations, District Consultative Committee reports and details about the inflow of foreign and domestic tourists over the period of 5 years ie., 2013 and 2018 was largely taken into account for the study purpose. Simple pictograms and graphs were largely used.

SEGMENTS THAT ATTRACT INVESTMENTS



PRIMARY IMPERATIVES FOR BUILDING EFFICIENCY IN OPERATIONS IN %



ISSUES IN HOSPITALITY

There are a number of sustainability and environmental issues that plague the hospitality industry.

Water usage: This is a big one! Many resorts and hotels have a lot of water waste from long guest showers and huge pools. In cafes, they use water for dishware and often the machines are not efficient at saving water.

Energy usage: This impacts all organizations in the hospitality industry. This includes the electricity of restaurants, hotels, and resorts, as well as the gas used by tourism, ski resorts, and more.

Food waste: Often time's foods are not reusable and are then thrown away. This generates problems for the environment, both in the action of heaving out the food and the demand it places on the environment to produce extra.

Pollution: This is a problem every time there are high outputs of oil, natural gas, gasoline or coal. Whether these are used for energy or they are used for transportation, the amount of pollution caused by organizations in hospitality can be a big problem.

Waste: This becomes very much important because things that are not recyclable will ultimately clog up the environment and form trash. Anything from cups to the way a company prints agendas and maps, can either increase or decrease the trash produced, which can litter the environment.

All of these issues have become important in all facets of the hospitality industry. With a global push for sustainability and 'green' operations by customers, pressure is placed on organizations, like Environmental Resorts, to invest in more environmentally friendly operations.

FUTURE RESEARCH AT FUNCTIONAL LEVEL

The heterogeneous attention given to different environmental issues at the functional level in tourism literature still generates many areas of interest for future research. The operations activities of hospitality and tourism firms and their environmental implications have

received special attention in literature, although there are still relevant gaps related to the analysis of a firm's supply chain management and the whole cycle of life in the activity.

Where previous studies have mainly focused on internal activities or tour operator requirements of the hotels, the general literature on environmental management is now paying growing attention to the challenges of the environmental impacts generated by suppliers and the aggregated impact of their activities. Some hotels are in fact raising attention to this issue by adding sustainability duties to the responsibility of the purchasing manager (e.g. organic food or certified wood in hotels). Nevertheless, a more complex analysis might be necessary.

To demonstrate this end, the so-called "eco-resorts" located in African national parks usually consider their routine operations. It is now more common that the hotels and resorts are beginning to consider the environmental impacts of their suppliers. However, it is challenging but also crucial in sensitive locations that they should also consider the environmental impacts of their customers' flights and travels around the resort.

The limited attention paid to human resource practices in hospitality and tourism firms is remarkable (especially considering that the environmental management of hospitality and tourism firms and the tourism activities in general are quite human resource intensive). In this sense, the role of employees is fundamental to the visibility of the environmental commitment of a firm to their customers. The future research on this topic should pay attention to factors that are quite unique to the tourism industry, such as the very heterogeneous qualification, commitment, age, and dedication of the people working in the tourism industry.

Finally, the environmental marketing literature in the industry is broad and might need a specific review. This section is only meant to highlight two specific issues that deserve more attention for future research in the marketing arena. Many previous studies were analyzed eco-certifications in the industry (Anderson et al., 2013), this study have mostly conducted descriptive analyses and provided operative steps for the implementation of the standards. However, more analyses are necessary to address the real impact of these certifications on tourist preferences and their managerial implications. Second, the increasing use of the Internet in tourism marketing activities (e.g. Lin and Fu, 2012) demands analysis of the difficulties and

opportunities to communicate the environmental progresses of a firm online and to understand what extent customer comments on the Internet are related to environmental issues.

MAJOR FINDINGS

- The hospitality sector in Tamilnadu is expected to witness high growth over the long term. In the upcoming years may be a phase of building before the high growth trajectory emerges.
- Domestic journey is estimated to be the primary driver of the sector's growth. More non-reusable income and the initiation of better locations are driving this growth.
- Business tour and MICE are anticipated to be the possible growth divisions.
- Advancement into a multi-location and multi-format player is promising as the most preferred approach for players in the sector.
- Highest investments are being expected to take place in the Tier I towns followed by the Tier II towns.
- Budgetary and medium-market segments have appeared as the most desired investment categories.
- Better management expenses are on the top of the schema for CEOs, in the operational effectiveness space. Companies were looking to reduce their energy consumption, investing in technology to reduce costs and making higher proportion of costs variable.
- Potential synergies in functions exist in multiple purposes including IT, procurement and sales and marketing. Over 80% of the CEOs believe they will undertake centralisation in procurement.
- The hospitality sector has collectively articulated the need for gaining an 'infrastructure status.'
- Efficient single window approval for obtaining licenses has been identified as a key sector requirement.
- Rationalisation of the number of tax levies and execution of single tax management will benefit the hospitality industry.
- Talent management is a chief confront for the sector. Deficiency in the supply of quality ability and increased competition for talent within the sector and from competing service sectors has made attrition a significant issue for the industry

Customer satisfaction, particularly in the busy season, is essential to the success of any hotel. Nowadays there are more ways than ever to magnetize guests; though it is essential that hoteliers don't lose sight of customer service best practices. The following 8 proven methods those will sure to help the staff woo and retain guests.

Focus on face time

While a strong digital online presence is often what makes the first impression on customers, its face-to-face communication that guests value the most once they check-in. A warm welcome, enhanced by personal connections throughout their stay, will remain with the guests long after they depart your property.

Keep the staff happy

A happy (and educated) staff translates into happy guests. The hoteliers ought to create a efforts to frequently educate their staff's about the importance of customer satisfaction and empower (and reward) them as they accomplish customer satisfaction goals. Some hotel brands make the education process fun by using gamification techniques that truly engage employees in the training process. No matter what the approach is, invest in the development of employees. As Bill Marriott thought, "take good care of your people and they'll take care of the customer; and the customer will return."

Know your customer (KYC)

Are the majority of the tourists traveling for vacation or business? What are their favorites? Hoteliers have a numerous tools at their clearance, including online surveys and more sophisticated tracking tools that help gauge customer habits. Use these tactics to keep "on trend" with the guests in achieving optimal customer satisfaction.

Create a "wow" factor

What sets the property separately? Give tourists the visual "silage" that they will want to post and share on their social media channels! Invest in some noticeable artwork for the property or host themed social hours in the reception area. In heart, provide that "wow" factor that will resonate with guests and leave them wanting to share their cool experience with their friends and others.

Go above and beyond expectations

Today's guests have elevated expectations, so hoteliers must continually look for ways to elevate the customer service experience. Take the customer's understanding to the next level by providing unpredicted touches and amenities not already being offered by your competitors. If the competitor offers a free breakfast buffet, why not up the gamble by offering up complimentary room service for an extended stay or something else truly unique and of value to the customer base?

Address guest input quickly

When it comes to customer satisfaction, timeliness is key! Outcome, by attending to the guests fast, a hotel will have fewer complaints. A quick spin on everything from a request for an extra pillow, to a response to a Trip Advisor complaint, can make all the difference when it comes to keeping customers happy satisfaction.

Keep the dialogues going

Don't check-out when your guests leave. Online podiums give hoteliers the ability to proactively reach out to guests to get opinion about their stay and keep them in-the-loop on hotel news and happenings that will attract them to return.

Learn from the best

Big or small hotel brands similar can learn from the best practices of others. Take Westin, for example, whose focus vestiges on the fact that their hotel's prime product offering is a good night's sleep. As such, they upgraded their ordinary beds to the Westin Heavenly Bed and immediately saw an unbelievable customer response. Observe the best practices of hotel industry examines and become accustomed their programs into best practices of your own!

FINAL CONCLUSIONS

With regard to best practices followed in tourism and hotel industries in tamilnadu the environmental regulation will most likely play a reinforced role in the future of the tourism industry, and future research will have to analyze the influence of different forms of environmental regulation on manager decisions. Although self-regulation and environmental

certification have been extensively used and analyzed in literature on the tourism industry, skepticism about their real environmental implications and visibility to the customers is also growing. In this context, the evolution of environmental regulation might still increase its influence on the future of the industry.

Finally, the uncertainties regarding the evolution of general policies regarding energy and climate change may be particularly relevant for future tourism and its regulation. For instance, increasing prices of fuel or the need to reduce emissions might have substantial effects on transport availability and costs (especially considering that air transport now includes 42% of all international tourists). Potential changes might call for adaptation in terms of leisure lifestyles, such as the substitution of long-distance travel with vacationing nearby and relevant changes in managing the industry. On the basis of the survey reports in tamilnadu one can easily come to conclusion that efficient and best practices on hotel and hospitality sector in the need of the hour today and it could generally create the ray of hope in future.

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