

Challenges Facing by the Hospitality in India

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Abstract:- The main aim of the research paper is to focus on the key challenges and the upcoming future trends of the hospitality industry. This study gives us the idea of the Indian hotel industry characteristics and discusses the future expectation; challenges need to be handled in an emerging global context and what will be the impact on human resource development and management. Due to the changes this paper discusses the trends that will dominate the market and suggestions to overcome the challenges which profit the industry.

Keywords:- New Trends, Hospitality Industry, Challenges.

I. INTRODUCTION

This research analyze the challenges facing by the hospitality industry. This industry plays the major role in the service sector for economic development of the country as it is a revenue earner for the country in India hospitality industry is facing many challenges which was identified as shortage of skilled employees, safety issues, quality workforce excess of room inventory, compounding cost, employees burnout in hospitality industry, poor organization, highly developed technology.

This research paper identifies the key areas of the hospitality industry for the development by focuses on updated market values sustainability, economic growth, latest technological advances, advantages and disadvantages of the new technology.

Objective:

On the basis of review of literatures. This paper identifies the challenges facing by the industry and also the present situation of the industry.

II. RESEARCH METHODOLOGY

The purpose of this research paper is to identify the challenges facing by the hospitality industry in India. The secondary and primary data were collected from the various published journals and internet.

1.Shortage of skilled employees:

Hospitality industry is lacking behind to provide the skilled employees unavailable of the skilled workforce at different level is one of the biggest drawback of the industry metro and tier two cities are not able to sustain without skilled employees.

2.High Turnover Of Quality Workforce:

Hospitality industry has found the difficult in retain the quality workforce even after giving training and development to the employees. Hotel industry needs professionals but they are very easily attract towards the better paying industry like retail, banking, aviation and much more service industry (parwar2012)

3.Hign guest expectations:

As the competition has been increased at both level with in and outside the industry due to this guest expectation has increased. This results the hospitality facing the challenges with short-term investment like new technology infrastructure etc. which effects the long term business objective.

4. New Technology Awareness:

As the technology is developing day-by-day. Hospitality manager should be aware of the new technology in the market up to date and should give awareness and training to their employees to work on the new technology.

5. Competition faced amongst various players:

This is the one of the industry which is facing the high competition by arrival of new products, new players and new systems. the neighbor countries are also serving equally by providing cheaper destination with better infrastructure.

III. CONCLUSION

This research study has given the idea challenges that the hospitality industry is facing in the India. As it is the service industry it should focus on guest satisfaction by keeping the employees updated knowledge and giving them good training about the various stages of work.

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