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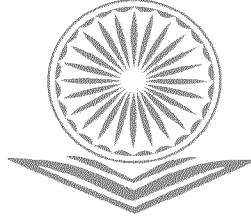
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From The Chief Editor's Desk

Tilak Maharashtra Vidyapeeth, a name, standing tall, a memorial of great freedom fighter Lokmanya Tilak for past 98 years, in the field of higher education, is a brand holding respect and dignity to its credit. Department of Hotel Management established in the year 2007, under the prestigious Tilak Maharashtra Vidyapeeth is excelling in all aspects to live up to the legacy.

In the current NAAC assessment in October, 2018 the Department is being appreciated for its academic excellence. In order to inculcate the research culture amongst the faculty and the students, the Department has been instrumental in organizing international and state level conferences. This adds to the knowledge and understanding of the faculty and students about the industry and development in its various domains.

The current topic chosen for this International Conference in 2018, also aims at giving perspective of recent trends in our industry. The research papers are invited to from research scholars and teaching fraternity, to review their opinions, work and experience about the changes taking place due to new practices and trends in the industry.

I would sincerely like to thank and appreciate the efforts of all the teaching faculty and research scholars who have put in the efforts to make it a success.

I wish them all the best for their future endeavor.

Dr. Suvarna Sathe
Chief Convener & Editor.

Address from Hon. Vice Chancellor

Tilak Maharashtra Vidyapeeth have a legacy of 98 years of national education. We have defined vision to impart national education through fine blend of traditional and modern knowledge. The objective is to spread the teaching and philosophy of national education through fine blend of traditional and modern knowledge. It is a part of the training and educating new generations for the building up of the Nation.

After globalization, innovation in information technology, free flow of knowledge, automation, digital media and artificial intelligence have emerged as vital points in making changes and practical implementation or practices in the all fields of life. These Automation and modernization, as well as concentration of population in cities resulted into multiple effects in social environment.

As regards to Hospitality and Tourism industry, there is big change as well as opportunity in the different sectors from production to service industry. There have been various new trends and ideas coming of the Pandora Box. Department of Hotel management has organized one day international Conference on “New Trends and Practices in Hospitality and Tourism Industry”, which has sub-themes like branding, marketing, core hotel operation areas, tourism cluster development etc.

Such discussion will create creative ideas for the participants and will also help to improve their skills to serve the industry. It also creates awareness amongst the student community for the future prospects and changes available across the world.

I would like to wish Dr. Suvarna Sathe and her team success in their International

Dr. Deepak J. Tilak
Chief Patron and Hon. Vice Chancellor
Tilak Maharashtra Vidyapeeth

Address from Hon. I/C Registrar

As TMV is expanding its horizon in the field of education it is encouraging its constituents to excel too. Last year department of Hotel Management had organized a first International seminar, and I am glad it has organized an International Conference this year too.

It is a remarkable achievement that the department is publishing a UGC approved Journal which has a contribution from industry and academia. I believe that in future the department of Hotel Management would conquer new heights. I extend my best wishes to the International Conference titled “New Trends and Practices in Hospitality and Tourism Industry” Conference with eminent speakers: I am sure that it would be a great success.

Tilak Maharashtra Vidyapeeth is implanting its firm imprints in the field of education. It always offers a conducive environment for its faculty to grow in all dimensions. With this International Conference, Hotel Management Department is surely taking a step ahead towards global exposure and the horizon of knowledge.

Dr. Abhijit Joshi
I/C Registrar
Tilak Maharashtra Vidyapeeth, Pune

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1. Revolution in Hotel Industries through Automation Technology

Dheeraj Singh

Assistant Professor, Journalism and Mass Communication Department, Tilak Maharashtra Vidyapeeth, Pune.

Abstract

All over the world, in Hotels customer experience is most important. In fact a study found that 80% customers in the world pay more for a service to ensure satisfaction with it. There are the top four reasons why customers experience is so important. 1. Improves customer satisfaction 2. Promote customer fidelity and Increase customer encouragement.3. Creates competitive advantages with stronger customer relationship 4. Increase sales and revenue. The building block for any successful hospitality environment starts with the well developed employee to customer relationship. Hospitality and customers service is the ability to recognize the needs of your guest and your staff. The objective of quality customer service is to always exceed expectation and it can be achieved through things such as responsiveness, competency, and convenience. Guest is the most essential part of hospitality and their needs are more important to ensure industry growth through customer fidelity.

There are few major problems faced by the customers during hospitality.

- 1. Bad customer experience when long queue at the counter during check-in*
- 2. Inconvenience for customers to replace the lost key and card or obtain extra key card at service counter.*
- 3. Inconvenience for customers to request hotel services if out from hotel room.*

In 21st century, to overcome above problems, the innovation is the most powerful resource for customer satisfaction with services in hotel industries. Theses innovation ideas should come from the customer and serving what the customer wants. A second source can come from efficiencies and doing whatever it is we do in a more economical and efficient way. Those are the two ends of spectrum. Innovative ideas come from a variety of sources. One of the things that make innovation successful is when it is blend of both industry related people and academics and when you put those two things together that is where great ideas come from. They can come both internally from people within hotel as well as externally from suppliers, guests and even from other industries.

In digital world, IOT is new innovation which is Automation technology based intelligent Control systems are being implemented in hotels to provide the automated services to the customers. In hotel industries, most of services are being automated and structure of services providing in hotels are going to be advanced at pace. For hotel industries, Automation is the prime step to enter into technology's house.

Keywords: Automation, IOT, Technology, Hospitality, Transformation, Innovation

1. Introduction

1.1 Innovations In Hotel Industries Through Technology

Innovation means doing something better. Not different nor more. If you think about the current situation of environment, innovation is really more focused on establishing and satisfying the customers' needs. It drives services, awareness and engagement to the hospitality enterprise.

One of the biggest types of innovation is the explosion of data. There is lot of upcoming information to access of customer's data than we have ever had before. The biggest innovation is figuring out how we can use that and leverage that information in order to improve the customer experience. We can track what people like, what people do, where people go. The best smart innovation will come from being able to address customer needs and influencing that data to improve the customer experience. There are a lot of customs involved in hotel industries and it also moves pretty fast. You have a customer, standing in front of you and you have to be able to provide services. You have to recognize what they want and you have to take care of them in that instant. Lot of the innovations that are helping our frontier staff actually accomplish that in the moment with customer but also driving value for the company are some of the more stimulating innovations. So how technology enable us to use what we know about that person plus the moment of truth with them and give them and create that experience is going to keep them coming back. A smart guest room model can be a large enlargement for hotel industries with implementing a new facilitating technology. That is where the labor force is directed, empowered and equipped to be able to innovate to that individual customer preference and delivery. Innovation is moving in several different directions all at once. First a number of new products coming on the market which are technology based to eliminate services and these are very good products. Many of them outstanding. At same time, customer may require human interaction service and there is push/pull situation which puts a lot of hoteliers in a very stressful situation. Innovation within hospitality for the past few years, the big hum has been on service innovation. That is the place where as an industry needs to focus on that. Particularly by gathering data and information about guests and being able to give them personalized service.

From a guests' outlook there is a lot of opportunities that we can add to how a guests connect with a hotel and how we can expand their experience when they arrive using some of the technologies in the social media. Data analytic will help the industry to create more money – value for money. So at one side data analytic is used a lot in revenue management area. So what we see now is text analytics will tell a lot about the delivery of value. Customer choice model and other analytical techniques are used to predict booking behavior and on the other side will help us more to know about extracting the value as well as enable you to generate revenue.

2. IOT based Intelligence Management System for Hospitality

The aim of these systems is to utilize the concept of internet of things (IOT). IOT and Embedded system technologies system to overcome the shortcomings in check-in process maximize customer experiences in hotel and improves efficiency of hotel operations. Such of automated system are useful to effectively improve customers experience in the hotel state by providing the convenience on performing various operations and service requests using a user friendly mobile application. Using this mobile app there is no wait required anymore, doing checking so easy and enables customers to request for hotel services conveniently at anytime and anywhere .The desktop application enable hotel staff to monitor the condition of room and response to customer request conveniently.

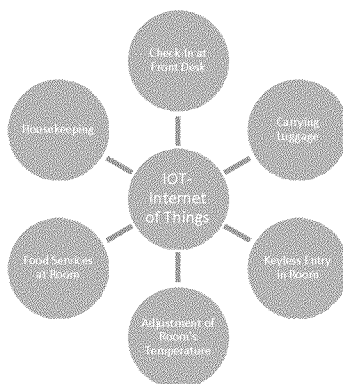


Figure 1: Services through Internet of Things (IOT)

These technologies are ideal hotel management system shows that the integration of mobile and embedded system just takes customer' service request and cloud system has huge potential to give best hotel services. Technologies are likely to improve hotel operations' efficiency for enhancing the customer experience by providing quality based services.

3. Technology and Future for Hotel Industries

There are following questions may be raised in our mind that what will be the future of Hotel Industries in coming next 5 years.

1. What does the hotel room of the future look like?
2. What innovative hotel concepts and solutions meet the challenges of the changing world?
3. How do hotels of the future benefit from new materials products and technology.
4. How are the hotel sectors being influenced by global trends such as demographic change growing environmental awareness and increasing mobility?
5. What will be the requirements of hotel guests in the future?

The research faces the challenges and opportunities for the hotel of the futures. The futuristic interior has been designed to increase the guests feeling of well-being during their stay. The guest of tomorrow will not need a key. It will be possible to enter the hotel room using a pin code sent in advance to the guest mobile phone.

Sensors will pick up the guests movements and change the lighting accordingly. The guest can adjust the color of the light according to his or her need. It does not matter whether the guest prefers refreshing green, energizing blue or inspiring orange. There is a choice of mood lighting. It is possible to change a business hotel room into a spa area within a second. The energy bed promises complete relaxation. A simple command from the guests starts the bed gently rocking. The energy bed rocks and the guests can completely relax at the end of a tiring day. Cool, white and warm wood are combined in the bathroom to create a pleasant atmosphere. At the touch of a button it can be transformed into a spa. Where are infrared lights set into the world which creates a sonar light atmosphere? While the guest enjoys a relaxing reflexology massage in the Jacuzzi the room is gently perfumed with one of a choice of room sense. The guests can relax in the future spa while enjoying the best view of the display screen in the bathroom. In such type of hotel guests will have ideal work environment. Laptop etc. can be quickly integrated a task completed. Another feature of the future hotel showcase is the concealed display wall. One command is enough to transform the generous window into an enormous screen. The hotel's guests can participate in a video conference or look at his or her own picture. An evening spent watching a film becomes a special event through display wall. Guests at the hotel of the future can give voice commands to the room computer or get the information he or she needs quickly and easily. A robot quickly and discretely fulfills the wishes the guests. It brings shoes to the bed or fetches a refreshing drinks from a central stock. The innovative power of the future hotel project stems from the collaboration between forward looking industry and top researchers. This model of collaborative research makes it possible to

undertake extremely detailed research and development. It is the way forward into innovative and successful future for the hotel sector.

Check-in is automatic and your room number is sent straight to your email saving your precise time. Citizen M hotels are providing their guests with innovative and exciting experiences through technology implemented by I reckon software solutions. The Technology is seamlessly integrated into your stay. Your personal smart phone becomes your room key. The technology is enabled by an Intel Xeon server so performance is no problem.

Citizen M also provides you with a tablet in your room which controls the environment, personalizing your experiences, TV on, blinds down, change the lighting moods touch means it is all at your fingertips. In the future if you choose to input your details the system could even have access to your flight journey. So if your flight is delayed the system would automatically change your wake-up call and alert you. Combining I reckon smart software the power of Intel's hardware and Citizen M's vision means the hotel of the future is just a step away.

4. Reshaping the Hotel Industries using Artificial Intelligence Systems

Across the world, Artificial intelligence machines like robots are slowly taking up place of Humans. In most of the sectors, like Agriculture, Medical, Engineering etc. robots are taking the control over the task performed by humans. Similarly, in the hospitality industries, satisfaction of customers about services is the prime concern. CNN reports that in coming future most of services will be controlled and monitored by Robots in Hotels. In the future, welcoming guests at front desk will be served by the Robots. Check-in will be done through a self-service kiosk, where keyless entry will be there by completing facial authentication process.

In future's hotels, automated clock room will be available for guests for storing their belonging. Automatic machines will carry luggage while leading guests to their rooms. Automation based smart devices will be able to adjust lighting and room temperature consequently. Most of services including wake up call for guest, request for meals, delivering of meals directly to the rooms, housekeeping etc. Will be performed by Robots. Fully automated hotels may not be too far off. Japan already has the Henn Na Hotel in Nagasaki with more on the way. Hotels in the U.s, Singapore and Belgium have also been using robots in their business.

5. Conclusion

As the technology is growing at fast rate, there is no doubt that, in next 10 years, services of hotel industries will be transformed completely in automated forms. This transformation will be a rising revolution in the hotel industries across the world as well as for business point of view. Artificial intelligence machines will be the future hospitality.

Automation based intelligence systems will be capable to provide the best services to the guests like check-in, room services, housekeeping, and carrying luggage directly to the rooms, wake up call for flights etc. Using these intelligence systems, it will be possible to give full comfort to the guests by providing fully automated services at their smart room. In most of the Hotels across the world like U.S, Japan, Singapore, already have been using this technology. Now there is a wakeup call in India, for adopting this technology and reshaping the Hotel Industries to expand their services at new dimensions.

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2. Beyond Quality Gurus: The growth of Service Quality Management in Hospitality Industry

Mr. Amit S. Khare

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Ms. Juhi Bhagwat

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Introduction

The concept of 'quality' is not new to the world. But 'the quality management' movement started just after the Second World War. It started with manufacturing sector. Only in 1980's and 1990's this concept of quality in rendering services that is 'a service quality' became one of the major preoccupation within hospitality industry (Oslen et al. 1996). Some people played a vital part in the quality movement. W. Edward Deming, J. M. Juran, A. V. Feigenbaum, P. Crosby are some of major contributors in the movement and they are called as 'quality management gurus'. This essay considers the initial writings by these gurus and looks at how the quality management movement has moved with the help of examples from hospitality industry.

Key words : Quality, SERQUAL, total quality control,

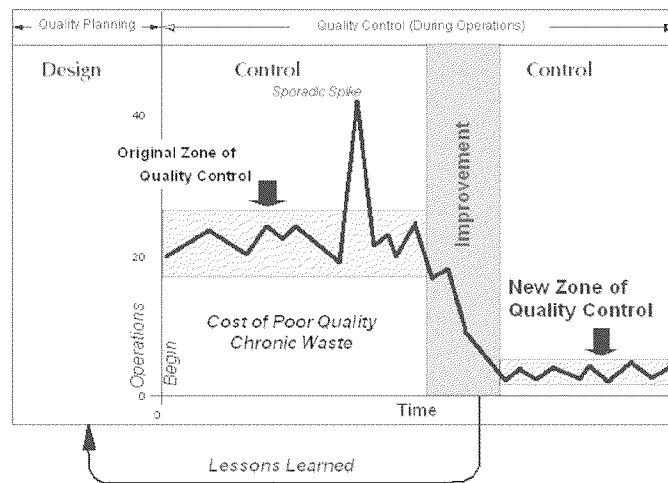
Initial writings

When the writing by Deming is considered, it stresses upon continuous improvement in products' and services' quality with continuous reduction in uncertainty and variability in the design and the process. Here he also explains that these principles of continuous improvement are same for manufacturing and service industry (Deming 1986). Then he also stated the 14 Points (refer to appendix 1). There are the points that propose a change in organisational culture. These points consist of four part which are interlinked, which are appreciation for the system, understanding variation, theory of knowledge, psychology. These points were developed for the top management teams. Because top management contributes in shaping the objectives of an organisation.

Joseph Juran is another management Guru, who helped Japanese in 1950s for obtaining quality. But he did not suggest a cultural change. He designed programmes which will fit in the current planning. He defined quality as "fitness for use" (Juran 1988). He focused on 3 main

quality processes and termed them as Quality Trilogy which are quality planning, quality control and quality improvement. Juran emphasised on quality planning and quality improvement than emphasising on quality control. He also focused on top management and thought that they are the people who play a vital role in quality management as these people create vision for an organisation with commitment.

THREE UNIVERSAL PROCESSES OF THE JURAN TRILOGY *



(Source: <http://6sigmatech.com/Themes/default/images/new/trilogy.jpg>)

Another guru who came up with the concept of ‘do it right the first time’, was Philip Crosby. He verbalised his philosophy by putting it under two different headings. These are “Absolute of Quality management” and “basic elements of improvement”. He stated that ‘Zero Defect is a performance standard.’ He stated that each service is created by numerous interconnected tasks. When these tasks are done correctly at the first time, then the quality obtained has to be without any defects (Crosby 1984, p84). He includes determination, education and implementation under a heading of ‘Basic elements of Improvement’. (refer appendix 3)

Deming’s, Juran’s and Crosby’s philosophies are similar with different approaches in implementing organisational change. But A. V. Feigenbaum gives a new dimension to quality control movement which he quotes as Total Quality Control. According to Feigenbaum “total quality control is an effective system for integrating the quality development, quality maintenance and quality improvement efforts of the various groups in an organisation so as to

enable marketing, engineering, production and service at the most economical levels which allow for full customer satisfaction.” (Feigenbaum 1991, p6) He summarises his philosophy under 3 main headings, namely quality leadership (constant focus and lead), modern quality technology (integration of all departments in an organisation to implement new techniques) and organisational commitment (continuous training and motivation of staff with integrated quality).

On basic of Feigenbaum’s philosophy, Kaoru Ishikawa proposed his thinking which asked of grater employee involvement and reduction in reliance on quality professionals . He stressed on statistical techniques, analysing factual data and teamwork for implementing quality control. He put forward the idea of quality circles in quality management. Quality circle is a team of employees from different departments (usually not more than 10) who work together on a specific problem related to quality management.

Movement of quality management

The quality management moved with time. There were some additions to the initial writings of the quality thinkers. The first addition was to the Deming’s 14 Principles. 11 more points were added to basic 14 points. This was done to emphasise some important points. Some points were added because they were solely applied to services and these points were missing formerly as Deming noted the 14 Principles for manufacturing industry (Rosander1989). (refer appendix 2) Then some additions and modifications were done to the Quality Trilogy by Juran, because there was an absence of improvement beyond second zone of quality control.

Then the movement turned towards more important factor for hospitality industry that is customer satisfaction. Everyone started thinking about customer satisfaction which was a bit ignored area. Customer satisfaction can make difference between hotel’s survival and failure. So the need for better quality to satisfy customers was and is leading on priority list of hospitality firms. As per PricewaterhouseCoopers (cited in Williams &Muzaffar 2003) the research shows that managers in hospitality are aware that customer satisfaction and quality is more important than financial results in long run.

Two major developments in quality movement in hospitality were Quality assurance, which evolved from the basic idea of quality circles and Total Quality Management (TQM). The quality circles then became quality assurance team. This was the development lead by increasing importance of quality assurance in hospitality. American Hotel and Motel chain started the quality assurance programme which ws then spread in hospitality industry. Another concept was

the concept of Total Quality Management (TQM). Oakland (Cited in Johns 1993) defines TQM as the way of organizing and involving a whole organisation to delight customers. This philosophy includes all levels in the organisation and shows that external customers will be satisfied only when the internal customers' chain is satisfied.

Another hospitality and quality focused model was developed in mind eighties by Parasuraman, Zeithaml and Berry was SERVQUAL model. This is designed to call forth customers expectations and actual perception of service quality attribute.(Parasuraman et al. 1991) (refer appendix 4)

Then in 1987, Juran again contributed in designing Malcolm Baldrige National Quality Award in US on basis of Deming's Quality award in Japan. Companies who have gained excellence in implementation of quality improvement programme are awarded with this award. So, hospitality firms started focussing on quality improvement programme. Ritz Carlton was the first company in hospitality sector who won this award in 1992 and 1999.They focused on serving high quality product at all levels of an organisation and through all tasks within the process (King &Cichy 2006). The idea by Demings award which was followed by Malcolm Baldrige ward then flown down to rest of the world by creating different awards like Canadian Award for business excellence, Australian Business Excellence award. (Evans & Lindsay 2001)

As businesses started focussing on quality, ISO (International Organisation for Standards), revised formerly written quality standards in 1994 and again in 2000. The most recent version is called as ISO 9000:2000. These standard are set to achieve, maintain and seek continuous improvement, constantly improve the quality of operations, provide confidence to internal customers, external customers and to see that quality system requirements are up to the mark.

Then the movement turned to another previously ignored theory of 'six sigma'. It aims at improving process through DMAIC (define, measure, analyse, improve and control) and DMADV (define, measure, analyse, define and verify). This process measures how far the product is from perfection. Reaching six sigma means there are 3.4 errors per million opportunities. It helps in converting data based approach to continuous improvement in process by reduction of inefficient and ineffective process quality. Startwood Hotels and Resorts Worldwide, Inc. was the first company in the hospitality industry to adopt Six Sigma in 2001. (King &Cichy 2006)

Conclusion

There are many other developments taking place in the quality management movement. But many of these developments are not directly related to the hospitality industry. A recent development related to service industry is 5Nines Programme by Motorola. This programme represents total commitment towards customers. It refers to end-to-end availability 99.999% of the product or service. These all developments in quality management movement lead to superior quality throughout the industry in the cut throat competitive world.

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Appendices

Appendix 1: Demming's 14 principles

1. Create constancy of purpose for improvements of products and services.
2. Adopt the new philosophy.
3. Cease dependence on inspection to achieve quality.
4. End the practise of awarding business on the basis of price tag only.
5. Improve, constantly and forever, every process for planning, production and service.
6. Institute training on the job.
7. Adopt and institute leadership.
8. Drive out fear.
9. Break down barriers between staff areas.
10. Eliminate slogans, exhortations, and targets for the work force.
11. Eliminate numerical quotas for the work force and numerical goals for the management.
12. Remove barriers that rob people of pride of workmanship. Eliminate the annual rating or merit system.
13. Institute a vigorous programme of education and self-improvement for everyone.
14. Put everybody in the company to work to accomplish the transformation. (Deming 1986)

Appendix 2: 11 added principles

1. Time.
2. Safety.
3. Keep close to customers and non customers.
4. Keep close to the employees.
5. Collect and analyse good quality data.
6. Apply statistical techniques.
7. Develop a continuous programme at all levels.
8. Recognise employee attitudes and behaviours.

9. Promote innovation.
10. Stress simple, sound and effective communication.
11. Keep emphasising that quality control plan is not enough. (Rosander 1989)

Appendix 3: Crosby’s philosophy

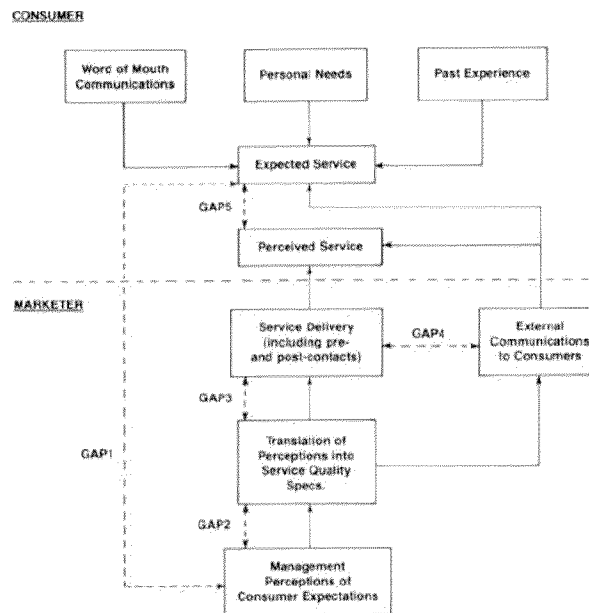
Absolutes of quality management

1. Quality means conformance to requirement, not elegance.
2. There is not such thing as quality problem.
3. There is no such thing as economics of quality, doing the job right the first time is always cheaper.
4. The only performance measure is the cost quality, which is the expence of non-conformance.
5. The only performance standard is ‘Zero Defect’.

Basic elements of improvement

1. Determination
2. Education
3. Implementation (Crosby 1984)

Appendix 4: SERVEQUAL model



(source: <http://www.servqual.estranky.cz/archiv/iobrazek/9>).

3. Collaborative Efforts / Partnership - A key for Developing Sustainable Wine Tourism in Maharashtra

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Abstract

Maharashtra has become home to an emerging wine making industry with distinct regional character. Tourists domestic as well as international are attracted to this state in search of a unique experience in wine tasting and the local scenery. Presently, the Nashik region has 38 wineries while Baramati and Sangli has 8 wineries. It is a tourist experience which is required for the success of wine regions. This article will give an overview about collaborative efforts and partnership for developing wine tourism and will make it sustainable via community, economy and environment.

Key Words: wine region, Local scenery, sustainable wine tourism, collaborative efforts.

1.0 Introduction

Indian wine industry has grown in last 15 years. Wine production takes place in the state of Maharashtra in the area around Nashik and Sangli and in Karnataka state at Nandi Hills near Bangalore. Maharashtra produces about two-third of domestic wine production in India. There are around 80 wineries in India. Out of which 42 wineries are in Nashik region. To name a few are Sula, Grover Zampa, Vinsura, Renaissance, York, Chateau D'ori, N.D. wines.

Indian wines have started making their mark in overseas markets. Though the India is not known as wine producing country, but it has acquired the knack of wine making. This is clear from the data given by All India wine Producers Association Report. Wine sales in India has increased by 21% from 95 lac litres in 2013-14 to 1.15 crore litres in 2014-15. And there is forecast that by 2017 wine sales will grow by 73.5%, translating to an annual consumption of 2.4 million cases. (<https://www.financialexpress.com/market/commodities/maharashtras-wine-industry-cheers-new-liquor-policy/133870>)

2.0 Objectives

1. To understand the concept of sustainable wine tourism.
2. To suggest the efforts to be taken by wineries present in Maharashtra to develop sustainable wine tourism.

3.0 Mapping India and thereby Maharashtra on world Map

India is having wineries in different states namely Maharashtra, Karnataka, Kerala, Goa etc. Maharashtra is having more wineries than other states. Due to appropriate climate for grapes production in and around Nashik, there are around 38 wineries as of now.

Moreover, the two signature wines from the Grover Zampa Vineyards, Nashik (India) have got selected by one of the most renowned restaurants in the world, L'Arpège in Paris which will be placed on its menu. This is the first time an Indian wine has made it to the tables of the 3 Michelin star restaurants.

Wine tourism in the Nashik region is now set to receive a further boost with Moët Hennessy launching its Chandon brand of sparkling wines in India using locally produced grapes sourced from Dindori near Nashik.

Wine is the only product where consumers and retailers can search and visit websites of growers and wine producers. This helps to learn about the specific origin of the product, the growing conditions, year, practices and procedure followed for making wine. Thus the back end environment of production is completely clear and transparent in Wine Industry.

4.0 Wine Tourism

Wine tourism is not only the tourism where visitor or tourist visits winery for the purpose of tasting, consumption or purchase of wine but Wine tour can consist of visits to wineries, vineyards and restaurants known to offer unique vintages, as well as organised tours, wine festivals or any other special events. (<http://www.winesofbalkans.com/index.php?wine-tourism>)

Due to growth in wine tourism in rest of the world, the issue of sustainability in wine industry was taken in to consideration by various countries.

The World Tourism Organization describes sustainable tourism as:

meeting the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic need can be fulfilled while maintaining cultural

integrity, essential ecological processes, biological diversity, and life support systems (*WTO 2001, 19*).

“Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. (*UNEP & WTO, (2005), Making Tourism more Sustainable- A guide for policy maker, Pg.11*)

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. (*World Tourism Organization, 2004*)

5.0 Sustainable Wine Tourism

The term sustainable wine tourism was first used by the wine community in 2000 (*Poitras 2006*). Successful sustainable wine tourism has to achieve following:-

- 1) Community sustainability
- 2) Economic sustainability
- 3) Environmental sustainability.



In case of wine tourism, the main purpose of the tourist is to visit winery and taste the wines; similarly winery’s purpose is to produce best wine varieties to attract more tourists. As the wineries raw material is grapes, it has a base of agriculture. It means winery has to cultivate

grapes in their vineyard or in surrounding areas as per the variety and set standard to produce best quality wine.

Wineries to become community sustainable should develop a concept of concern about the community those around. The wineries can be community sustainable by community sustainability.

5.1 Community Sustainability

- Creating new employment in the region by way of partnership or collaboration with the other service providers. For example wineries not having accommodation facility can collaborate with the nearby hotels same can be done for transportation of tourist.
- Creating new business opportunities for the residents.
- Wineries can have partnership with the farmers for grape growing or else indulge in the activity of contract farming with them.
- Farmers can unite and produce the grapes as per the requirement of wineries in the region around which will provide them the assured returns
- Wineries can train the farmers about the typical way of grape growing so as to get the produce as per the standards required.- This will help farmers because their produce will have direct market of winery. They need not to search for any channel of distribution. This will save time, money and energy of the farmer there by utilising it for grape production more efficiently.
- Wineries with smaller capacity of production can collaborate with each other for producing exclusive blend of wine by way of exchanging the technical knowledge and even share their profits. Depending on their core competencies of production processing, transportation and marketing can also be divided amongst them. This move will benefit all.
- Encouragement can be given to grape grower for setting up of processing unit at their farms.
- Providing Training of required skill to make the residents job ready for winery. They can be recruited for various tasks in winery operations.
- Awareness can be created among tourist, employees and people in the area about sustainability.

- Establish Partnership with service providers, businesses like pubs, restaurants, wine shops, Travel agents, banks etc.
- Involve the community in decision making process for economic growth of the area or region and for environmental preservation.

5.2 Environmental Sustainability

Unlike other business organisation it is easier for wineries to take care of environment sustainability by implementing good procedure and practices of cultivation of grapes. Similarly economic sustainability can be achieved by giving boost to other allied businesses in that region which will result in job creation in the society. The question remains is of community sustainability.

Due to years of experience in wine making, international wine industry has created sound record of environment sustainability in past. However different countries have developed sustainability programs as per their circumstances. International wine industry has realised the importance of sustainable wine tourism. This made them focus on various processes.

It is not only environment sustainability but also economic as well as community sustainability is important for sustainable wine tourism. In case of wine tourism Community, economy and environment are in strong connection. Tourism will have sustainability if it gets support from the community.

To achieve this collaborative efforts/ partnership is required at various levels. i.e. from planning activity till the marketing activity. The most important aspect of this process is collaboration between all stake holders in the community i.e. wine makers, growers, residents, Law makers and key decision makers. It covers various activities.

Environment Related

- Soil Management
- Waste Reduction/ Reuse
- Viticulture
- Eco friendly purchasing
- Water Management
- Human Resource Management
- Energy Creation- Solar/Wind/Water
- Air quality improvement

- Pest Management
- Eco system Balance

5.3 Economic sustainability

It is a long term viability of wine and wine tourism business in a wine region. . It also includes economically sustaining key stakeholders outside of the wine industry that can help support the economic health of a community as a whole.

Collaboration among wineries for organising common events will help to save money. The result will be attracting more tourists at lesser expenditure individually.

The smaller wineries may collaborate with each other for organising wine tour which will include accommodation arrangement, food arrangement, recreations etc.

Collaboration can be done in manufacturing particular wines at one winery and other one at another winery there by dividing different type of wines at various wineries in a cluster. This will help to attract more tourists and will give unique experience to the tourist of tasting various wines in a wine tour organised. This will give boost to economy of the location.

6.0 Suggestions

In Maharashtra, wineries are producing wines but very few are having amenities like accommodation, good approachable roads, food service restaurants, travel arrangements etc. They might not be aware of the potential of wine tourism in economic growth of the community or else lack of knowledge about collaboration or partnership for amenities, environment protection and support from the residents of the region. If the wineries in Maharashtra really want to develop their wine business by promoting wine tourism, then the key is to have partnership or collaboration. This will help them to have sustainable wine tourism in the region.

Collaboration can be done with

- 1) Govt for licensing and promotion of wine tourism
- 2) Farmers
- 3) Travel Agencies
- 4) Marketing agencies
- 5) Consultants
- 6) Wine tasters
- 7) Wine Institutes

Partnership can be done with

- 1) Hotels for accommodation
- 2) Restaurants for food
- 3) Pubs for recreation
- 4) Tourist guides for information about winery and its process
- 5) Medical agencies
- 6) Banks
- 7) Wine shops
- 8) Event management agency

7.0 Conclusion

Wine tourism business is of complex nature due to cooperation and partnership within the community. Without the support of it, wine tourism cannot flourish.

Sustainable wine tourism is only possible with a commitment from wineries, intermediaries and consumers. This is possible only when there are collaborations/ partnerships

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4. Sulphur Containing Vegetables and Role of Sulphur in Metabolism

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Abstract

Among the 112 known elements at present Sulphur is one of the most versatile elements which play very vital role in structural, analytical, coordination, industrial, pharmaceutical and food chemistry. Its role in human metabolism is of prime and vital importance in keeping and maintaining living cells of the human body in ideal condition, so that one can acquire healthy and comfortable life.

Naturally occurring mineral Sulphur is the major source of supply for living community. But since this mineral Sulphur is associated with several mineral impurities, it's not safer for human health. Therefore prior to its direct use, it must be subjected to purification which is tedious and complicated process.

However there is an alternative way to avoid such a process, in which herbal Sulphur which occurs in plants in its organic form. Many vegetables have ability to transform mineral Sulphur in its organic form which is safer for metabolism.

Huge numbers of organosulphur compounds are involved in human metabolism. Specific biological and biochemical properties are due to presence of these organo-sulphur compounds.

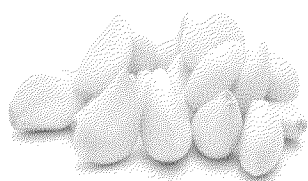
Through this communication an attempt will be made to explore some of the Sulphur containing vegetables.

Introduction

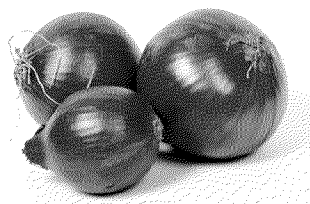
Sulphur is one of the most versatile elements from the periodic table. Due to its characteristic feature Sulphur has variety of applications in structural, analytical, industrial, biological, pharmaceutical and medicinal chemistry. Among these special interest of sulphur in medicinal chemistry due to its miraculous properties which includes excellent remedy against all skin diseases, destruction of internal poisoning, significant changes in women complications and destructions of all types of germs. Sulphur is one of the essential elements for various biological processes.

Naturally occurring organosulphur compounds in plants

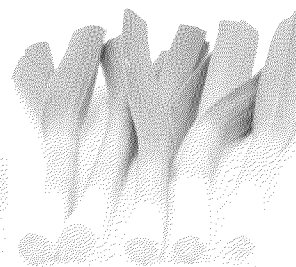
From many years researchers have reported organosulphur compounds in various vegetables. Heterocyclic compounds like thiophenes, thiazoles especially contain Sulphur. Large number of naturally occurring organosulphur compounds is present in many plants. Occurrence of Sulphur in vegetables would be complete without mention of *Allium* species. Some of these plants are listed below.



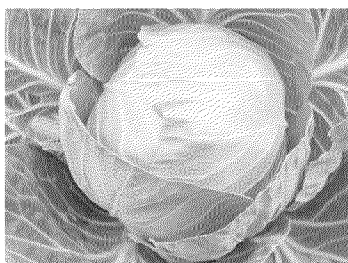
Allium Sativum



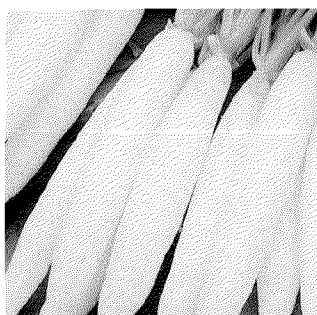
Allium Cepa



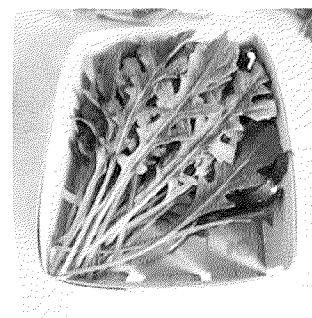
Allium ampeloprasum



Brassica oleracea



Raphanus Sativus



Rucola Eruca Sativa

List of High Sulphur containing plants

Sr. No	Common Name of plant	Botanical name
1	Onion	<i>Allium Cepa</i>
2	Garlic	<i>Allium Sativum</i>
3	Radish	<i>Raphanus Sativus</i>
4	Neem	<i>Azadirachta Indica</i>
5	Cabbage	<i>Brassica Oleracea</i>
6	Cauliflower	<i>Brassica Oleracea botrytis</i>
7	Broccoli	<i>Brassica Oleracea italic</i>
8	Brussels	<i>Brassica oleracea gemmifera</i>
9	Leek	<i>Allium ampeloprasum</i>
10	Rucola	<i>Eruca Sativa</i>

Sulphur's medicinal chemistry

Sulphur is found in two amino acids-Methionine and Cysteine. Sulphur works like locomotive freight train. It is needed to pull out other nutrients into the cells of the body. Sulphur is necessary for the production of collagen and keratins which helps in maintenance of skin, nail and hair. It helps to modulate and balance various hormones in the body. By pumping more oxygen into fat cells, Sulphur helps to burn the fat cells. Sulphur is an essential mineral that is necessary for the production of enzymes. Sulphur deficiency has been linked to major diseases like Alzheimer, chronic fatigue and obesity.

Discussions

Since Sulphur is found in amino acids-Methionine and Cysteine, methyl groups are used in healing and repairing processes. Methionine is an essential amino acid which cannot be synthesized in the body and must be obtained through external sources through our diet. Sulphur and hence sulphur-containing amino acids consequently affect human metabolism and thereby cell functions.

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5. A Study on Requirement of Soft Skills in Hospitality Industry - Perspective of HR Managers

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Prof. Prajakta Parasnis

Assistant Professor

Abstract

India has shown incredible potential to become a major tourist center in the world. The Hospitality & Tourism industry has contributed to Indian economy in a great way. The Indian tourism and hotel industry has proved to be one of the key drivers of economic growth among the service sectors in India. Also, the Hospitality and Tourism industry in India has become a major industry to generate employment. In India Domestic tourism is flourishing at a vigorous pace posting a growth of 16-20% per annum. It is forecast that by 2017, there will be a total of 262.6 million jobs in the tourism industry (WTTC, 2007) thus increasing the need for more workers. However, there seems to be an increasing imbalance between the global demand for and supply of tourism workers due to a lack of lack of required soft skills.

Though the Indian Hospitality market is experiencing tremendous growth in the market, at the same time there is lack of trained graduates. It has been observed that the students who are completing their education in various hospitality courses are not able to fulfill the demands and expectations of the Industry. The students are well trained in carrying out various procedures in different core departments during the course of learning. But at the same time, they fail to acquire the much needed skills for the hospitality industry i.e. the soft skills.

As per the survey conducted by Aspiring Minds, around 4000 final year Hospitality Management students were interviewed. The survey shows that only 4% to 11% students are employable, while 12% to 21% of the students can be employed post training.

Even the employers stress upon acquiring soft skills by the graduates as they will be dealing with the customers. The employers are looking for the candidates who already have acquired soft skills and it makes them more employable. According to the employers, the candidates must possess technical skills along with soft skills, which are most important for the

service sector. The same should be present in the candidates seeking jobs at entry level and other positions.

To fulfill this aspect, the ‘Human Resource’ is the most important part of the Hotel Industry. The skilled manpower can make a lot of difference in delivering the services with special human touch. In this study, the purpose is to explore the need and importance of soft skills for employment. Hotel Management faculty members and Hotel Management students may gain a better understanding of requirement of soft skills for employability.

It is necessary to understand the role of soft skills for the Hotel Industry graduates for employment as per stakeholders so that it would give beneficial experience to the students and positively associated with career commitment and to suggest various measures to be adopted by stakeholders for extending and gaining right opportunity.

But when the trainers (faculty members) and the students also understand it on the same lines, it will be beneficial for the employers as well as the graduates in various Hospitality courses.

Key words: Hospitality Industry, Human resources, soft skills, Employability

Introduction

Surveys indicate an immediate shortfall of 30-40%, is the short supply of required manpower for hotel industry, as students passing from hotel management institutes, avoid the profession because of lack of soft skills (aspiringminds.com/research-articles/study-on-employability-variances-amongst-hotel-management-graduates). Probably the most fundamental challenge the hotel industry is facing, is getting the right candidates with right approach towards employment. Especially in a country like India, the ability to attract qualified individuals to the industry is essential. The president of the Hotel Association of India (HAI) estimates that the hotel industry will need to add 100,000 staff within four years. But only about a fifth of these numbers are even being trained and a majority of them will not be employed in the hotel industry.

Numerous institutions have sprung up which offer courses at various levels in travel, tourism, catering, hotel and institutional management across the country. However, most of them lack basic training in soft skills and are not able to meet acceptable standards.

The students graduating in various courses have acquired technical knowledge but the knowledge of soft skills is uncertain. It is essential for the hospitality graduates to understand the expectations of the employers and the industry. This will lead to better employment in hospitality sector.

Purpose of the Study

In this study, the purpose is to explore the need and importance of soft skills for employment. Hotel Management faculty members and Hotel Management students may gain a better understanding of requirement of soft skills for employability.

Having briefly introduced the problem, this study aims to understand the perception and expectations of the employers from future employees. Also, the study considers the contribution of importance of soft skills towards employability.

It is necessary to understand the role of soft skills for the Hotel Industry graduates for employment as per stakeholders so that it would give beneficial experience to the students and positively associated with career commitment and to suggest various measures to be adopted by stakeholders for extending and gaining right opportunity.

At present the importance of acquiring soft skills by the Hotel Management graduates is perceived only by the employers. But when the trainers or teachers and the students also understand it on the same lines, it will be beneficial for the employers as well as the graduates in various Hospitality courses. The hospitality industry is very dynamic. The expectations of the industry from hospitality graduates are changing after every two to three years. There is a need to understand the importance and role of soft skills in employment and how it helps the employers as well as the industry in the Indian context. It is important to determine where gaps exist so that hotel management educators and hotel industry practitioners can make a difference. If these gaps are reduced then perhaps there will be an increase in the employment rate of hotel management graduates in the hotel industry.

Literature Review

Peter Burns' article states that Tourism industry offers a wide range of services and products to the customers. This is possible if the employees have developed certain skills. These skills can be classified as 'hard-skills' and 'soft-skills'. As per the study, the employees are working on two different lines, that is, 'front-line' workers and back of the house staff. The front-line workers are the employees who interact with the guests in various operations.

The study also gives an example of airlines. It states that 'all the airlines offer same 'product' i.e. the aircraft. The only point where airlines can project themselves differently is the way of advertising to attract customers, HR policies to retain existing employees and professional skills of the employees.

In the accommodation sector, the success of the business depends upon 'interpersonal skills' of the employees.

The HR managers and employers are looking at 'Right Attitude' of the candidates. The employers believe that the employees can be trained to carry out set procedures, but it is difficult to inculcate right attitude.

This approach is very important and is highly recommended by the employers.

An article published by Essays (5 Dec 2016) talks about essential skills and personal attributes required in a candidate while applying for entry level jobs in hotel industry.

Earlier, Hotels were considered to be a place where the guests can avail accommodation and food. Now a day, Hotels are considered to be a place of social gatherings and meetings. The guests expect different facilities and services for the hotel.

Dr. Robert A. Beck, former dean of the School of Hotel Administration, Cornell University, and an eminent consultant, states that the hotel industry is facing various challenges and opportunities. The challenges can be listed as below;

- The employees are young and looking for a lucrative career in the industry.
- Employers are looking for candidates who are capable of serving the guest in an appropriate manner. The guest expects a well-designed surrounding, comfortable rooms and appetizing food in a hotel.
- Apart from these basic products, the guests also expect certain facilities and amenities to enhance the guest services. To fulfill the above needs of the customer, it is essential that the candidate seeking a career in hospitality industry must possess certain qualities.

These can be enlisted as;

Social Skills

Respectful, patient and tolerant

Leadership skills

Business skills

Negotiator

Technical Skills

Active Listener

Deepa S and Manisha Seth in their article say that Hotel industry is a place where many departments are functioning together. They need to work in close co-ordination to render flawless services to the guest. In hotels the employees have to interact with each other while carrying out different procedures. Most importantly, some employees, who are working in front of the house areas, have to interact with the guests.

In this scenario, soft skills play a major role. The term ‘soft skills’, is a collective term used for various behavioral and interpersonal skills. It also includes professional skills like leadership skills, team skills, negotiation skills, time management, stress management and business etiquettes.

In recent times, the employers are emphasizing on acquiring these skills during the hospitality management training. The soft skills help the employees to have an advantage over others in this competitive career. Also, those who do not understand the importance of soft skills, have to learn it in a very hard way.

D. Wilks and K. Hemsworth(20.11.2011) in the research article emphasize on the importance of soft skills. The study states that soft skills are important as perceived by the employers in hotel industry. Highly valued competencies are communication skills, customer handling, discipline, punctuality and work ethics. Though the employers give importance to the soft skills, the hospitality industry in Portugal is facing a deficit in this area.

As per the author, lot of emphasis is given on developing and practicing the practical skills. But at the same time, enough efforts are not taken in developing the soft skills in the students. The author feels that the education institutes should make reforms in the curricula to deal with the deficit.

Further, it is observed that it is difficult to develop certain personality skills in students, unless the students possess basic personality traits.

Most importantly, the author mentions that the soft skills will hold no value unless they are paired with technical skills. It should be remembered that the technical skills will help a candidate to get a job. But the soft skills will help in candidate to have a successful career and grow in the organization.

The training of soft skills can be imparted through observation, imitation and role modeling.

Godwin-Charles Ogbeide (DECEMBER 2006 University of Missouri) in the paper ‘Employability skills and students’ self-perceived competence for careers in the hospitality industry’ talks about developing Generic skills in HM graduates. It is also recommended that such research specifically focusing on the hospitality industry would be valuable.

EvangelosChristou in the article ‘Revisiting Competencies for Hospitality Management: Contemporary Views of the Stakeholders’ (Journal of Hospitality & Tourism Education - 24 May 2013) states that the portfolio of the hotel management competencies that graduates are required to possess seems to be central to the success of hospitality management education. In

the past, a large number of researchers have examined the issue of hospitality management competencies and its implications for hospitality education. The present paper is aimed at investigating the management competencies required by graduate trainees in the hotel industry according to the views of the general managers of top Greek hotels and recent graduates of hospitality management courses. The survey outcomes are compared with those of three other similar studies that took place in three different countries. “Soft skills” were found to be among the most important competencies required by employers and recent graduates.

Research carried out by Marcel M. Robles, 2012 suggests that employers consider interpersonal skills a very important attribute in job seekers. They want employees who are honest, can communicate well, can work in a team, and work hard.

Soft skills are important in today’s workplace and should be considered as an investment. Even though interpersonal skills are important from the perspective of employers, many job applicants and current employees do not have adequate interpersonal skills. Organizations need to train current employees to enhance their soft skills.

This study identified the top 10 soft skills as perceived the most important by business executives:

- Integrity,
- Communication,
- Courtesy,
- Responsibility,
- Social skills,
- Positive attitude,
- Professionalism,
- Flexibility,
- Teamwork, and
- Work ethics.

The research article by P V Dharmarajan, Rajkumar Pachigalla and Koundinya Lanka (Sept-Nov, 2012) states that Soft Skills are of supreme importance and individuals who do not have them will soon be without job. One has to take the trouble to acquire Soft Skills beyond academic or technical knowledge. Soft Skills are gaining importance in all areas of the work industry. Faculty members have a major role to play here by imparting their respective courses by using Soft Skills and at the same time making sure that their students practice Soft Skills during their University time. The trainers, lecturers and faculties have to change their teaching

methods. This is applicable to schools, colleges, Universities as well as parents. It is everybody's responsibility to make sure that proper grooming, etiquette and Soft Skills are practiced at all times.

Soft skills - meaning

- Soft skills are a bunch of skills which include;
- People skills
- Social skills
- Interpersonal skills
- Personality traits
- Attitude and
- Social intelligence

The Collins English Dictionary defines the term soft skills as “interpersonal skills such as the ability to communicate well with other people and to work in a team. These are desirable qualities for certain form of employment that does not depend on acquired knowledge: they include common sense, the ability to deal with people, and a positive flexible attitude.” (<https://www.collinsdictionary.com/dictionary/english/soft-skills>)

It is identified that the formal usage of term ‘soft skills’ is found in US Army training manual.

Soft skills are the personal attributes which define an individual's relationships in his/ her surroundings. Apart from above mentioned skills, these skills also include cognitive or emotional empathy, time management, teamwork and leadership traits. National Business Education Association refers to soft skills as very important skills for being diligent in today's workplaces.

According to experts the training of soft skills for a person should start from the stage of education. This will help the students to perform competently during their formal education and also in their work environment.

The term *soft skills* refers to the personal traits, characteristics and competencies that inform to how an individual relates to others and is often used as a synonym for people skills or interpersonal skills.

The term soft skills include personal attributes which show presence of emotional intelligence in an individual. Thus, the soft skills include empathy, analytical thinking and etiquettes. Soft skills are the attributes which cannot be measured but they are important for growth of any business. (Definition -soft skills by Margaret Rouse)

Need and Importance of Soft Skills

Why do Soft Skills Matter?

In any profession, it is the soft skills which help a professional to stand apart from others. In most of the sectors, the recruiters not only look for technical knowledge, but also some special traits and attributes in the candidate.

Soft skills are important when one is dealing or interacting with external customers. They are equally important while interacting with internal customers i.e. the team members and employees of other departments. Soft skills help an individual to work in a team, whereas hard skills make a person ready to work on individual level. For any employer soft skills are important as they qualify people to work and succeed in different departments and in an organization as well.

Employees trained in soft skills will be able to provide productive and strong work environment. It helps to a large extent in the working environment as it is a place where people are supposed to work in co-ordination, build strong relationships, exchange ideas and resolve conflicts.

Soft skills are the only tool to have a healthy work environment and prosperous career for the employees. (www.studymafia.org)

Margaret Rouse in the article states that corporate leaders and business executives are giving lot of importance to soft skills while hiring new candidates. They believe that the soft skills are necessary for employees if they want to be successful in modern organizations.

Any business needs the employees to work in a team where completion of any task is given equal importance as the interaction and co-ordination with the team members. In other words, the employers are seeking employees are able to communicate effectively, work in association, can accomplish tasks as a team and possess problem solving skills.

Important Soft skills for hospitality industry

The Key Soft Skills

This is an elaborate list of the attributes which can be considered as some of the key soft skills required for hospitality industry.

Communication skills

Communication is defined as ‘a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.’ It is a technique for expressing ideas effectively eg. a speech

(<https://www.merriam-webster.com/dictionary/communication>)

The BusinessDictionary defines Communication as, ‘Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas and feelings but also create and share meaning.’ Communication is a tool for connecting people. In business, it is one of the important functions of management--an organization cannot operate without communication between departments and employees. (<http://www.businessdictionary.com/definition/communication.html>)

An article on SkillsYouNeed rates the communication skill as the most important life skills. It is essential to be able to communicate effectively with people around you. Effective communication helps us to pass on the information to other people, and similarly, to understand what is being said to us. (<https://www.skillsyouneed.com/ips/communication-skills.html>)

Communication is simply an act of transferring information from one place to another. It may be done in following ways;

Vocally – by using voice and speech,

Written – by using printed and digital media like books, magazines, websites or emails

Visually – by using maps, charts, graphs and logos

Non-verbally – by using body language, gestures and the tone and pitch of voice.

In practice, we often use a combination of various ways of communication. (<https://www.skillsyouneed.com/ips/communication-skills.html>)

Listening skills

Listening helps to accurately receive and understand messages. It is an important aspect in the communication process.

Listening is important for effective communication. If one fails to listen effectively, messages are easily misunderstood. As a result, communication process is hampered. The sender of the message can easily become discouraged or annoyed.

It is experienced that good listening skills can lead to better customer satisfaction, greater productivity with fewer mistakes, and increased sharing of information which leads to more productivity.

When others are giving us feedback, they deserve our attention.

(<https://www.skillsyouneed.com/ips/listening-skills.html>)

Teamwork

Teamwork is generally understood as the willingness of a group of people to work together to achieve a common aim. For example we often use the phrase. It is important to be a good team member to reach the goals easily.

In hotels, it is essential as every department is working as a team. The common goal is to achieve customer satisfaction through products and services.

(<https://the-happy-manager.com/articles/define-teamwork/>)

Conflict resolutionskills

‘It is the process by which two or more parties engaged in a disagreement, dispute, or debate reach an agreement resolving it. Several skills are needed for you to resolve conflicts in the workplace effectively.’

In hotels, the conflicts can arise within the team members, with members of other department and sometimes even between guests and the staff members.

To resolve any type of conflict, one must be able to look at the problems and issues from different perspectives. Also, one must possess problem-solving skills. It is important to empathize with the other person. (*Shawn Grimsley*)

(<https://study.com/academy/lesson/what-is-conflict-resolution-in-the-workplace-skills-techniques-methods.html>)

Problem solving skills

BusinessDictionary defines Problem Solving skill as, ‘The process of working through details of a problem to reach a solution. Problem solving may include mathematical or systematic operations and can be a gauge of an individual's critical thinking skills’.

(<http://www.businessdictionary.com/definition/problem-solving.html>)

Problem solving does not just require analytical, creative and critical skills, but a positive approach. An individual who can analyze a problem with a cool head will often reach a solution quite easily. This is a soft skill which can often rely on strong teamwork too. Problems need not always be solved alone. One must be able to approach the right person for appropriate solution. (www.studymafia.org)

<http://studymafia.org/soft-skills-ppt-presentation-pdf-free-download/>

Having good, strong problem solving skills can make a huge difference to your career. Every day one has to face problems, which needs to be tackled and solved. The problems can be easy or difficult.

One of the important managerial functions is to find solutions to various problems on day to day basis.

Remember that well-worn cliché, “Don’t just bring me a problem, bring me a solution.” The employers are expecting the same quality from the candidates, that they should be capable of

dealing with the problems. Companies expect employees to solve problems at their level. (*Henry Kaiser*)

(https://www.mindtools.com/pages/article/newTMC_00.htm)

Stress management skills

It is a good sign to have a small amount of stress. It can help you to function efficiently and effectively. It gives you the sense of urgency to accomplish your task and also provides motivation.

Too much of stress will have a negative effect on your personal as well as professional life. Jobs in hospitality sector are quite demanding on both physical and mental level.

The employees should be capable of managing and handling the work pressures and stress at work place. For this, personal management skills play an important role. The employers are looking for candidates who have that emotional strength to handle the pressures. (<https://www.skillsyouneed.com/ps/stress-management.html>)

Time management skills

Managing your time at work is one way to control stress. Time management can have great effect on productivity and the time spent to do certain tasks.

In hospitality industry, an individual has to look after many things at a time. So the tasks have to be prioritized and executed without any distractions.

Time management means working efficiently, and employers in every industry look for staff that can make optimal use of the time available to them on the job. Employees who are excellent in time management can avoid distractions and solicit support from colleagues to achieve their goals.

(<https://www.thebalancecareers.com/time-management-skills-2063776>)

Leadership skills

Leadership skills are an essential element in decision making. The decisions are related to mission and goals of the organization, and properly allocate resources to achieve them. The leadership skills include the ability to delegate, inspire and communicate effectively. Other leadership traits include honesty, confidence, commitment and creativity.

Leadership is a soft skill which can be practiced even if you're not directly managing others.

(<https://searchcio.techtarget.com/definition/leadership-skills>)

Ability to Work under Pressure

The ability to work under pressure involves dealing with constraints which are often outside of your control. The constraints can be resource or time constraints, the difficulty of the task, or unforeseen changes or problems. (Employability skills -Careerweb)

(http://careerweb.leeds.ac.uk/info/4/make_yourself_employable/202/employability_skills/13)

Jobs have demanding deadlines in today's business. Recruiters reward candidates who has a decisive attitude, an ability to think clearly, and a capacity to compartmentalize and keep stress aside. Time management is closely related to the ability to work under pressure. Employees who manage their time well are able to perform efficiently even under pressure.

Flexibility

By nature, people are reluctant to leave their comfort zone formed by the collection of their hard skills. Flexibility is an important soft skill. It shows an ability and readiness to acquire new hard skills, and open-mindedness to new tasks and new challenges. Employers often seek candidates who can show a willing and positive attitude.

Negotiation and Conflict Resolution

Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute.

(<https://www.skillsyouneed.com/ips/negotiation.html>)

This is another of those soft skills which employers look for in potential leaders. To be an expert negotiator, one needs to be influential. At the same time, one needs to be sensitive to find a solution which will benefit all parties. Similarly, conflict resolution depends on strong interpersonal skills and the ability to establish understanding with colleagues and clients.

Self-awareness

Self-awareness is one of the main components of emotional intelligence (EI). Self-awareness as being made up of emotional awareness, accurate self-assessment, and self-confidence. In other words, it is all about knowing your emotions, your personal strengths and weaknesses, and having a strong sense of your own worth.

(<https://www.skillsyouneed.com/ps/self-awareness.html>)

We have to know our strength and weakness. This helps us to better understand our working relationships with others. Once we know our strength, it is easier to set our goal and work towards achieving it.

Perception of HR managers on soft skills in hospitality students

Ann-Marie Claudia Williams (2015) states that, the recruiters hire new employees based on the skills they have. The employers are looking for a combination of technical skills and nontechnical or soft skills in potential employees.

Technical skills are also referred to as hard skills. These skills are acquired through training and education. Soft skills are the personal attributes or traits. They are also called as interpersonal, behavioral or people skills. The term soft skills are also referred as nontechnical skills.

After completion of formal education in a particular stream, the graduates look for good employment opportunities. The employers are looking for candidates who have required skill set to perform their duties. This set of skills is called as employability skills. It is a combination of hard skills and soft skills. Both these skills sets are complementary to each other.

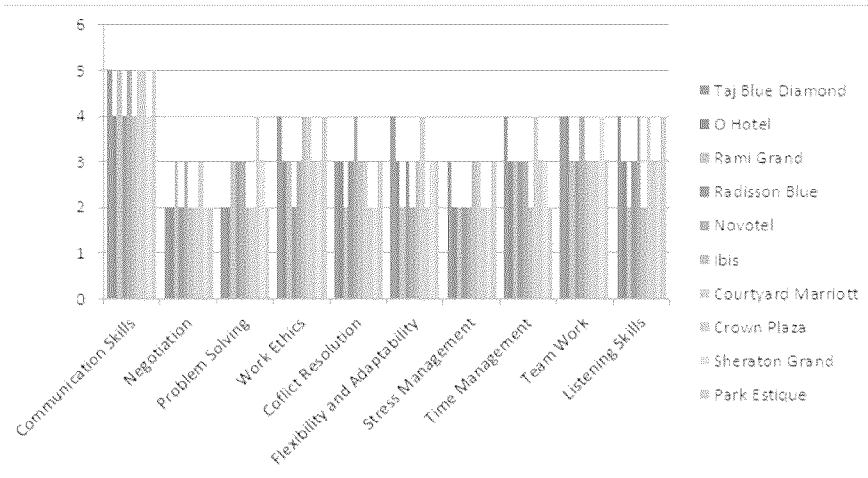
Identifying potential employees, who are skilled in both soft and technical skills, is a challenge for employers.

However, it is seen that the potential employees lack the required combination of the employability skills, especially the soft skills.

The study shows that following are important soft skills for hospitality sector.

1. Communication skills – Verbal and non-verbal (highest rated)
2. Work ethic (second highest)
3. Problem solving skills (third highest)
4. Punctuality
5. Teamwork
6. Courtesy/ Respect
7. Patience/ Tolerance
8. Time management
9. Interpersonal skills
10. Flexibility/adaptability
11. Initiative
12. Negotiation skill

Data Analysis



The population selected for survey involved human resource managers and training managers from hotels in Pune.

The managers were asked to rate the 10 soft skills on the scale of 1-5, 1 being least important and 5 being most important.

- 1 – Not important
- 2 – Less important
- 3 – Important
- 4 – Very important
- 5 – Most important

Data Interpretation

- The managers stated that Communication skill is the most important soft skill which the candidates should possess. All 5 star, 4 star and 3 star hotels say that every candidate seeking jobs in hospitality industry must have effective Communication skills.
- More than 65% respondents from 5 star hotels state that Team work is ‘very important’ and 35% respondents mention that it is ‘important’.
- 40% respondents state that Listening skill is very important, and 40% respondents feel that this skill is ‘important’ and rest 20% rate it to be ‘less important’.
- 40% respondents have rated the Work ethics as ‘very important’, 50% respondents have rated it as ‘important’ and remaining 10% have stated that it is ‘less important’.

- More than 65% respondents from 5 star hotels have rated Conflict Resolution skill as ‘important’, 15% as ‘very important’ and ‘less important’ respectively.
- The respondents from 4 star and 3 star properties rated the Conflict Resolution skill as ‘very important’ and ‘important’.
- More than 70% respondents from 5 star hotels stated that Flexibility and Adaptability skill is ‘important’ wherein 17% respondents stated that the skill is ‘very important’ and ‘less important’.
- 66% respondents from 4 star hotels rated the Flexibility and Adaptability skill is ‘less important’, wherein 17% of respondents, each from 4 star and 3 star properties rate this skill as ‘very important’ and ‘important’ respectively.
- 64% respondents from 5 star hotels have rated Stress Management skill as ‘less important’. 34% respondents stated that the skill is ‘important’.
- 66% respondents from 4 star hotels rated the Stress Management skill is ‘less important’, wherein 17% of respondents, each from 4 star and 3 star properties rate this skill as ‘very important’ and ‘important’ respectively.
- Time Management skill has been rated as ‘important’ by 66% respondents from 5 star hotels. 17% of respondents have rated the skill as ‘very important’ and 17% state that is ‘less important’.
- Time Management skill has been rated as ‘important’ by 66% respondents from 4 star hotels and 34% rated the same as ‘very important’. The respondent from 3 star hotels has stated that the skill is ‘less important’.
- Problem Solving skill has been rated as ‘less important’ by 50% respondents, and the 50% stated that it is ‘important’. The skill has been rated as ‘less important’, ‘important’ and ‘very important’ by respondents from 4 star hotels. The respondent from 3 star hotel rates the skill as ‘less important’.
- 85% respondents from 5 star hotels rated the Negotiation skill as ‘less important’ and 15% respondent stated that the skill is ‘important’. 66% respondents from 4 star hotels rated the skill as ‘important’ and 33% rated the skill as ‘less important’. The respondent from 3 star hotel has rated the Negotiation skill as ‘less important’.

Conclusion

- It is observed that the hospitality students are learning about various procedures carried out in different sections. They are acquiring the hands on skills during the practical sessions. They also get an opportunity to enhance their skills during internships in hotels and other sectors of hospitality. At the time of graduation, the students are well versed and at times have mastered the hard skills or technical skills.
- Today, the employers are expecting much more from the future employees. They are looking for employees with proper attitude, which is a set of soft skills.
- The employers experience that even if the candidates know the procedures, they lack the soft skills. The employers fear that this situation is not beneficial for the future of the business.
- It is very important to possess the essential soft skills, especially for the hospitality sector as it provides services to the customers. And the goal is to achieve customer satisfaction.
- The soft skills provide the base to offer excellent services to the customer, which will lead to customer satisfaction and in turn repeat business.
- The employers have an approach of “hiring attitude and developing the skills” in the future employees.

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6. Artificial Intelligence Remodeling the Hospitality Business

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Tilak Maharashtra Vidyapeeth.

Abstract

As computer technology has advanced, artificial intelligence has become more reliable, enhancing its standing within the business world. Hospitality companies are increasingly using AI to carry out customer service tasks, which are especially important within hotels and resorts. Today, the hotel industry, where comfort-defining advancements are most rapidly incorporated, has sophisticated its entire system with the adoption of many innovative methods used for providing satisfying customer service. In this paper, you get a closer look to the way artificial intelligence is revolutionising the hospitality industry and studies the direction of change in travel and hospitality with exclusive insights from industry leaders.

Key words : Artificial intelligence, hospitality, robots, integrated technology, reinventing and repositioning

Hotels Todayan introduction

The hotel industry is one the largest, most prominent industries today. Thousands of people check into hotels daily and stay for a range of different time frames. You have people that stay for work, families that stay for vacations, couples that stay for travel or leisure, as well as individuals that need accommodation for a weekend or short period of time. They are incredibly useful when you need to arrange a place to stay quickly and efficiently. Besides these, hotels are known for their customer service that drives their business forward. Hotel guests are expecting high quality service for the lowest possible price, and that is what each hotel strives to achieve. But that is not as easy as it seems...

Today's generation consists of different demographics which we categorize as Gen X, Gen Y and Gen Z. The Millennials are a generation of children born between 1982 - 2002 and they consist of over 81 million. And finally Generation Z, also known as Centennials, were born 1996 or after. Each demographic group requires different levels of service making it hard for the hotel industry to keep up. The Millennials grew up in a world that was exposed to technology

and they tend to prefer personalized experiences, while the Gen X prefer a familiar and standard experience. They are retiring and enjoy their free time away from work, while the Millennials are young, in their prime years, about to start making a full-time salary.

The travel industry is moving towards an increasingly connected future in which platforms, personalisation and integrated technology play a central role. Predictions for the near future are a wake up call for all incumbent businesses. Travel and tourism continues to be a high-growth industry but the progress of digitisation is increasing the level of competition, putting pressure on revenues and profits. To take advantage of market growth, incumbent businesses need to understand the direction of change and the most promising strategies for success. This paper studies the direction of change in travel and hospitality with exclusive insights from industry leaders

Growth and competition

Travel and tourism outperformed the global economy for the sixth year running in 2016, reaching a total of 10.2% of world GDP (\$7.6 trillion) According to the World Tourism Organisation (UNWTO)

1. International tourist arrivals grew for the seventh consecutive year, reaching 1.2 billion in 2016.
2. Asia and the Pacific regions have shown the strongest growth.
3. UNTWO projects that international travel will grow at an average of 4% p.a. to 2030

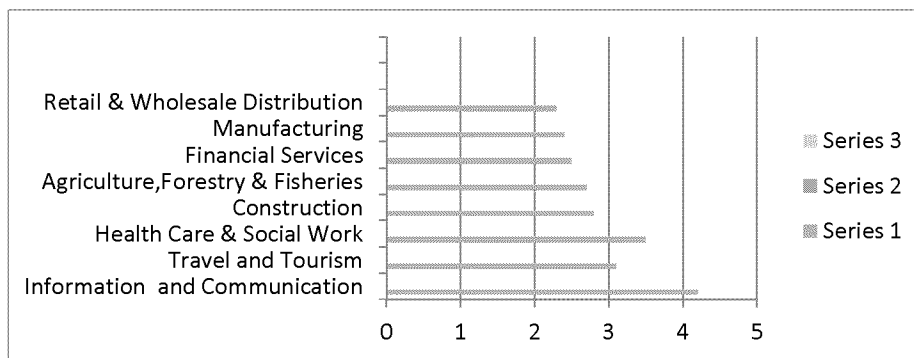


Fig 2. World industry GDP growth: SOURCE: World Travel & Tourism Council (WTTC)
Global Economic Impact & Issues 2017

The travel and tourism industry is extraordinarily robust and resilient. If you look back over time at hotels or airline businesses, car rental or cruise businesses... all of these sectors and companies have found ways of either pivoting their business model or reinventing and

repositioning themselves as very different entities. (*David Scowsill President & CEO, World Travel & Tourism Council*)

Over the coming decade from 2016-2025, the digitisation of aviation, travel and tourism is expected to create up to \$305 billion in industry value. This will come from increased productivity of people and assets, increased demand for personalised products and services and new efficiencies from sharing models. The World Economic Forum predicts a shift of \$100 billion from traditional players to new competitors as OTAs take an even larger portion of booking revenue and undifferentiated hotels lose market share to short-term rentals.

The direction of change - Rapid technology adoption and innovation Digital technology is evolving with consumer adoption at an increasingly rapid pace. To understand where your customers are heading it is wise to pay attention to the early adopters

Increasing prevalence of mobile technologies

1. Smartphones generated one in five online hotel bookings in the second quarter of 2016
2. 88% of travellers with smartphones would switch to another site or app if it doesn't satisfy their needs
3. Smartphone ownership is now above 70% in the UK and nearly 80% in the US.
4. For 2017, the number of smartphone users in India is estimated to reach 299.24 million, with the number of smartphone users worldwide forecast to exceed 2.3 billion users by that time.

Research by Google shows that an increasing amount of time is spent researching trips on mobile phones, with 40% of US travel site visits coming from mobile in 2016. Visit session times are shrinking and yet conversion rates have grown by nearly 10% on mobile travel sites. Customers are using their phones to search for specific pieces of information and these figures suggest that if they don't find it they will quickly go elsewhere.

Consumer expectations are evolving

1. Making a task easier is the top motivating factor for downloading travel app
2. Ease of use and navigation is nearly twice as important as any other travel app feature.
3. When people have a negative brand experience on mobile, they are 62% less likely to purchase from that brand in the future than if they have a positive experience
4. 59% of people are likely to recommend a brand if it delivers a frictionless experience across channels

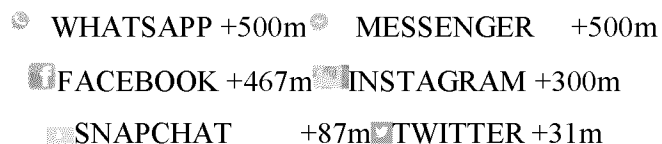
5. 89% of US marketers reported that personalisation on their websites or apps resulted in an increase in revenue

The progression of digital technology continues to raise consumer expectations. Consumers are becoming increasingly empowered and discerning with the wealth of information available online. Trust and ease of fulfillment is key to decision-making and personalization forms an integral part of this process. In a market where there is endless choice, and where customers are wary of being misled, established brands can succeed by easing the path to purchase. User experience (or UX) has become the top priority for both customer retention and advocacy. Actionable insights from Big data, Improved data intelligence is being used to target consumers based on intent. Analysing preferences and buying behaviour enables targeted offers along the customer journey. The challenge lies firstly in capturing the right data and secondly in making it accessible enough to access at speed for decision making.

The new shape of social media

Messaging platforms, including Whatsapp, Facebook Messenger and others, have become an integral to the social media landscape. Whatsapp has replaced some of the functions of Facebook, Twitter, email and text messages for sharing photos, making plans and communicating with friends and colleagues. Considering all age groups, Facebook continues to be the most popular social media platform with 1.87 billion active users. But when you look at growth Whatsapp and Facebook Messenger lead the pack, gaining over 500 million new active users in the past two years. Companies including the BBC and Just Eat have already started using Whatsapp to engage with customers.

Direct messaging leads to social media growth



SOURCE: Company filings and announcements, Statista February 2017

Companies are trying to understand the way young people interact with new technology and a few have recognised the need to bring younger voices into their decision-making. Both Accor and Mövenpick have established Gen-Y or millennial committees comprised of employees and outsiders under 35 years old. Olivier Chavy, CEO and President of Mövenpick hotels recounts a conversation with his Gen-Y committee: ‘I asked them, “What do you want me

to do when you arrive in my hotel?" They told me, "When I land, send me a Whatsapp". You know, I'm 53 years old I never thought that sending a Whatsapp was more powerful than an app.' At this stage in digital development the wisest leaders will be those who recognise the limits of their digital expertise and seek out informed opinions.

The power of consumer reviews

81% of people read reviews and check ratings

88% of consumers say they trust online reviews as much as personal recommendations

TripAdvisor's consumer reviews, whether they're for hotels or restaurants or attractions, have been fundamental to changing and improving the consumer experience... The whole review approach has put the power in the consumer's hands.(David Scowsill President & CEO, World Travel & Tourism Council). The challenge for travel and hospitality companies is to make the review process advantageous for their business. Success comes in two parts. The first is visibility: 54% of TripAdvisor's global users will not book a hotel that has no reviews. The second is responsiveness: the majority of TripAdvisor users (65%) are more likely to book a hotel which responds to traveler reviews, versus a comparable hotel which doesn't provide management responses.

New interfaces and artificial intelligence

Artificial intelligence and robotics will allow us to engage with the consumer in a way that we haven't done before; truly understanding behaviours, needs and desires.(Wolfgang Neumann Chairman, Board Director & CEO Carlson Rezidor Hotel Group.) Artificial intelligence is the next step in responding to consumer input and enabling mass personalisation at scale. It is already enabling businesses to predict customer desires and changes in demand based on past data. AI can help businesses optimise messaging, pricing, distribution and availability to improve revenue and profitability. Alex Alt of Sabre predicts that the next big development will include the evolution of voice recognition, including chat bots programmed to recognise and respond to natural language. Using Apple's Siri, or Amazon's Alexa to book travel from your sofa may very quickly become a reality.

The Internet of Things

By 2020 there will be approximately 6.6 connected devices per person. With intelligent automation and control, devices can connect themselves seamlessly without human intervention. This already includes smart thermostats in the home, electric cars that can read the next

destination from your Google calendar and hotel room choice and setup from your smartphone. The Internet of Things enables users to instantly personalise the world around them. Technology that adapts to location and preferences and anticipates consumer needs is set for enormous growth.

Industry evolution and disruption

Disruption is already evident in the travel and hospitality sector. Competitive forces are shifting significantly, forcing incumbents to reconsider their positioning. The power of online travel agents has grown rapidly. As the sector matures Priceline, Expedia and Ctrip have emerged as the three major players, outstripping the growth of their competitors. Google has entered the market with instant booking for hotels and restaurants, while the boundaries between OTAs and metasearch sites continue to blur. With hotels comparatively more fragmented than airlines, OTAs look set to continue to eat into hotel revenues. Both metasearch and OTA sites ease the search and selection process for customers and thus continue to fill a valuable niche in the customer journey; 47% of OTA bookers surveyed said ‘ease of use’ was their reason for doing so. The transient market is going to be OTA-dominated - hotels will have to fight very hard to identify and hang on to customers that are best described as transient simply because it’s easier to find an OTA booking tool (rather than a hotel website) if you’re a transient customer, or because transient-oriented loyalty schemes that one or two of the OTAs offer will further enhance the value of the OTA offering. (David Roche, Chairman of Guestline and former President at Expedia)

Airbnb replaces traditional hotel bookings

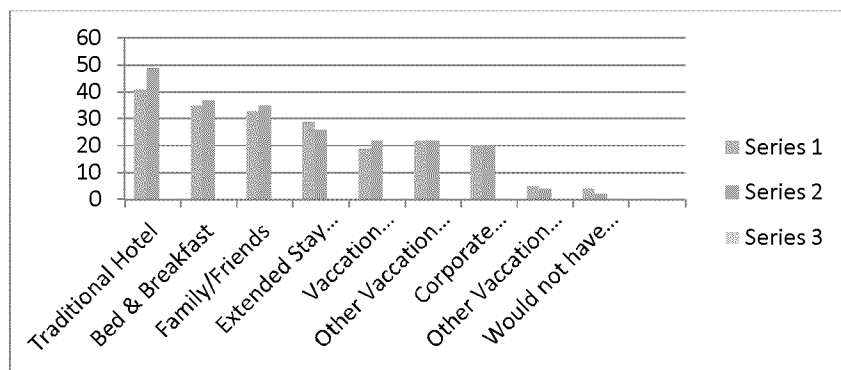


Fig. 6 Accommodation alternatives that Airbnb replaced (among Airbnb users past 12 months 2015 and 2016) SOURCE: AlphaWise, Morgan Stanley Research

Airbnb are technology-enabled, but they're changing the way that services are provided and the nature of the experience... there are elements of the booking and the stay experience that hotels can learn from and evolve to better meet the needs of the next generation of travellers. (Matt Luscombe, previously CCO Europe, IHG)

Personalization can take many different forms. It varies from simply knowing your guests before they arrive to customizing a room that fits their needs. Picture this: You arrive at your hotel. You are greeted kindly and by your first name. It is clear that they knew you were coming. You are exhausted after your long flight and just want to get into bed and take a nap. You are taken to your room to find the lights dimmed, your favorite TV channel playing on the TV, and the thermostat set to 68 degrees, your ideal temperature. You climb into bed feeling welcomed and relaxed... This is the kind of experience that takes your business from good to great

Customers that have personalized experience will first be extremely satisfied with the service, second will be more likely to come back to that hotel again, and third will be more likely to recommend that hotel to their friends and family. This creates customer satisfaction and retention which is so important for any business.

"What is a lobby boy? A lobby boy is completely invisible, yet always in sight. A lobby boy remembers what people hate. A lobby boy anticipates the client's needs before the needs are needed". This quote, from the critically acclaimed movie by Wes Anderson, *The Grand Budapest Hotel*, summarises what the human touch of (great) hotels actually means: staff invisibility and anticipation of guest's needs. Ultimately this is what makes a good hotel great. And this is, *de facto*, what hospitality is all about. But, as the volume of guests increases and the hotels get bigger, the notion of hospitality tends to become more commercialised and less personal, until it eventually loses all of its sensitivity. In mega hotels and big chains, that unique human touch becomes an expensive commodity, and a one-size-fits-all approach may end up being the prevalent trend. But here is where, AI comes in: If a hotel struggles to offer their guests a tailor-made experience, then management only needs to make its human touch more scalable.

Imagine, for example, a system alerting the hotel about the expected arrival time of a guest. The guest's room should be ready before a specific time the Valet (knowing the car's registration) could greet the guest by name, and the front desk would have all the elements to start a memorable and highly personalized check-in experience. Or if a guest is arriving late in the evening, the system would email the guest the room-service menu in case the guest wants to

order something to eat upon arrival. These are perfect examples of how a great first impression can really win a customer over.

This, tailored experiences based on known data, is what a hotel website should also be focused on, as it is often the first point of contact with the guest. This is not deep AI, but merely examples of how a handful of smaller improvements can help transform an acceptable guest experience into a great one.

The Future of Hotels- At that rate that technology is moving, the future is going to be here before we know it. Artificial Intelligence and bright new innovations will change the way we view society and change the way we go through our daily lives. The hospitality industry is only one of the many that will undergo new changes and processes.

Don't be too surprised when a robot is checking you into your hotel or bringing you breakfast! From the few companies that have already started to adapt this technology into their business, we can see that there will be a great importance on personalization, speed, efficiency, and service. The Millennial generation is changing the way businesses function and have prompted a demand for new technology.

Conclusion

2019 sees the world travel and hospitality industry in a complex state of change. While growth and investment are strong, competition is high and rising. As digital technologies permeate the industry, the need to stake a distinctive claim while adapting to new methodologies becomes central to growth and success. Diagonal lines of competition are now the ones to watch, OTAs are gaining ground and status, while the sharing economy is already shifting the way consumers purchase and engage with travel. Expectations are evolving at a rapid pace as digital technology enables consumers to be more connected, more informed and more immediate in taking action. The rules of engagement have changed and with it the nature of the exchange that customers expect. We can expect to see a lot of Robobutlers like Botlr, virtual reality entertainment, longevity spa's, 3D printers in rooms, and Dream Cycles. Many innovations at first may have seemed strange but have become part of our culture over time with positive effects. This is true for computers, mobile phone, virtual reality and even TV. All of these trends are forecasted with the intention of enhancing the travel and in room experience for consumers." Just like everything else, we will become accustomed to this new Artificial Intelligence. It will help our society to grow, learn, develop, and hopefully improve. The hotel industry can expand

tremendously if it is able to harness the power of Artificial Intelligence and use it to make the guest experience even better than before.

Concluding Thoughts Overall, Artificial Intelligence will penetrate many different industries in the next upcoming years and the hotel industry will be one of them. The potential for growth and success is limitless if industries understand what their customers need and want, and harness the power to accomplish it.

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7. Advancement in Technology, Software and Apps Making a Smarter Tourist - A New Trend in Tourism Industry

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The impact of digital transformation is marked in all industries and sectors. The tourism industry is also witnessing major changes due to technology advancement and increasing percentage of users of Internet.

As much as possible tourists are doing a research before planning an itinerary. Tourists want easy access to information before they actually arrive at a destination. It is necessary being able to offer this through a website or social media, but apps are becoming increasingly more popular in allowing users to procure information as and when they need it.

There are an increasing number of destination-specific applications available for download. Tourists have prior information, on the tips of their fingers, as they arrive at a destination. They have information with them about the best attractions, the top-rated restaurants, how to get around the city and so on.

Travel agencies and physical bookings are now old-fashioned. Recent surveys show that travel-based mobile apps are the 7th most downloaded category and that 60% of Smartphone users prefer travel apps for planning their leisure tours. (Source: Web Article - <https://www.rishabhsoft.com/blog/mobile-app-development-for-the-tourism-industry>)

Tourism Mobile apps help tourists for planning travel, ticket bookings, accommodation bookings, route mapping, car booking and so on. Some more tourist services are delivered with the help of mobile apps like:

- Navigation – GPS services, route planning and maps
- Social – Travel updates, reviews, picture galleries, free communication etc.
- Mobile Marketing – Contests, discounts, and offer alerts

- Security – Medical, Emergency calling & Information about local & international health agencies
- E-commerce – Ticket booking, overseas banking, reservations, shopping

Several new trends and technology will shape the future of tourism. For example, car rental app has captured major share in tourist transportation, ride sharing is a widespread phenomenon now a days. Tourists are also opting for cashless options as a safer means to travel. Some of the technology innovations and trends that influence tourists are,

1. Real-time tracking

Real-time travel tracking apps are increasingly used by tourist today. Most private modes of transport already offer this service as people can track the motion of their cars, buses etc. This service will get better in the future as all transport services will depend on live tracking. Public transport agencies have started using Internet technology and GPS devices to provide live information about buses, trains etc.

2. Cashless travel

Theft and the hassle of cash is a big security concern for tourists visiting new countries and regions for the first time. The benefit of a digital economy is that now there are several apps that let you travel cashless and facilitate all kinds of payment with a click.

3. Tailor-made travel apps for tourist needs

With web sites becoming smarter and more user friendly, tourism apps are bound to be smarter and cleverer. More sophisticated travel apps will now be custom-made for specific travel routes, time, budget and means of transport. Using tourist travel history, preferences, and feedback, these apps will be able to recommend and plan better trips for them.

4. Social network influence in travel planning

This combines new technologies with user recommendations. These apps help tourists view the suggestions and favorites from friends and family, expert tips and consumer reviews – all combined to make informed decisions about their travel and tourism choices – including destinations, vendors, bookings etc. The integration of social network and reviews, tourism companies can offer applications that offer enough social proof to prospective travelers.

5. Recommendations

Travel apps can enhance the tourist experience by offering suggestions and deals/offers to travelers – based on their location and preference. The use of auto-fill user profiles, purchase history and location information are utilized for the same.

The travel app industry has a high potential for revenue generation. Many travel mobile apps are available today, offering wider choice to tourists and making them smarter. From cultural dos and don'ts to national holidays, international dialing codes, it includes all the useful information pertinent to travel all over the world.

Many times, it is left to third-party to provide the necessary information to tourists; however, there is a great opportunity for tourism organisations to connect their official capacity to achieve tourists to encourage long-term advocacy of destination.

For modern tourists, it is important to ensure that the information offered with the help of technology is easy-to-use and content is structured intelligently. It also needs to work offline, as international travellers may not always have access to wi-fi or any other mode of internet facility. A dedicated destination app should draw the most desired information, based on thorough insight into tourist requirements. This will greatly enhance their experience and they are more likely to become long-term advocates to friends and family to encourage visits to a particular destination. At the same time it increases the chances of tourists returning themselves at the same destination again in future.

Even after an individual has returned home, an app can play an important role in maintaining an open channel of communication. Push a notification, for example, use of messaging to ensure new information is always sent to tourists is a great way of maintaining long-term relationship with tourists.

Majority of tourists today rely on technology and apps to make their travel plan more flexible as per their convenience or leisurely. Tourists becoming smarter by using information available on website while planning their itinerary. Use of technological advancement saves their time and money. Beyond that they can opt for paying for their bread and accommodation at the time of arrival at destination. On the other hand, technological advancement also creating a large data of tourists which is used by various marketing firms for enormous purposes. Most of the time you keep on getting involved in to the social network unnecessarily is the major disadvantage.

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8. Trends in Tourism: Medical Tourism

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Introduction

India is considered as a major health care provider with world class trained professionals, doctors and nurses, world class medical facilities and treatments, advanced medical research and technology, fulfilment of stringent norms and guidelines, tourism attraction, alternative therapies, tax benefits plus other incentives to foreigners and also provides price advantage.

The persons intending to avail medical/gynae and obstetric or surgical facilities contact the hospitals in India through telephone or online chat for detailed information. Besides dental, surgical, cardiac, orthopaedic, cosmetics services, large number of persons avail cardiac-surgery, obstetric, gynecological and paediatric facilities such as in-vitro fertilisation, surrogacy, infant surgeries, adoption of babies, cord blood banking facility, etc. Many of the foreigner couples prefer to adopt Indian girls and boys.

Background of the Article

Medical Tourism or health tourism is fast upcoming trend in modern medical world. There are millions of needy, sick persons who are forced to postpone treatments due to long waiting lists. This newer branch of medicine provides treatment through traditional medicines, modern technological surgical and medical methods. Medical tourism or health tourism is defined as "travel with defined purpose of obtaining health services abroad/out of the country". India is known to offer health services to 2,00,000 (approxim) people per year and the number is expected to increase at the rate of 28% in the coming years.

Importance of Medical Tourism

In many developing countries there are huge benefits/importance of medical tourism for westerner's. Some of them are listed below:

1. **Procedures availability:** In this modern era, a huge number of procedures are available in developing countries like hip replacement surgery, knee replacement surgery, balloon therapy for conditions like menorrhagia and many more. Apart from allopathic treatment there are also availability of alternative methods of treatment like acupuncture, acupressure,

naturotherapy, reflexology, ayurveda, unani, & homeopathy. Nowadays, Alternative methods are in demand as it has got no side-effects, easily available, low cost and effective.

2. **Quality health care:** Many countries have Joint Commission International (JCI) accredited Institutions, who promise to deliver international quality care even though the procedure carries out in Foreign countries. In JCI accredited hospitals, many International doctor's grant quality care along with the premium care which exactly matches with their same amount of care which they avail in their own country. Hospitals accredited by JCI mainly focus on quality care as JCI compel the accredited hospitals for strict & International services if they have to get the benefits and keep their status within JCI. .

3. **Cost-effective treatment:** In the developing countries most of the westerner's can save up to 30-80% in their treatment. Their destination will decide how much they could save and get the best of the best treatment. JCI certified doctors are also well competent & confident enough in theory & in practical as of western doctors. Apart from face to face visit & consultation with doctor, online appointments and treatments are also available which could actually save most of the time of the patient and the treatment they prescribe is cost-effective treatment, which in turn build up lot of confidence on that particular certified medical professional.

4. **Travel opportunity:** many people opt to travel, see the world, & explore the new country while taking the benefit of medical treatment in discounted price, before or after the treatment or any procedure. It would also help them to recover fast from their illness.

5. **Advanced & Good communication skill:** in today's exploring world online booking of appointments and consultation is in demand. In which they can have consultation with certified medical professional and meet their future consultant on webcam and can fix up the date of procedure. They will also make an arrangement to meet with the one who will perform the surgery or procedure. This all allows the medical tourist to focus

Purpose of Statement & Rationale for the Article

1. In many Developing Countries, Medical Tourism has got huge benefits for Westerner's, as many JCI accredited Hospitals and centres focus on to deliver quality treatment with much hassle-free and in much lower cost. Thus JCI accredited Hospitals and centres, making it much easier for people to opt for quality health care treatment.

2. It also include other benefits to a Country like profit from place to stay (Accommodation), food, and health services for each tourist that come into the Country. It helps in the enhancement of local economy as well as quality medical procedures for the person travelling to look for the treatment.
3. To explore the evolution of medical tourism.

Discussion

Critical Review of Literature

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Gaps in Knowledge/Services

As such there are no gaps in knowledge, knowledge is adequate. Still there are many Westerner's who are unaware of benefits and advantages of Medical Tourism. As soon as they get the updates of Medical Tourism, they actively come forward, get involved and ensure enthusiastic efforts for promoting and availing the benefits of Medical Tourism.

Emerging Areas Addressed

Advancement in Nursing Profession

Nurses involved in health tourism need to be aware of the potential medical/ ethical/legal issues related to specific situations and various procedures/ tests being carried out for medical tourists. Nurses should assume responsibilities and be accountable for their actions while in practice. They need to strive to promote critical thinking, effective decision making, caring actions and excelling in

nursing. Accepting responsibility for contributing to the evolving body of knowledge functioning as advocates for the clients and demonstrating respect for confidential matters related to the identity of patients and the institutions are major qualities of nurses for the growth of health tourism.

The rapid increase in demand for health care services and high flux of medical tourists is quickly surpassing the number of qualified nurses which affect the quality and standards of nursing care. There is shortage of skilled nurses in India to provide health care services. There is overgrowing concern of other issues and risks such as high rate of infectious diseases including HIV and TN. Also health facilities treating medical tourist may lack an adequate complaint policy to deal appropriately and fairly with the complaints made by dissatisfied patients. Major problems related to legal and ethical issues surrounding the health tourism include cumbersome lengthy procedures of courts, high cost of litigations, mental agony, delayed justice etc.

Apart from these issues lack of initiative and thinking capacity, deficient language skills, nurse specialists, lack of standardization of nursing procedures are major factors that hamper steady growth of medical/health tourism in our country.

Basic education program should be developed so as to prepare nurses to shoulder responsibilities in the field of health tourism industry. Business and management skills, ethical and legal studies, transcultural cases are some of the subjects to be developed in the nursing syllabi. Besides a professional nurse should enhance her knowledge base and skills in business and management because medical tourism is essentially a business. The nurses serving tourists have access to surf the net to identify premier hospitals that promote and cater the needs of health tourists so that they can have contacts with the nurses directly working in these centres. There is a need to attend and participate in the conferences designed to promote medical tourism for nurses venture to adopt skills in health tourism. This would be a valuable step in learning more about this field. Nurses should improve their clinical skills such as:

1. Develop crisis management skills
2. Develop critical thinking and psychomotor skills
3. Improve patient outcomes and patient safety.
4. Gain knowledge regarding legal proceedings and formalities involved in health tourism.
5. Establish good communication skills.

Role of Nurses in Health Tourism

Nursing is a critical part of any health care system. It bridges the difference between a successful care delivery and patient's early and complete recovery. Being health care providers, nurses play a major role in the growth of health tourism with the daily input of thousands of graduated specialised nurses at national level, the Indian health tourism industry has an edge over others. Nurses play a vital role in women's health related tourism by helping them to find appropriate sites for health care in other countries and warn them of possible risks and ethical/legal issues and dilemmas. As the field is at the wedge of expansion, nurse co-ordination acts vibrantly as a liaison between the beneficiary and the health facility. In community setting, a nurse makes the community aware of the opportunities available in different countries. Major objectives of nursing service in health tourism include the following.

1. To assist recovery safely and maintain personal dignity by restoring patients to normal family living and useful functional activity.
2. To achieve and sustain a state of health, actively and independently for the serving nurses.
3. To furnish personal care services at a competitive cost to the patients.

Health tourism has opened a new vista for the nurses of today. The role and scope of nursing profession has increased manifold. Along with the conventional role of nursing and nurturing, nurses play varieties of roles such as advanced practical nurses (APNS), nurse anaesthetists, nurse practitioners, nurse midwives, clinical nurse specialists, travel/flying nurses, nurse sales executives, nurse managers, etc, who can play an important role in the global health care system by increasing success to health care services and improving overall quality of care. The increasing opportunities for nurses within country shall combat the crisis of health drain too.

Intervention Methods

India is becoming more advanced in health care sector, since India is having many professional certified doctor's to carry out the treatment in best way and in affordable price. From past 4 to 6 years India has been getting a great profit turnover. Many westerners are choosing India for medical tourism as they have many benefits. Here are 7 major benefits why India is getting famous for Medical Tourism. They are:

1. Affordable Price with excellent treatment.
2. Easier approach for Visa's for medical purpose.
3. India Provides Standardized quality health care treatment

4. Improved advanced technologies for speedy recovery.
5. availability of alternative therapies like acupressure, acupuncture, foot reflexology, ayurveda, homeopathy, naturopathy, yoga and many more.
6. Certified and skilled doctors, nurses, pharmacist, lab technician, radiotherapist etc.

Though India is a developing country, many westerners choose India as a place for medical Tourism because of the low cost money, taxation and affordability. They can choose their own hospitals according to their need and choice. The list of some of the surgeries and procedures (Invasive & Non-invasive) which are at affordable cost India are – Hip replacement surgeries, knee replacement, liver transplant, stem cell , robotic surgeries and many more.

Conclusion

Medical tourism is also known as, health tourism medical travel, or global healthcare. It is a word primarily invented by travel agencies and the mass media to define the rapidly-growing practice of travelling across international borders to obtain health care. It also demonstrates the importance of quality standards. As the concept of health care is increasingly coming in demand and popping up all around the world and so the variety of medical practices, driving the medical tourism to new heights. In West, common medical procedures and common medical diagnostic tests have become almost unfavourable, are moving to developing countries where people can afford proper treatment with or without insurance.

Recommendations

1. Seek to better understand the medium- and long-term health and social outcomes of treatment
2. Generate more strong data that better capture the amount of activity and the flows of medical travel
3. Aim to better understand inward flows of medical travellers.
4. Gather a greater level of information on patients, including their origins, procedures undertaken and outcomes, to allow for the development of better economic costing.
5. Explore further the issues of clinical relationships and networks.

9. Role and Contribution of Different Media in Tourism

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Abstract

The tourism system relies on information and communication technologies for promotional activities, sales and when developing management relationship with customers. The role that the media is playing in the various aspects of life is becoming increasingly greater each day, especially in the areas like educational, social interaction and cultural aspects of our life. Media is a tool to provide the information and highlight the hidden things at the front. Wide spread of the Search engine and rapid technological evolution have revolutioned all the industries in the world especially tourism. Media is playing an important role in the growth, development and promotion by creating a better awareness and understanding to cater the needs and requirements of domestic and international tourist as one knows is every traveler is a potential tourist. This depends upon the campaign of professionals of the industry to tap this potential and convert the potential into the actual clients. Hence, media contributes greatly in activating tourist attractions. In this world of constant technological advancement consumers especially, tourist keep changing their behavior patterns and always look for more tourist friendly social information. This paper focuses on the impact of media in promoting tourism industry.

Key words: Social media, Search engine, Tourism, Tourist,

Introduction

The revolutionized meaning of information, communication, technologies and Search engine technologies refers to mobile communication which enables an individual to move and generate, transmit and receive different kinds of information. As archaeological monuments can articulate the traditions, customs and heritage of the past, the media can in its turn clarify today's values and civilization of the different countries. New communication and information technology is also closely related to the tourism sector.

The powerful effects of media communication can bring dynamics changes of attitudes and behavior among the key factors in local, national, global tourism for peace, securities and sustainable development. Various Medias are promoting tourism by news papers, magazine, radio, cinema, Photography, Search engine brochure, mails video, Facebook, Twitter, YouTube, Cable T.V. Broadcasting, and telecasting the programs.

The relationship between media and tourism is complex and vital. Tourism is highly dependent on the media reporting because the vast majority of travel decisions are made by people, who have never seen the destination first hand for themselves.

Analyzing the network consisted of different digital components can offer a different view for understanding dynamic behavior of our digital users who can be connected into tourist with assistance of social media.

Objective of the study

The main objective are

1. To understand the roll of social media in tourism industry.
2. To understand the impact of the social media on tourism industry.

Different types of media

1. Print media – through communication channel, newspaper education, data or promotional messages magazines.
2. Electronic media – TV, Search engine, direct mail, telephone, radio, fax, film.
3. New – age media – Facebook, twitter, youtube, blogs and mobile.

Methodology of the study

The primary data was collected through a structured questionnaire. The secondary data was collected through various books, journals, magazines and various websites.

The questionnaire was developed to study the objective of the study, also a review of literature was done, and the sample size selected was 100 individuals from education field from Nashik city. The sample selection was random.

Relationship between media and tourism

Media and tourism both sector belong to the service industry, go together hand to hand. India is world famous for tremendous variety of tourist resources. India is one of the countries among the newly independent Asian nation to undertake the promotion of international tourism in professional way. Media communication technologies are imperative for future investment for

nationalize global tourism development indicators, public communication strategy based on accurate quality information and knowledge will derive the new global tourism through partnership initiative such as peace and comfort resolution for eco tourism, quality tourism, joint technology transfer etc.

The relationship between tourism and media is vital and complex National and International tourism sector should be able to apply the development in the field of media to the own marketing attribute in order to sustain the benefit.

Establishment gains an important advantage over their competitors when we use the social networking for marketing purpose. Number of people taking part in the social networking sites is increasing day by day and the fact that the number in high makes it possible for entries to be speed rapidly in a very short time to many people. The main level of the course information and possibility of examine many comment in virtual environment in the globalized world market. So they require more specialized media.

Role of media in Indian tourism

The mass media plays a unique role in modern society. Its growth has accompanies an increase in the magnitude and the complexity of action and of engagement with society with rapid social change innovation in technology, an increase in personal income, national life and the decline of same traditional form of control authority.

In India travel journalists, media expert on travel, leading attractive popular and branded newspaper mainly published from Indian metro cities and electronics media are always highlighting the clients about the place and tourists interest, tourism tourist image, scope of shopping resources hospitalities peoples, culture and heritage to cater to the need of prospective and actual tourists. Media comes from medium a way through which one can communicate with the other so letters porters, emails; public meetings are form of media. Whereby you communicate with a large number of people it includes TV, news, Search engine, etc. Media works in tourism by newspaper, magazines, film and journal photography develop and exhibit booklet. The newspaper and magazine have today started publishing tourism related in big way.

Today TV serials, sponsored programmes films, commercial documentation, promotional film etc are becoming the important sources of tourism and promoting too, with the help of videos film and travel volunteers one can get the information of tourism source. Discover India, travel torch, wildlife etc., electronic media provide the information of tourism product on the

www.traveldirectory.com, www.indiatourismnet.com, www.incredibleindia.org play a good role to publishing the count in India.

Print, viral and electronic are trying to project the Indian country resources and product in different process. Media industry works with hotel travel agencies, tour operators and etc, various government agencies to bring revenue to the country and promoting tourism

Review of literature

Tourism is the act of travel away from home mostly for the purpose of recreation in leisure. Tourism development provides the revenue support to this kind of travel. Tourists according to the world tourism organization are people who travel to stay on place outside their usual environment for not more than one consecutive year for leisure. This other purposes not related to the exercise of an activity.

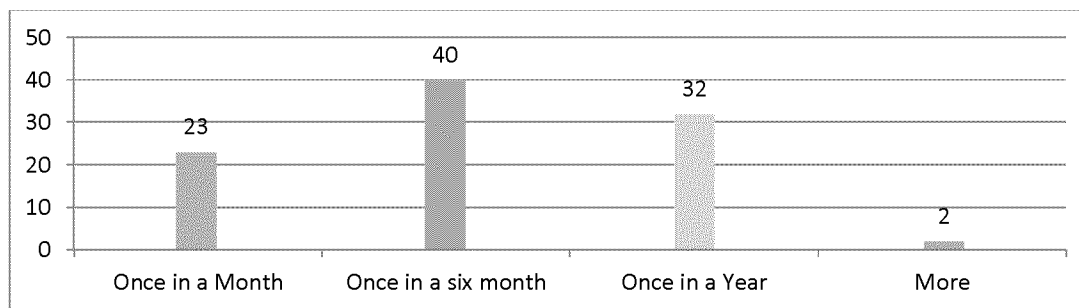
Remunerated from within the place invited travel technology in a term used to describe application of information and communication technology to travel, tourism and the hospitality industry which includes dynamic packaging which provide useful new option for consumers who can choose exactly what they need and within their budget.

The term social media is generally understood as Search engine based application that contain common generated content and facilitate a higher level of social interaction among travelers. The impact of users generated content by social media on a travelers decision making is well recognized in various market research report.

Both the travel and tourism industry and web based electronic commerce are changing rapidly, thus attracting new customer via marketing and developing new market and distribution channel for existing product and developing new information based products.

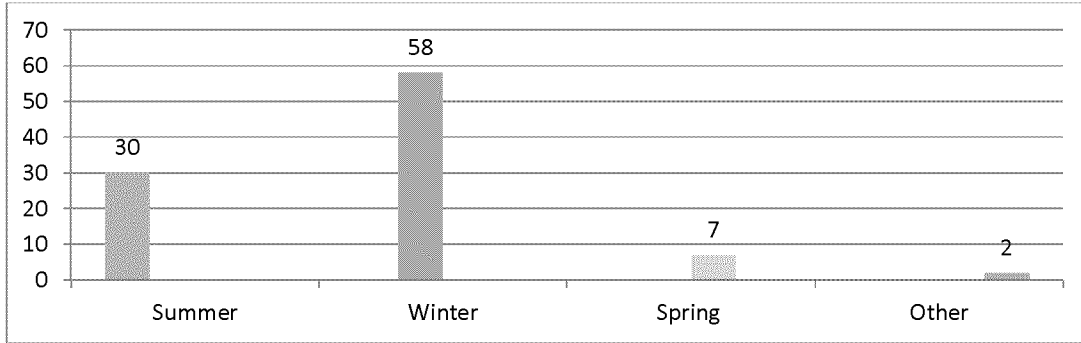
Data Analysis

1) How often do you travel?



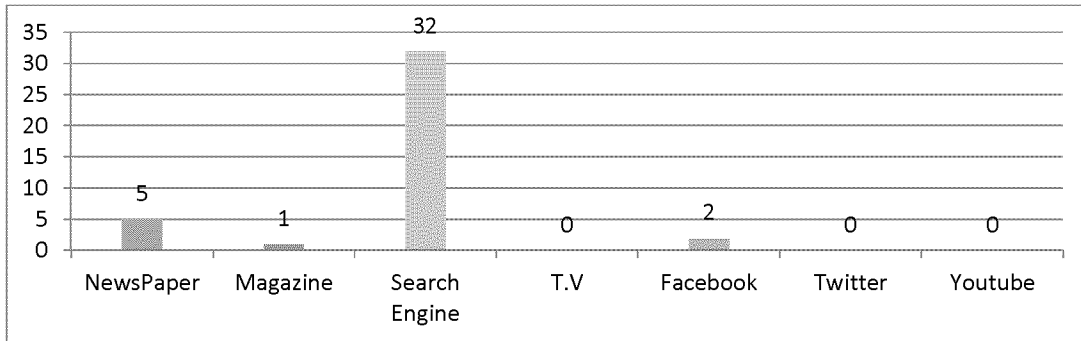
- From the above collected data it is observed that 40 respondents travel once in six month, while 32 respondents travel once in a year and 23 and 2 respondents travel once a month or more.

2) Which is your preferred time of visit?



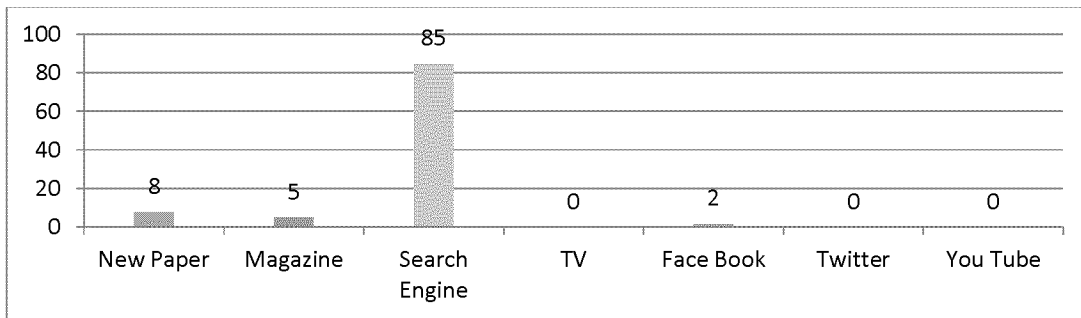
- From the above collected data it is observed that 58 respondents prefer to travel during winter while 30 during summer, 7 during spring and 2 in the other time of the year.

3) Which media are you connected with?



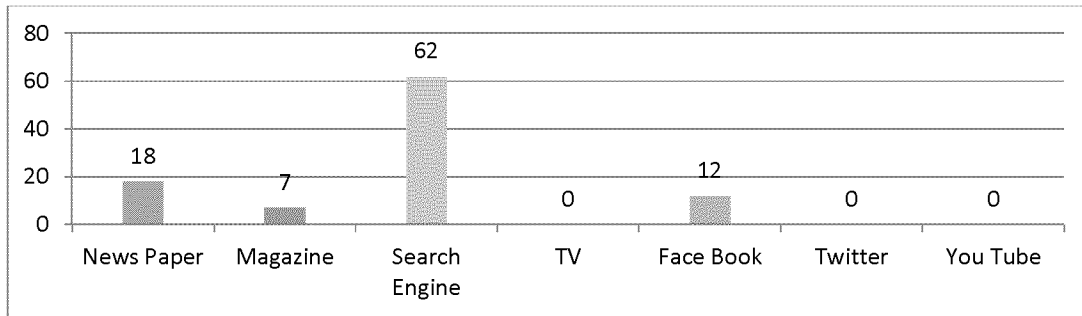
- From the above collected data it is observed that 32 respondents are connected with Search engine while 5, 1, 2 are connected with Newspaper, Magazine, and Facebook respectively.

4) Which media do you select for referring your destination



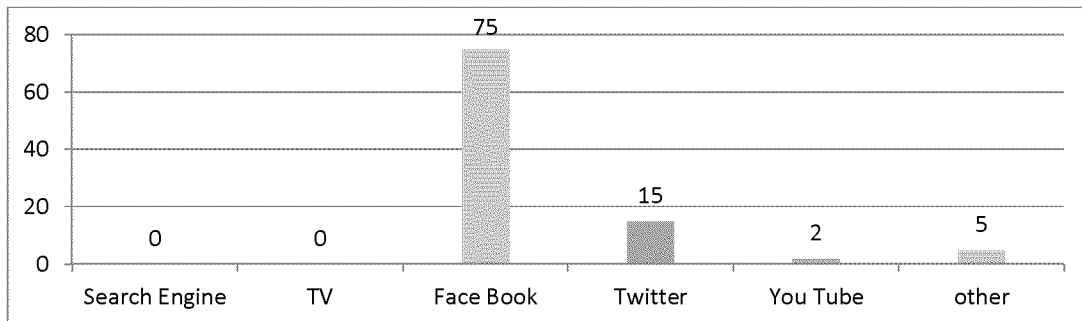
- Most of the respondent(85) rely on search engines for referring their destination, while others depend on Newspaper, Magazine, and Facebook (8,5,2, respectively)

5) Which media do you use to explore activities in the given holiday destination?



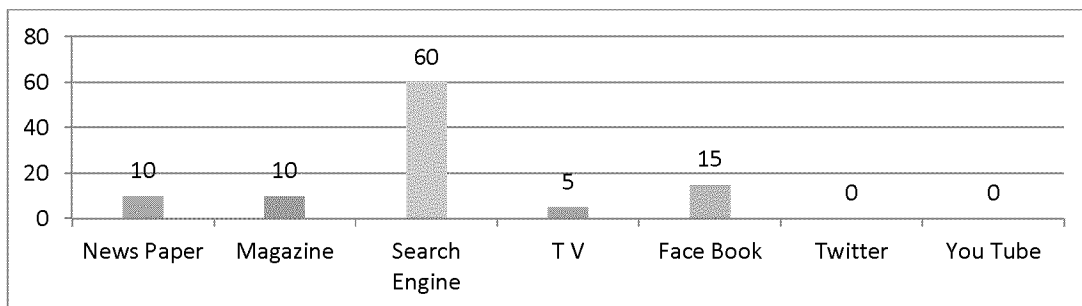
- Search engines are popular for exploring activities (62) while Newspapers (18) and facebook (12) also play a major role.

6) Which media do you use to share experiences and photos with other travelers?



- Facebook is most popular (75 Respondants) for sharing the photos, other Medias like twitter and you tube is also used.

7) Your preferences for social media to inspire your next holidays?



- Search engine still remains popular (60 respondents) while facebook (15), newspaper and magazine play major role. (10)

Conclusion

Indian tourist travelers and excursionist are being influenced by different types of attractive presentation by specialized television channel, article by renowned journalist, coverage by travel magazine. It has been observed that the generation are becoming more and more addicted to surfing for the needs rather than physically looking for them. This research shows the relationship between the tourist and the media and its effects on tourism. Digital mobility and social media activities enable tourism industry to have appropriate insight in the world of tourist. Social media has been recognized as one of important competitive tool in the term of tourism marketing. Today's tourist encounter with the new digital technology that can help them to improve the service and make their on line experience more personalized and more relent. Gradually, all these media are creating a positive image and a picture of tourism in the attitudes, minds, psychology, and behavior in the final selection of the tourist destinations. Media have a social responsibility to enhance the blending of local, national, and international cultural values for unreached politics, society and economy. The study thus reveals that most of the tourist use Search engine as one of the social media for searching their destination, other necessary information, bookings etc. At the same time many tourist use face book as one of social media among the various Medias available.

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10. Medical Tourism: A Global Scenario

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Abstract

Ever since human have been evolved, they have been travelling from one place to another in search of food and safe place. As they started to settle down at one place the travelling became more meaningful and purposeful (other than food and shelter). Today we are in such an era where tourism has not only confined to certain people but has become a Global activity. Tourism introduces diversities of the world to people travelling; culture, art, religion, believes food, festivals, rituals, medical practices, textiles, inventions, nature etc. India is so rich and diverse in its tourism product that it has almost everything to offer to the world (Global) tourists.

Medical tourism is one such activity where people are travelling from their own country to another country seeking medical treatment. The need for better healthcare has grown significantly, which demands an increasing number of countries started promoting medical tourism. Today Medical tourism is nearly \$100 billion Global industry.

Key words: Global tourism, medical practice

Introduction

Medical tourism can be defined as the process of traveling from one's own country of residence to another country for the purpose of receiving medical care. Initially the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland. However today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from rich to developing countries in order to get health services. Such shift is mostly driven by the relatively low-cost of treatments in developing nations. The word "tourism" in medical tourism concept used now a days is with the idea that people often stay in the foreign country after the medical procedure and can thus take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities. ^[1]

History of Medical Tourism

The practice of travelling for health and medical reasons has a long history. The Mesopotamians are the people who originally established medical tourism on planet earth. Even the ancient civilizations recognized the therapeutic effects of mineral thermal springs and sacred temple baths. For example, the Sumerians constructed health complexes around hot springs more than four thousand years ago, which included temples with flowing pools.

Ancient Romans when they came to power built resorts with thermal health spas, and therapeutic temples thrived during the Greek domain. These healthcare facilities however were available for riches, and were also the center for commercial and social networking.

Ancient Greeks were known for their travels to the sanctuary of the healing god, Asklepios, believed to reveal remedies for different ailments in the dreams. This sanctuary was in fact a small territory in the Saronic Gulf named Epidauria – today considered as the birthplace of medical tourism as we know it. In sixteenth and seventeenth century it was Europe which developed the sophisticated healing resorts. They believed the sea minerals and sea air has tremendous healing powers and they started building sanatoriums for those who could reach and afford it. People further also moved to Austria, Germany, Switzerland, and Hungary. Till the recent time Europe and USA were the major healthcare centers. ^[2]

1. <http://www.news-medical.net/health/What-is-Medical-Tourism.aspx>
2. <http://www.health-tourism.com/medical-tourism/history/>

Global Medical Tourism Scenario:

Today destinations like India, Singapore, Malaysia and Thailand in Asia, Brazil, Cuba, Costa Rica and Mexico in South and Central America, South Africa, the Middle East (Dubai) and Central and Southern Europe, Scandinavian Peninsula and Mediterranean are on the Global Map of medical Tourism. Every country and region has developed its specialty; where south and Central America is known for its bariatric and cosmetic surgery procedures, Asian countries like India, Thailand, Malaysia and Singapore are popular destinations for cardiac and orthopedic surgeries. ^[3]

#	Country Environment	
1	Canada	78.69
2	UK	77.30
3	Singapore	73.26
4	Israel	67.57
5	Germany	67.50

Table 1

#	Destination Attraction	
1	Costa Rica	83.49
2	Israel	82.75
3	Jamaica	82.74
4	France	81.02
5	Italy	80.24

Table 2

#	Medical Tourism Cost	
1	Canada	75.70
2	Costa Rica	74.69
3	India	74.07
4	Philippines	73.17
5	Colombia	73.07

Table 3

#	Facility Services	
1	Israel	81.60
2	Singapore	78.17
3	Germany	77.88
4	India	77.11
5	Canada	77.02

Table 4

#	Medical Tourism Industry	
1	India	75.94
2	Colombia	74.96
3	Mexico	74.17
4	Canada	74.13
5	Dominican rep.	73.85

Table 5

All table Sources: (Global medical tourism index 2016 ranking method)

Major Players in Global medical Scenario are;

Position	Country	Overall	Environment	Medical tourism Industry	Facility service
1	Canada	76.62	78.69	74.14	77.02
2	United Kingdom	74.87	77.3	70.38	76.94
3	Israel	73.91	67.56	72.58	81.6
4	Singapore	73.56	73.26	70.79	76.63
5	India	72.10	63.26	75.94	77.1

Source: MTI (Global medical tourism index 2016)

As per the MTI, survey was conducted on the basis of various criteria; Environment, Medical Tourism industry, destination attraction, medical tourism cost and Facility services.

Canada ranked on top for the destination environment and medical tourism cost with its strong governance, less corruption, being democratic and developed nation and awareness and compulsion on medical insurances. In comparison to US a patient can save up to 30 -60% of cost.

Biblical Holy Land of Israel rank first for its Quality of facility and services. It is a major health tourism destination primarily due to its global reputation for high quality Healthcare and Medical facilities that are controlled and managed by the Health Ministry including policy formation, standardization and implementation of health regulation.

Fast growing medical tourism in Costa Rica owes its existence to tourists from the US and Canada Traveling primarily to get medical & surgical procedures done abroad. Many unique factors make Costa Rica healthcare a preferred medical travel destination. Costa Rica's unique geographical location, its pristine beaches, lush green mountains, dense rainforests, lakes and rivers makes it number one in tourist attraction destination to offer to its medical tourist. It is nearly \$ 300 million industry. The dental tourism niche is booming in Costa Rica.

According to the survey, India ranked 1st in medical tourism industry with an overall 5th ranking. It is estimated to be US\$3 billion industry and projected to grow \$7-\$8 billion by 2020. Healthcare in India is dominated by the private sector.

Other medical tourism destination popular globally are: Malaysia, Greece, Morocco, Taiwan, Egypt Japan, China, Thailand, Germany, Singapore, Mexico, Abu Dhabi, Turkey, Poland, Etc.

Conclusion

Medical Tourism is not a new concept; it has been in existence for centuries and people are traveling to get treatments. However, the global accessibility was limited. Today there are growing numbers of tourist who are visiting medical tourism destinations around the world including India.

From the above data it can be seen that there are many destinations growing as global medical tourism destination. However, only medical facility does not make any destination popular, but it would attract global tourist by providing strong governance, good infrastructure, high standards of services and facilities, expertise and cost involved.

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11. Review of Current Trends in Tourism Industry from 2016 to 2018 in India

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Introduction

According to WTO Tourism is the act of travel for mainly relaxation purpose. The word 'tourism' does not only mean international travel for leisure or travel by air, but has much wider scope. (Roday, sunetra et al 2009) Tourism is fastest growing sector which lure more foreign exchange currency to Indian economy.

The phenomenon of tourism industry is changing the face of tourism industry

Government is taking more initiative to boost tourism ,which includes lowering barriers of travel for inbound as well as outbound travels such as visa on arrival in India and Vice versa. Travelling which was once considered a luxury enjoyed only by the elite classes which is now reached to the lower income groups or rather to the students as well whose earnings are low in comparison with elite class.

The growth in disposable income and the rise of the middle class is changing attitude of the people towards travel in India. These are key points to boost tourism which has changed tourist structure as well as all Millennial. (Khurana Raj Singh)

Increasing opportunities for Low Budget Travelers who has options in broad spectrum from hostels & home stays to low budget hotels such as OYO, Air B& B are the major company in hospitality industry who are offering with their low budget options which lead to strong competition in hospitality industry as inventory of rooms in that particular cities has increased in good numbers. Government of India has implied GST which has brought major Chang in tourist mind set. having said this it's really contradictory because according to new GST tax on room stay has 18%tax where on food its 5%, still tourist are preferring to travel more because of the lower budget options of rooms, and it's not only about the low room rates but these brands offer comfortable stay with lower room rates which lures the tourist. Therefore, it is also become a

good choice for budget travelers from around the globe. According to the 'Chris Lehane', head of public policy and communications Air b&b has seen massive growth in India since its launch. Over one million Indians have travelled on Air b&b globally. Air b&b listings in India have grown by 115 per cent in the past year, with over 30,000 listings all across India. India is one of the fastest growing economies in the world at 7 per cent with a growing middle class that wants to travel. India has 400-million-plus millennial and, like millennial everywhere, travel is at the top of things they want to do.

We have a projection that we need to have a billion people on our platform by 2028. To get there, India has to be one of our top markets. Our primary focus is to make people aware at a grassroots level that it is host acquisition, getting these partnerships, training people and also making more and more people understand that they can travel light. Focus is entirely on developing the market. Visa on Arrival Boosting Tourism: according to government of ministry of tourism officials reported that there has been 12.5% growth in FTA in comparison worth 2017. they also mentioned that it has brought RS 52916 crores in foreign exchange money to Indian economic. (Ministry of tourism India)

Following are the latest Trends one can observe in tourism industry in India.

Bleisure tourism

As a government of India has initiated the drive make in India impacted the significant growth in inbound tourism which has opened new avenue for a business, where people can achieve business plus affordable luxury tourism which is called Bleisure tourism. This type of tourism eliminates the gap between vacation and work. The trend has given a main heighten to travel solution providers who are now crafting intelligent campaigns and packages to attract Bleisure seekers.

For hoteliers and travel suppliers, Bleisure travelers offer a clear prospect to increase revenues from business travelers extending stays. The travel company providers are approaching corporate companies with offers and discounts at large to attract more and more people for the Bleisure experience. This new wave is a definite boost to the travel industry," said (Goswamy, Kapil Founder of BigBreaks.com). "There has been about 40%-45% increase in the Bleisure tourism since last 7-8 months as we have seen a rapid increase in the number of Bleisure trips being taken by Indians, both within the country and to foreign destinations," he added. Also, 15 % of those are the younger travelers, aged from 20 to 25 who are most likely to lure their

business and leisure trips. These travelers tend to take one or two Bleisure trips each year, regardless of demographic segment or travel frequency. Usually, much longer is the flight the higher likelihood for Bleisure. There are a number of frequently visited business destinations like Singapore, Malaysia, Dubai, Hong Kong, Turkey as well as London, which are obviously financial and industrial hubs, but in addition they offer excellent leisure facilities like top of the line restaurants, shopping opportunities, theatres as well as theme parks, hence their popularity has grown, and we often see top executives, CEO's of companies taking their spouses along for business trips to such destinations, and combining business and leisure, sometimes by even adding a weekend stay in one of these destinations."

Among Indian destinations popular for Bleisure trips are Mumbai, Kolkata, Bangalore as well as Kochi, Pune as these cities offer great leisure facilities, top class hotels etc., besides being corporate hubs.

Solo women travelers: Women have been increasingly taking solo or women-only trips. A growing number of international destinations are attracting women because hotels and other stakeholders have made conscious efforts to make travelling more comfortable and safe for women. As most of the hotels keep exclusive floors for single lady traveler for example ITC grand Maratha Mumbai calls this particular floor as Eva floor.

A significant number of women are stepping out of the comfort zones to have more personal and enriching travel experiences. Solo female travel is now a major trend in India regardless of her marital status.

Wildlife photography Tours: Are in advance popularity. Inbound and out bound safaris are also receiving popularity mostly students and families are opting for wildlife safaris with guided photography tours.

There has been a dramatic rise in the number of travelers looking to experience premier wildlife destinations such as Wildlife sanctuaries in India and Masai Mara or Costa Rica in abroad by coupling it with wildlife and nature photography activities. Destinations like Masai Mara, Iceland, Croatia, South of Italy, Tasmania, and Madagascar are likely to remain hot this year. (Ministry of tourism India)

Culinary tourism: is a delight for food lovers who look forward to striking local food experiences in different Indian states and in far-away lands. Along with an enriching travel experience, lot many travelers are opting to get a taste of the local culture and kitchen. The surge

in food tourism has also led to an increase in the number of specialized tour operators taking care of culinary tourism market.

While Italy, Thailand, and Japan have been hot destinations that offer the world of authentic culinary treats, Beijing is becoming top global destination and ranks first on culinary tourism. Even Travelers do travel to Indian cities for different and exclusive local culinary experience, cities such as Lucknow, Delhi, Mumbai, Chennai, Indore etc.

Experience - Is it worth Instagramming?

Tourism has changed from a simple flight, food and room service to a multi-sensory, 360-degree experience; experiences about rejuvenation, accomplishment, adventure and experiences that allow you to live like a local. It is more than just flopping in the sun and ticking off the bucket list. This represents a big challenge for legacy tour operators and online travel agents even though the opportunities are vast - Experiential luxury accounts for almost half of the total luxury spending worldwide and, is growing faster than sales of luxury goods on a year-on-year basis. Instagram is become much popular social media platform for photographic experiences of travel destinations. Now a day's travel companies are also targeting Instagram profiles as an advertising platform for their brand or destinations.

Road trips: Self-driving is the country's new immersive travel experience. With better roads and highway connectivity, the young population is opting for road trips. Self-drive holidays have seen an upsurge with today's travelers wanting to explore more about their destinations," said Sharat Dhall, COO (B2C), Yatra.com.

Short weekend breaks: Demand for home stays, combining leisure travel in business trips and medical tours also witnessed an increase in 2017 compared to last year. "Unexplored destinations attract millennial who wish to explore off-beat places. Domestic destinations like Bir Billing and Alleppey, Gokarna, Munnar, Spiti Valley and Ziro are gaining quick popularity. Also, international destinations like Norway, Iceland, Peru, Seychelles and Vietnam are attracting Indians who wish to explore beyond the conventional places," Dhall added.

Conclusion

considering all above mentioned information on latest trends of tourism there are many reasons why tourism has increased along with current trend. To name dominant reasons for boost up tourism are lowering barriers for visa to foreign national like visa on arrival countries like Thailand has announced visa on arrival for Indian nationals during the month of November 2018

. Disposable income has increased of middle class therefore tourist or travelers prefer short weekend breaks. Budget hotels which offers affordable room rates with comfortable stay, has create a huge competition there by good hospitality brands like Taj Gateway, Marriott Fairfield also offer budget rooms .government has given more emphasis on developing tourism infrastructure like tourism circuits and road is major component of it there by tourist prefer adventure road trips .advancement in technology has given a different dimension to the tourism industry where tourist share their travel experience on social media platforms like face book , travel blogs and Instagram.

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12. Review of Recent Technology Trends in Hospitality Industry

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Abstract

In the view of increasing popularity, on online reviews and bookings of hotels, and their significant impact on Hospitality industry, this paper reviewed articles and other research papers which focused on effects of current technology trends on Hospitality industry. This paper analyses published articles in various journals from 2015 to 2018. The findings revealed that the current technology trends has had a good impact on Hospitality Industry. By adapting technology their internal process has improved and customer satisfaction has outgrown far more.

Keywords: Connectivity, advertising, revenue management, Staffing, Big Data etc.

I Introduction

Domestic and international tourism has seen several years of steady growth. The revenue generated from accommodation, food and beverage, and other services provided to this large flux of travelers, has propelled the leisure and hospitality industry to become a key driver of the global economy [4]. For sustained growth of this industry, experts in the field argue for major improvements in the type and quality of hospitality services to adapt to the changing consumption and travel behaviors of the evolving customer base. Specifically, these improvements are targeted towards attracting the new generation of technophile individuals traveling on a tight budget. Digitalization of services is imperative to appeal to technophile guests. The goal of digitalization of services is to transition to a digital business model by pushing hospitality services to guests' touch-point. A digital service platform affords guests the ability to browse, plan and pick activities at their own convenience thus facilitating seamless integration of technology into their travel experience. Booking and reservation services, location-based services and personalized communication, and social media integration are a few examples of digital services that entice technophile guests.

The future of hospitality management industry is being shaped by the current IoT IoT is the interconnection of everyday physical devices like sensors, actuators, identification tags, mobile devices, etc., such that they can communicate directly or indirectly with each other via local communication networks or over the Internet. The incorporation of IoT technology in the hospitality industry qualifies hotels as smart buildings which are important facets of smart cities.

Hoteliers are relying on technology and predictive analytics to collect and leverage data in order to create those personalized experiences today's travelers crave.

Hotel Owners now have the ability to create detailed guest profiles and they are using that information to improve customer satisfaction, promote loyalty and encourage repeat visits. And the Internet of things (IoT) is taking personalization even further, implementing smart home technology into hotel rooms to make guests feel more comfortable.

This paper covers maximum new technology trends that today's hotel industry is implementing for customer satisfaction and increase in their overall business.

II New Technology Trends

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Some of the trends in industry are leading to great improvements and savings for hospitality industry companies [2]; while some are changing how hotel developers plan their buildings, infrastructure, management structure and staffing requirements. The latest trends being implemented are elaborated below:

a) Wi-Fi Overhauls and Digital Conference Facilities

Nowadays, hotel guests who travel with devices such as phones, tablets and computers no longer see Wi-Fi as a perk, but as a must-have when they check in at a hotel [1]. Hotel guests expect to be able to connect to the internet seamlessly and without too many interruptions, leading hotels to invest in better, faster Wi-Fi infrastructure so that people can do business and use their technology devices with ease when they book their stay.

Besides being able to offer high density Wi-Fi for conferences and meetings, hotels also need to be able to offer access to audio-visual (AV) and digital facilities for conferences. While the amount of AV and digital equipment that goes into a typical conference room is fairly minimal, staging companies are often hired for various projects in order to equip the facility as required.

b) NFC technology

Near field communication (NFC) technology is the next-generation short-range high frequency wireless communication technology that gives users the ability to exchange data between devices. Communication between NFC devices can transfer data at up to 424 kbps and the communication is enabled when two devices touch each other, which makes mobile payments (by touching the smart phone to a credit card) an instant, secure process. This technology is also ideal for self check-ins by guests at hotels as well as the next trend in this article: smart room keys. NFC technology can also be used to personalize a guest's experience at a hotel or resort [3]. This technology could also be used to track loyalty points from a guest's use of the conference facilities or room service. This opens many doors for hotels who want to offer a more personalized experience at their establishment.

c) Robots and Infrared Sensors

Some hotels are already offering more futuristic experiences, with robots delivering any items ordered through room service to a guest's door.

Infrared scanners are now also used to minimize disruptions relating to housekeeping (which is a common complaint from customers). Instead of hanging a 'Do Not Disturb' sign on doors or having cleaning staff wake up traveling guests with knocks and phone calls, hotel staff can take a more innovative approach by using infrared scanners that will detect body heat within a room and tell cleaning staff that they should rather come back later if the room is currently occupied.

d) Cloud Services

Hotels want to be able to offer digital content; they don't necessarily want to invest in IT infrastructure and IT staff, making cloud computing the ideal solution. Not only is the initial capital investment lower than IT infrastructure and servers, but it gives hotels the flexibility to expand and adjust their IT needs along with business growth, invest in upgrades without causing a complete IT system overhaul and it removes the administrative burden of managing an IT system in-house [6]. Cloud computing is becoming the norm and we will continue to see hotel groups replacing their legacy IT infrastructure with cloud solutions.

e) Recognition Technology

Recognition technology is one, where biometrics is being used to usher in a new age of seamless authentications which could benefit hotel processes and customer purchases. The technology can also be used more generally to recognize certain things about faces, such as whether a face belongs to a man or a woman or what age ranges the person is likely to be in.

Facial recognition is used by security services, law enforcement and technology companies, and is becoming more prevalent in the hospitality industry.

One of the main ways facial recognition can be deployed within the hospitality industry is for security and access purposes. Within a hotel setting, this might mean using the technology to grant guests access to their hotel room, while in airports, it might be used in place of boarding passes and passport checks. When it comes to security, the technology can also be vital in helping to identify troublesome guests, or guests who have previously been removed from the premises [5]. Moreover, facial recognition can be used by law enforcement, airport security teams and similar organizations for more critical security matters.

f) Chat bots and Artificial Intelligence

In the modern age, customers expect to be able to interact with hospitality companies across a variety of digital channels and receive rapid responses. Of course, actually having staffed monitoring all of those channels and delivering swift responses can be difficult, if not impossible, which is where chat bots and AI come in. Chat bots are able to understand simple questions and provide answers almost instantaneously, taking the burden away from customer service staff and improving the experience for customers. Meanwhile, AI's uses extend into other important areas for hotels too, including data analysis.

Essentially, AI refers to computers or machines carrying out tasks that were traditionally thought to require cognitive function to carry out. It is associated with concepts like automation and big data. Today, the collection of customer data, combined with the improvements to computer technology, mean that artificial intelligence can be utilized for a huge range of functions, from basic customer service, to personalization tasks, more advanced problem-solving, and even for sales processes and direct messaging.

III Effects of Technology Trends on Hospitality Industry

The use of various technology trends has good as well as bad effects. Good effects involve growth in business, good customer satisfaction, and improvement in quality of service. The bad effects are related to investments [7]. When the industry invests in implanting such technology in their respective hotels, huge revenue is required which further depends on turnover of the hotel industry. Related Research papers show that the trends in technology are more advantageous rather than disadvantageous. Innovations due to technology have improved their working life and given additional value to the customer experience, despite also producing new challenges for users. Neither the hotel management nor the user can predict the benefits and

circumstances, unless they utilize the product. Acquiring the most innovative technology by a hotel requires a significant amount of investment and may become out-dated soon after purchase.

Although technology can be very costly, it pays off in the long run by simplifying and condensing everyday tasks at work resulting in valuable time being spent more efficiently. Computerized technology has impacted both front-of-house and back-of-house staff in a positive way. While some individuals may take longer to embrace new computerized systems, once they catch on they will have a new appreciation for technology as it has made a tremendous difference in workload while still generating revenue. Many electronic components are currently used in hotels to make work easier for employees and to keep guests content and happy during their stay at a hotel.

IV Conclusion

Technology is a critical component in delivering exceptional guest experiences in hotels, conference centers and other hospitality locations. To survive in the competitive business platform, implementing new trends becomes the necessary factor for achieving a good profitable hotel business.

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13. Wine Tourism - Study on Growth of Wine Tourism in Maharashtra

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Introduction

Food and wine historically have been “in the background of the tourist experience as a part of overall hospitality service provided for travelers”. There are many definition of wine tourism , Australian researchers Hall and Macionis said the wine tourism as "visitation to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors."

India Wine Market Outlook, 2023' gives a comprehensive analysis on the Indian wine industry. The market has observed high growth owing to increasing popularity of wines, increase in disposable income, growing consumption of alcohol between women, etc. The market further shows high growth potential as all the segments show high growth rate. Wine in India is gaining importance as a mainstream drink and is being consumed on various occasions, both at home and at restaurants/bars. Buyers mostly prefer to consume at home with relatives, which indicate that wine is increasing social acceptance between Indian family. In restaurants, wine is mostly consumed during large gatherings, business parties or dinning meetings.

India Wine market observed growth with CAGR of more than 25% from year 2011-12 to 2016-18. The market observed high growth in all segments of as the Indian wine market was a very young market during this period. The period observed increasing awareness of wine and wine brands in India. The vineries have started becoming picnic spots and provide educational tours as well as consist of tasting rooms in it. While the increasing craze of Bollywood also helped Indian wine market as many of the heroines are observed consuming wine in the movies.

In India, Nashik in Maharashtra is known as the Napa Valley of India, most of the renowned vineyards of the country are located in this belt. More than half of the Indian wine estates are situated in Maharashtra. The popularity of champagne which is known as sparkling wine is also increasing in India. People in India have started following the western culture of popping Champlain on good occasions such as signing new deals, earning high profit, corporate

parties, wedding, dinners, etc. This has led to growth of sparkling wine in the Indian Wine market and has boosted sales. The market has also witnessed the growth of white and rose wines in the past as new variants and brands emerged into this category. The current Indian wine market is dominated by Red wines while future shoes growth in market share of White, Sparkling and Rose wine.

The various colour of wines changing from red to other different colours wine marketing is flourishing. It is not about the colour of traditional Indian red wines, it's more of increasing popularity of white, sparkling, rose and other wines into the Indian market. The Indian consumers have started exploring other variants of wines from just red wines. According to the report 'India Wine Market Outlook, 2023', the consumption of Wine in India is found to be increasing with rise of awareness of wine as a good drink for health. The wine market of India observed growth with a CAGR of more than 25% in past five years. Growing popularity of Vineyards as tourism places, higher disposable incomes and growth in foreign tourists, promotion of wine as beneficial to health etc. are some of the reasons for such growth. Global travel and expose to other countries where drinking wine is a part of the lifestyle are also helping to drive the sales of wine in India. One of the major obstacles in growth of wine market is the price of wine which is comparatively very high than other alcoholic beverages and India being a price sensitive country people generally don't prefer consuming wine. Despite the number of Indian wine makers is on the rise, the consumption of imported wine is high in India. Wine is considered as a very young category in India, but its strong performances and high potentials are leading to the entry of several new players, while at the same time existing companies are expanding their product portfolios and presence in various regions of Indian market. Sula Vineyards is considered to be the market leader in the Indian wine market followed by Grover Zampa Vineyards, Fratelli Wines Pvt Ltd, John Distilleries Private Limited and others. The wines in Indian market are generally segmented as Red wine, White wine, Sparkling wine, Rose wine and other wines. Red wines are the most popular and mostly consumed wine having a large market share. While white, rose and sparkling wine are emerging segments. With increasing variants and new brands these segments are forecasted to grow higher compared to the red wine segment and obtain a higher market share in future. Which will reduce the dominance of red wine in the Indian wine market.

The report titled "India Wine Market Overview, 2018-2023" provides deep analysis of the Indian Wine market with size in terms of both value and volume of Wine market and also provides market share of different segments. The report formed by segregating data from various sources and various time frame.

It consists of various historic data and based on current situation of market and key factors provides forecast based on best suitable method. Which could defiantly be helpful in identifying the market segments which are driving growth. The report consists profiles of leading companies. The young Indian Wine market which was not so well developed in past observed high growth in past five years. The market saw growth of all categories of wine. The Indian Wine market observed growth with a CAGR of around 25% from 2011-12 to 2016-17.

With highest sales of red wine, the Indian wine market offers wine in different segments such as Red wine, White wine, Sparkling wine, Rose wine and other wine containing fruit and other ingredients. The market share of red wine segment is currently more than 50%. For future the share is expected to go down with increasing awareness, variants and new brands in the segments of White, Rose, Sparkling and other wines. Wines in India are promoted as a health beneficial drink by many of the doctors. With growing Wine festivals and educational tours of wine yards resulting into more awareness between the consumers, the growth line Indian wine market is expected to continue going up and up achieving new heights in near future.

Is wine a harmful for the consumer's health? A large number of theories suggest that moderate consumption of wine provides you with some amount of health benefits, specially the red wine consumption is said to help people live longer, provides protection against certain cancers, improves mental health, and enhances heart health. According to the report, the Indian wine market has achieved excellent growth in past five years with a CAGR of around 25% and rising imports from foreign countries such as France, Australia, Italy, etc. This high market growth was result of joint efforts from vineyards and government to promote the consumption of wine and increase awareness in Indian consumers. The major reasons for such high growth of Indian wine market are the rising disposable income of Indian consumers, changing demography structure, increasing exposure to western culture, Growth in the foreign tourists, increasing women consumption, etc. While the past few years saw growth of imports of foreign wines as still some of the consumers does not consider Indian wines up to the mark in terms of quality.

The wines in Indian wine market are generally segmented as Red wines, White wines, Sparkling wines, Rose wines and other wines. The Nashik, Sangli and Pune districts in Maharashtra region is the largest wine producing region of India. With large wine yards such as Sula Vineyards, York Winery, Soma Vineyards, Grover Zampa, etc present in this region. The other major regions are Bangalore Region in Karnataka with presence of Grover Vineyards, Himachal Region (Himachal Pradesh) with presence of large grape producing regions, etc. In ancient times, wine was considered as a royal drink and many times it was used to treat various health conditions. A large number of studies have stated various benefits of consuming Red wine in which some are proved and many are not. Some studies suggest that drinking small quantities of wine (up to one standard drink per day for women and one to two drinks per day for men) can result in decreasing risk of heart disease, stroke, diabetes mellitus, metabolic syndrome and early death. While, other studies found no such effect.

Also drinking more than the standard drink amount will increase the risk of heart disease, high blood pressure, atrial fibrillation, stroke and cancer. Still a large number of doctors are found to be suggestion moderate consumption of wines for better health.

Reasons for Growth in Wine Tourism in General

Wine tourism has been growing because of interest in wine in general. Additionally, in many cases, government provides assistance to wine producers. The Resource Guide for start-up suggests that “as government officials have become aware of the wine industry’s potential to create economic opportunities in rural communities, they have increasingly supported initiatives such as plantings of vines, other capital investments and sales and marketing campaigns”. Governments realized the benefits of wine production for the local economy.

Hence, the governments are promoting wine tourism realizing the returns it provides. Another reason for the increased response to the wine industry is due to the change of values in society resulting in an increased interest in environmental issues. The ‘green’ tourist activities are gaining popularity due to increased interest in environmental issues. That is why agro- and eco-tourism have become a popular trend. India the three major wine producing regions are Maharashtra, Karnataka and Himachal Pradesh. Of these, Maharashtra is the largest producer and consumer of wine. The majority of India’s wine consumption takes place in urban centers. Most important among these is Mumbai, which accounts for 32% of the total wine consumption in India, followed by Delhi NCR and its tech suburb Gurugram at 25%; Bangalore at 20%; and

upcoming Pune and Hyderabad at 5% and 3% respectively. Trade sources further confirm that these centers account for the vast majority of the country's total wine consumption, and so our first Vinitrac India study will draw its sample from these 6 urban areas.

With almost every Indian wine brand opening up their properties for a 360-degree experience, Indians can experience how wine is made, consumed and celebrated.

For the hard working women and men of Mumbai, Pune and Bengaluru, the Nashik-Baramati region of wineries, vineyards and cheese farms is the new weekend getaway option. The usual suspects of Mahabaleshwar - Matheran - Lonavala have lost their charms, and this new belt — a short drive away, serene, great climate, fresh air and a lot of greenery.

Grover Zampa Vineyards

Grover Zampa, possibly India's best red wine producers, have vineyards and wineries in both Maharashtra and Karnataka (Nashik and Nandi Hills, respectively). They offer experiential tours of their wineries and have tied up with top hotels in both places, for visitors who are looking to stay over. "Wine tourism is acknowledged as a growing area of special-interest tourism throughout the world, and it is an increasingly important tourism component for many wine-producing regions," says Sumedh Singh Mandla of Grover Zampa. Indian wine brands have noticed that wine tourism is becoming quite a hot trend in India, and other than weekend getaways, family events, wedding receptions and corporate outings and conferences are now being hosted at vineyards. Add annual festivals and events like The Sula Festival and The Great Grover Wine Stomp in Nashik, and The Great Grover Wine Festival in Bengaluru to the list of activities. Sula is India's largest wine producer, exporting to over 30 countries, and with a winery spread over 3000 acres. Arguably, it was Sula which spearheaded the wine tourism trend in India, with its first resort at its vineyard in Nashik. Sula Vineyards' hospitality has three properties: The Source (a 23-room resort with tree houses, courtyard rooms, suites, tower suites, spas, restaurants and infinity pools), Sky Villa (a private villa for an intimate group of 9-10, with personal catering services and other amenities) and Beyond by Sula (7 rooms). Sula has already received 100,000 visitors, and is on track to hit a record number of 300,000 this year. "At Sula, we believe that to propagate wine tourism, it is important that our consumers are aware of the wine culture," says Cecilia Oldne, VP, marketing and global brand ambassador at Sula. "Therefore, we introduced the concept of wine education, wherein consumers who visit the vineyards for a stay can also get an in-depth knowledge of the process of tasting wines,

savouring them with food and understanding the process of both wine making and tasting. With this, every time a consumer leaves, they become brand ambassadors for life.

Fratelli Vineyards

Another wonderful winery and vineyard to check out is Yorks, in Nashik. It is situated quite close to Soma and Sula and is just a short walk when you are staying at either of the resorts. The Four Seasons vineyard has a gorgeous French chateau-style winery, and is nestled in the village of Roti in Baramati, 70 km from Pune. It is surrounded by wilderness, and gives you the chance to escape from the madding crowds and enjoy a luxurious break. With 10 rooms and 4 suites, an open air pool and jacuzzi with the Sahyadri valley as the backdrop, cycle trails, nature hikes, barbecue evenings under the starlit sky and bird watching walks, the Four Seasons winery is quite the experience. I am also quite smitten with the Fratelli winery in Akluj, in Solapur. Not only are their guesthouses luxurious and slick, I am a huge fan of their reds.

Benefit of Wine Tourism

- Generating and gathering more footfall of domestic as well as international visitor.
- Increasing the long staying guest.
- Increasing the spending of money is more.
- Implementing the activities to attract and satisfy the visitor.

Factors considered by wine tourist before visit

Wine visit totally depends upon the age, interest of the person, region for the visit and nationality.

- Wine tasting
- Gather knowledge of Food and wine harmony
- Taking vineyard tour, meeting with wine maker.
- Gathering a knowledge of wine making process as well as Eco- Tourism.
- Enjoying the Agro tourism and spend the vacations.
- Enjoy the wine culture.
- Attending the wine festivals and special events arranged by wine company.
- Enjoy the health aspects of wine.

Wine tourism in Maharashtra

Maharashtra has always been viewed as a commercial state as it includes the commercial capital Mumbai, semi-urban areas of importance and historical monuments.

However, to truly market it internationally as a tourism haven, one needs to diversify tourism products and offer products of international standards. Wine tourism, with its gaining popularity globally, would completely fit the bill, especially with regards to meeting international demand. Maharashtra Tourism Development Corporation (MTDC) at this point is on a very high drive to achieve that and even the state government is very encouraging towards this endeavor.

Benefits of wine tourism for wineries in Maharashtra

The wine tours allow the winemakers to create personal relationships with customers, this later can lead to the direct or indirect sales through positive “word of mouth” . Further more, direct sales to the consumer results in increased margins due to reduction of distributor costs. Additionally, producers gain marketing intelligence on products and consumers through getting an instant and valuable feedback from the customers. With the winery serving as an additional sales outlet, it can make a big difference for small businesses, especially if there are other by-products such as food and souvenirs. Finally, winery visitations lead to brand awareness and loyalty due to establishing links between producers and consumers and purchasing of company branded merchandise. Besides its contribution to wineries, wine tourism is considered to be an important element in the tourism industry in that the sector experience develops through the investment inflow which is the result of the increasing number of new wineries.

Wine tourism plays the role of an initiator for regional development which increases regional employment and economical advancement of an area. However, besides the benefits of wine tourism there a number of challenges for wineries in general.

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14. Challenges and Opportunities in Food Truck Business in India

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The Food Truck concept is relatively an upcoming trend in India which is already an established trend in the West food business space. Food is an intrinsic part of the culture of a destination and its people. Food holds a very important position in everyone's life whether one is in India or overseas. The street food scenario is mostly pictured in our minds in the form of small stalls which dot the roads. These are the places bustling with people enjoying the fare, served standing and satisfying the eternal foodie hidden in them. Demographic representation is in the form of all age groups who participate in this activity in India. Each locality has these special food lanes which are the pull factor for street food consumption.

Food Truck business is one of the trending businesses all over the world. According to the National Restaurant Association Report, the projected growth in revenue is at an encouraging 3.7% year on year growth in the next 5 years. This concept, in the restaurant space which is evolving is likely to generate \$2.7 Billion in revenue. The major plus point of this business is its very aspect to be mobile. The food truck entrepreneur can travel all over and make his or her products available by posting their next location on social media. Customers can plan accordingly and enjoy the food of their choice at their chosen place and time.

The Food Truck business dates back to ancient times when street vendors sold food in the ancient city of Rome from carts made of wood. Today's food trucks are transformed from serving simple street food to a variety of different ethnic and modern cuisine. Millennials, are the most attracted to these food trucks and value simplicity, decent, affordable pricing to mouth watering food. Their whole idea is to consume healthier options of food and to explore the history behind the conception of a food truck. The mobile food idea is popular in all Indian Metro cities and finding its feet in tier two cities like Pune and Ahmedabad. This format of this food and beverage business gives the owners access to multiple locations at a start up capital that will be always lower than that required for opening a restaurant.

There are two principal types of Food Trucks currently operating in India:

- (i) Mini trucks which are seen serving small snacks, limited branding and need smaller space for operation
- (ii) Restaurant in business or bustaurants or double-decker buses converted to eating space.

This moving bus is a joint venture of Maharashtra Tourism Development Corporation (MTDC) and the moving cart company in Mumbai. There is also one such bus in Chennai.

If the food truck model is to work, an entrepreneur has to be aware of the following, for the launch of the food truck venture:

- (i) **Market Study:** Every City has its own taste and preferences. What is liked by your prospective customers has to be the main thing on the menu card.
- (ii) **Legal requirements:** Permissions and Licenses are to be applied and sought from the local regulatory bodies to start a legitimate business.
- (iii) **Money Management:** A budget has to be fixed and worked out well on paper with a proper break-even analysis as the profit cannot be guaranteed within the initial period of starting the business
- (iv) **Commercial Vehicle or Food Truck:** It is important to analyze the capacity of the vehicle. For example – 18 feet long brand-new vehicle will cost Rs. 7 to 8 Lakhs. There is an option of buying a second-hand vehicle which can potentially save almost Rs. 3-4 Lakhs. A proper check of registration, proper fitness certificate, taxes due, road revenue paid receipt and insurance is a must. A light commercial vehicle is ideal for metro cities as traffic is always a problem.
- (v) **A Well Thoughtout Menu:** Menu should be attractive and concise in the beginning preferably having newer items. It may bring in less profits in the beginning, but menu diversification is always an option to strengthen an already established customer base.
- (vi) **Honest pricing:** Initially pricing has to be competitive. Once established, customers will be willing to pay for the value that they see in the product.
- (vii) **Strong Social Media Connect:** In today's times one needs to catch the pulse of the customer. Time and money have to be invested in creating a website dedicated to your food truck. Investing in building a strong customer following and being in your face of the customer is important.

- (viii) **Methods of payment:** Payment options should be optimal. One should never lose a customer with limited payment options. Food truck venture should allow multiple modes of payments.
- (ix) **Raw Material:** There is a great demand of food items that are from farmer's fresh produce. New age customers want organic food. These can be procured from growers directly and good idea would be to buy stock every day and then once the demand becomes more predictive and stable, study ordering pattern can be implemented.
- (x) **Sturdy Equipment:** Equipment needs to be customized as per your requirements which poses a purchase investment but later will not have maintenance or mechanical issues. Service is easily available which is why it is important to choose equipment prudently.
- (xi) **Manpower:** Manpower has to be organized well. Well trained staff meet the needs of the customer. Customer handling and soft skills training would give the staff the added advantage.

Common Challenges faced by Food Truck Owners

- (i) **Location:** In India, due to non-clarity of the rules and regulations or planning, dedicated place to park the truck is a challenge. Local support and permissions are always a big issue.
- (ii) **Climatic Conditions:** One can be in control of internal factors inside the food truck but cannot control external factors. Weather can be a hindrance and one must have alternatives ready of how to conduct the business in case of unfavourable weather.
- (iii) **Local Government:** Local Municipality and local officials may need to be dealt with constantly. Making sure that one has all the necessary approvals and consents to run the business will ease this challenge.
- (iv) **Parking:** Absence of parking space is a major impediment in running the food truck business.
- (v) **Limited Storage of Raw Material:** The storage and refrigeration facilities in the food truck are definitely limited than a regular restaurant. Over and under ordering may happen leading to wastage or unfulfilled demands of customers. The key is to study the pattern of sale and stock raw material accordingly.

- (vi) **Licenses:** Licensing is not clearly defined for the food trucks, but it is necessary to procure basic licenses such as FDA license. NOC from Traffic police department, fire license, insurance, FSSAI Mobile vendor license and RTO NOC.
- (vii) **Initial High Investment:** The investment to be made in this venture is slightly higher than the regular quick service restaurant. Having said that, the overall operational cost of doing business is less than a regular restaurant in the long run.

Opportunities in the Food Truck Venture

- (i) **Collaborative opportunities:** Food truck presence helps local restaurant food business. Many restaurant owners have reacted positively to food trucks as collectively they can join hands and fight against the rigid regulations which restrict the growth of the industry as a whole. Food truck bring people outside of their offices, helping restaurants in turn to attract customers. Banning food trucks from the area where they are operating harm the restaurants in and around as people do not frequent those areas more. Food truck presence brings in new customers as people are inquisitive of the same. This automatically brings business for restaurants.
- (ii) **Expansion of current business:** Food Trucks are being launched by the business owners who are opening them as an extension of their restaurant business. Expansion like this increases customer base, revenue and in turn is profitable for the restaurant's physical location.
- (iii) **Brand Recognition:** Food truck business provides instant brand recognition and excellent advertising for the parent restaurant. The food truck has a limited menu and if people savour that, it will drive them to come to the main restaurant, thereby boosting business.
- (iv) **Ideas for new restaurant:** Many chefs start food trucks which need relatively lesser investment. If they are successful, they turn to launching new restaurants. Food trucks are new ideas for launch of new restaurants.
- (v) **Food Truck Mobility – An Advantage:** Food truck mobility gives an opportunity to serve customers throughout the city and serve menus according to the meal times , boosting the business.

- (vi) **Popularizing traditional food:** India has variety of traditional food. From one state to another state, there is different traditional food that one can taste. Local food of a destination can be popularized through a food truck which in turn boosts food tourism.
- (vii) **Bustaurants:** Bustaurants can serve as mobile catering units for functions or at destination fun events. It is a unique way to serve food for birthday parties, wedding catering etc.
- (viii) **Ethnic fusion concept:** Ethnic food is increasing in popularity. This concept aims at combining two distinct ethnic cuisines into dishes that appeal to a wider audience.
- (ix) **Future trend in Food Truck:** Along with food, a liquor license can be formed under local and state laws and collaboration with the local drink bar to start a drink and dinner package.
- (x) **Participation in events:** Food truck festivals and local event participation would help popularizing food trucks. Preparing a food truck calendar for future events will also help customers to look forward to more options and choice.

It is clear and apparent that the food truck business has a lot of potential to grow. With the awareness and media attention, this venture will only grow exponentially. With the real estate cost going up significantly all across the country, food truck is an extremely viable option for new entrepreneurs to start something on their own.

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15. A Glance on Recent Trends, in Online Food Ordering, through Various Android Applications

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Abstract

Nowadays food ordering through various android applications is becoming very popular. People prefer to order food through their smart phones. This online food ordering process is time saving and convenient. Everything from food menu, schedule of dispatch of food order till delivery of it is available on fingertips. Many android applications like Food Panda^[12], Zomato^[12], Tasty Khana^[12], Just Eat^[12], Dominaai^[12] etc. are providing services online. The role of these android applications is very big in food marketing industry. Many types of income sources have been generated for people due to these applications. This paper is lighting over these online food ordering process and its stake holders.

Keywords: Online food ordering, food marketing, android applications, stake holders, convenience.

I. Introduction

Online food ordering is becoming very popular in recent days. People who have less time to visit restaurants due to their busy schedule prefer to order online. Various android applications i.e. apps are available on internet which provide online food ordering services to customers. The apps like Swiggy^[12], Zomato Order^[12], Uber Eats^[12], Foodpanda^[12], Domino's^[12], Pizza Hut^[12], JustEat^[12], Faaso's^[12], TastyKhana^[12], FoodMingo^[12] and many more provide online food ordering facility. These apps are in demand.

II. User friendliness

A consumer who has a Smartphone with android or windows or Mac operating system can download and install these apps. After installation a consumer has to register himself by adding personal credentials to these apps. Then he can order food online.

III. Overall operations

Every food ordering application is a big company itself. They manage their personnel very efficiently. They manage food orders, various connected hotels, delivery personnel,

payments and back office operations. They have their separate customer feedback system. The feedback is taken for quality of food, delivery schedule, payment transactions, attitude of delivery personnel and user friendliness of apps and overall convenience and control.

IV. Convenience

These apps are designed in such a way that the information of various restaurants, available food menu and rate card is made available in the Smartphone. These apps are connected to various payment gateways of banks, virtual money wallets etc which provide online payment facility as well as cash on delivery facility.

V. Stake Holders

In the online food ordering process there are many stake holders. The app designers, various hotels connected to the app, the employees of the app company viz. delivery boys, telephone operators, back office staff for accounts and overall management, various banks, e-wallets, virtual payment apps which assist for payments. Income opportunities for the stake holders have been generated due to the online food ordering system.

VI. Literature Review

In this paper the authors present the idea of ordering food through smart phones before entering into the restaurant. The food will be pre-ordered and the list will be displayed on the screen placed in the restaurant kitchen. Once the order is confirmed an order slip will be printed for further processes. ^[1]

In the paper author had surveyed 470 internet users, from them half of them have ordered food online through mobile app. The author concludes that the main reason of people ordering food online is gaining control and convenience. Customers prefer those restaurants who offer home or office delivery. ^[2]

In this study the author has discussed about the two factors viz. Convenience and control on online ordering. Restaurant operators feel that consumers prefer online ordering because it is convenient. But study states that consumers prefer online ordering because they like their control over the ordering process. ^[3]

In this paper authors have discussed about the design and implementation of automated food ordering system with real time customer feedback for the restaurants. This system gives convenience, improvement in efficiency and accuracy as well as fast speed. ^[4]

This study is about investigating the factors that influence the attitude of internet users towards online food ordering in Turkey among university students. Authors state about technology acceptance model as a theoretical grounding. ^[5]

In this paper author talks about the convenience of online ordering to save time. Order will be placed before reaching the restaurant. This will mostly help the people who visit the restaurants at lunch break in office hours. ^[6]

In this paper authors discuss about the integration and implementation of web based technology for restaurants. They talk about dynamic database utility system which fetches all the information from the centralized database. Accuracy is the priority for better services and results. ^[7]

In this paper the author states the two purposes of the study. First is to provide comprehensive review on the past literature review on outsourcing the food service business sector by identifying commonalities and filling the gaps. And second purpose is to contribute to the limited research work for this field. ^[8]

In this paper authors have developed new android app for food ordering system. This app connects through WLAN food ordering and transactions. Primary focus of the app is on minimizing human errors. Online payments through various modes will be made available through this app. ^[9]

This paper talks about application of online ordering by some fast food chain restaurants in Indonesia.

This online ordering system tries to solve the problem of routing optimization. This routing optimization will be done through heuristic algorithm to solve the travelling sales problem (TSP). This system uses GPS technology for co-ordination to Google map solutions. ^[10]

In this paper a survey of 153 respondents has conducted. The aim of survey is to study consumer's influencing factors, perceptions, opinions about various online food ordering portals, overall satisfaction towards online food delivery services. ^[11]

Conclusion

The online food ordering system is becoming demanding in recent days. This food ordering system has many stake holders. The application development companies, the application owners or operating companies like Swiggy ^[12], food panda ^[12] etc., their food delivery schedule management system and various hotels and restaurants connected to these

apps. These all stakeholders do their work in synchronization, they get orders and deliver them in real time. This food ordering system is becoming very convenient for consumers, it is the need and future of today's hospitality industry.

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16. Student Hostel Situation of Higher Education Institutes in Pune City Area along with the Importance of Association between Hospitality Institute and Private Student Hostel Accommodators

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Abstract

The student Accommodations or we may describe as Hostels has been a major area of concern for the Higher education Institutions in the Pune City. With increasing student population as a result of interest in the higher Education, Increasing tendency to learn outside state institutions and Safety concerns. This research paper using methodologies which is broadly appreciated method in the globe to assess situation for the business opportunities for Hospitality Industry in the Students Hostel accommodation Sector. The study revealed that there is a level of dissatisfaction with the poor state and condition of available student housing facilities, the inadequacy of the existing facilities which has created high occupancy ratio has invariable led to over utilization of the available resources putting the facilities in deplorable conditions. And with the association of hospitality institute how private student hostel accommodators can dealt with the all the factors affecting the hostel accommodations.

Key words : Higher education Institute, student Hostel, Hospitality industry

Introduction

Nowadays, Higher education has moved from being only an essential qualification in the ability of jobs to the provision of high level manpower needed for the socio-economic development of any country. This insight, coupled with the implementation of the educational reform programs has resulted in an increase in enrollment of students in the major higher institutions in the Pune city with its resultant accommodation obscurities. The rise in Student accommodation demand which has led to various problematic conditions for the Higher Education institutions ranging from inadequate infrastructure facilities to overcrowding, has indeed met with renewed interest in sourcing the outside campus best available Infrastructural

facility and researching the best practicable approach towards the enablement and efficient, encouraging academic driven environment which also helpful Higher education institute to increase the admissions in the future. The Hostels or we can say student's accommodation has been broadly area of concern with increasing student community as a result of increasing student's interest in the higher education in the area of Pune city. Student accommodations have a profound influence on the health, social behavior, satisfaction and general welfare of the community. Inadequate infrastructure facilities have indeed an opportunity for the hospitality industry to step in. The need for an effective and favorable student housing facility in Pune City cannot be overemphasized due to the fact that students are expected to be in a sound state of mind to excel in their academic endeavor which can be achieved by a good student housing accommodation. The purpose of this research is therefore to assess the student housing condition in Pune City and define opportunities for the Hospitality industry.

As per the All India Survey on Higher Education for the year 2016-17 conducted by the Ministry of Human Resource Development, Government of India, New Delhi with the growth of students admission in the institutions of higher education learning in the pune city; due to lack of infrastructure and facilities of the students hostel most students have sought accommodation in privately owned hostels near their respective colleges and schools.

The expected expansion of Hostel accommodation infrastructure has not materialized and hence, has created the existence of two categories of students- resident and non-resident. Statistically, over 60 percent of students in most of the Higher institutions are non-resident (AISHE 2016-17). However, in many countries of the world, the provision of accommodation facilitates for tertiary students continues to remain a challenge for the government (ibid). In many developed and developing countries, governments are not able to adequately provide accommodation for students who successfully gain admission to pursue various programs of study in higher institutions.

In responding to the accommodation problem and students demand for places of residence, the private sector has led to the springing up of hostels on and off the University campus with the close proximity. Some private student hostel investors in pune city have no in-depth knowledge about the facilities need to provide for the Students private hotels, which also gives opportunity for the Hospitality industry to consult these private Investors. This spread of

possible outcomes could positively favor the real estate investor or negatively affect the investment.

In this project work, our main research area is to identify the opportunities associated with real estate investment and Hospitality industry. The research objective is to identify the various opportunities associated with student hostel accommodations using Pune city as our case study area.

Research Objective

The aim of this study is to assess the state of student housing in Pune city. And the objectives are to identify the various factors affecting student hostel investment; to find out the inherent opportunities in Pune Hostel market.

Scope of Study

The study focused on identifying the opportunity in student hostel investment encountered by private investors in Pune city in Maharashtra. This study investigated the opportunities encountered by student hostel investors and focused on around fifty four private student hostels accommodations in Pune City Area.

Study area

The target population for the study is all purpose-built student hostel private investors in Pune City Municipality Corporation. A lot of hostels are located in this area this is because of the presence of 1 Institution of National importance, 7 Institutions deemed to be universities, 1 Public University as well as 57 Higher Education colleges situated in and around the Pune City area. (AISHE 16-17). The major activity and industries in this area is Education, Technology, Food processing, building and letting out of space to workers as well as students by some real estate investors. Some properties in the area are Historical importance therefore those properties cannot rebuild. This City is topographically undulating with hills.

A sample strategy was adopted to choose the kind of respondent needed for the study, thus investors of purposely built hostels. Also a convenient sample strategy was employed because it was easier to identify participants since the area has a high concentration of student hostels.

Literature Review

According the All India Survey on Higher Education for the year 2016-17 conducted by the Ministry of Human Resource Development, Government of India, New Delhi to ascertain the

level of academic situation in the Higher Education institute in Pune Area, Inadequate condition of student housing facility was found as compared to the students admission in the Higher education Institute situated in the Pune city area. The study revealed it will be resulted into a very high level of perceived academic stress regarding accommodations among students in the Higher Education Institutes in and around Pune city which have inadequate provision of the student housing accommodations. Consequently, students housing facilities available one is in bad condition. Student housing is becoming one of the most important industry that produce job opportunities according to a new research report by the Ministry of Youth Affairs and Sports, Department of Youth Affairs, Government of India as well as AISHE 2016-17). The analysis of Higher Education institutions shows that student housing is a potential one in creative market job that could help the industry counteract the effect of rising homeownership rates.

In view of this, one cannot talk about student housing without its hospitality management aspect, the opinion that housing management and hospitality facilities like any other business enterprises is concerned with hiring new staff or consulting, informing and encouraging Hotel management institutions in the area, which gives them so that a sense of partnership and point endeavor are established. Above all, it is vital that the right kind of expert personal put in place with appropriate built-up fledged housing management and hospitality that see to the co-ordination of elements to be applied in decision.

Regarding Student Housing

In the context of student housing it is pertinent to say that, it is generally shelter or housing is basic need of student. The Importance of accommodation in student life is second to none but food, technology and clothing. Shelter according to the United Nations (2003) differs marginally from the concept of housing while housing is widely accepted as being more than mere shelter, housing goes far beyond having a roof over ones head but rather comprises a number of ancillary services and utilities which links the individual and his family to the community and the community to the region in which it grows and progresses. The need for an effective and conducive student housing facility in an institution cannot be over emphasized due to the fact that students are expected to be in a sound state of mind to excel in their academic endeavors which can only physical protection but also a healthy social and behavioral stability, the productivity of a set of student may not be totally unconnected with their housing condition. (International Journal of Business and Social Research Issue 04, Volume 09, 2014)

Investment in student hostel accommodation means the capital involved in purchasing real estate and expected to give the returns is always a risky situation. This implies there is no risk-free investment because investment is seen as the procurement of future earnings; and it has additional factors because as Student accommodations location is always fixed; it has to be near by the higher education institution where they have taken admission. Hence, changes in the facilities provided by the inbuilt hostel of the Higher Education institutes or Increase in the admissions or changes in the economy may adversely affect private student hostel accommodation. It has been further observed that, the degree of variation of possible outcomes from a decision taken by the student to opt for the private student hostel accommodation is usually associated with opinion and directions given by the Higher education institution regarding the particular facility and also the level of standards maintained by the Private student hostel accommodation. Again drew attention to the fact that to run a successful private student hostel accommodation, need to take assistance from the hospitality institutes available in the area. These Hospitality institutes can provide their expertise and also gives their students hand on experience of the new opportunity in the hospitality industry market. It also related failure to consider factors by investors to their inability to not take assistance from hospitality institutes resulted into lose their invested capital. It is also pointed out that Private student hostel accommodations need to identify their Higher education institute where intake capacity and Hostel ratio is adversely difficult to match for the higher education Institute. Private student hostel accommodation are likely to indentify the hospitality institute for the association in the respective Higher education institute or around the area where higher education institute is situated for the making intervention in the students decision of choosing the private accommodation as well as to understand the students demand of the in-house facilities.

It is pertinent to note, the assessment made by the associated Hospitality institute is a more sophisticated theoretical and practical approaches turn to understand targeted students community. Moreover, before investigating alternative student accommodation for higher education institute students the hospitality institute must determine the desired levels of standards and facilities with the pricing structure. Determining facilities and assigning quality standards to a private student accommodation are highly subjective undertakings. Thus, a number of methods have been used to assessment in perspective. By using these risk-analysis methods of the associated hospitality institutes, the private student accommodator can obtain

better insight into the hazard associated with accommodations to aid their management in order to reduce their adverse consequence. Therefore, Knowledge of the types and sources of risk is however needed in order to achieve this.

Most factors associated with student accommodations are either standard facilities or financial factor but other factor do exist. The types of factors in real estate investments are given as; Accommodation environment, hygiene, Transportation, Security, management etc. These different types of factor can however be classified as either systematic or unsystematic, or both, depending on whether all accommodation facilities are affected simultaneously by that risk factor or whether the risk is peculiar to only a particular student accommodation property as in the case where the change of land, different infrastructural demands made by the respective councils to the Higher education institutes negatively affects demand for a private student accommodation.

Regarding Privatization Student Hostel Accommodation

Privatization as a concept is not a new concept, and very little has changed in the concept of privatization from even as far back as the 1930's. Perhaps the biggest single change in the current privatization environment in the area of social and human services is the possibility of private companies being contracted to administer entire public funded system (Nighingale & Pindus, 1997). It is also term refers to the shifting of the provisions of service from the government to private sector.

The Higher Education institutes situated near Pune city are minimum 80 years old, these institutions have played great role in the movement of National independence and part of the training and education for the new generation in the building up of the Nation. It was primarily conceived as a Higher education institutes are expected to provide tuition to a non-residential student population. But due to factors like high maintenance cost, unavailability of land, cost of transportation and traffic have led to a review of the policy by all the higher education institutes administration. According to AISHE (16-17) Intake for the institutes situated in Pune city and around are approximately 115,327 and residing students are 77,013 which seen as lack of accommodation available in the area. These include virtually all foreign students who applied for accommodation in the Higher education Institutes. Generally, properties are capable of generating income. There are two types of income producing properties. These are residential properties and non-residential properties. Residential properties are properties that provide

dwellings for individuals or families. Although hotels and motels can also be thought of as providing residence, they are considered to be transient or temporary residence and thus are not categorized as residential property (Brueggeman and Fisher, 2008).

Student housing has become more prominent to the private investors in recent years for good reasons. We define student housing as housing primarily the leasing unit is often by room or bed and not an entire residential unit. Student housing is now a viable investment vehicle for institutional investors as it offers opportunities for strong cash flows and total returns, low volatility, generally higher yields than comparable multifamily product, and increasing investor choice with respect to assets and markets. Though not without distinct operating challenges, student housing investment is compelling and is likely to attract an increasing number of investors (Clarion Partners, 2012).

Research Methodology

The sources of data includes personal interview: oral or verbal interview, administration of questionnaire after the reconnaissance survey of the study target area. The questionnaires were issued to both the Higher Education Institute students and the management of student housing accommodation.

The questionnaire issued to the student was based on how they assess the living condition in term of provision and adequacy of infrastructure and facilities. The essence of distributing questionnaire to both the students and the housing management is to avoid one sided opinion or any form of bias in order to have an objective analysis. While the secondary data were obtained from extensive literature review of relevant AISHE reports, journals, textbooks and newspaper.

The total number of students hostels covered is 30 and 25 questionnaires were administered in each of the hostel. According to AISHE (16-17) Intake for the institutes situated in Pune city and around is approximately 115,327 out of which about ad around 30,000, which is students of the population live in the private student hostel accommodation. On the basis of this, about 3% of those accommodated were interviewed. The method used in administering the questionnaire is the simple systematic random sample, whereby student in every three room interval were interviewed in each of the student hostel. The data collected were analyzed using descriptive techniques such as tables, percentages, and simple regression.

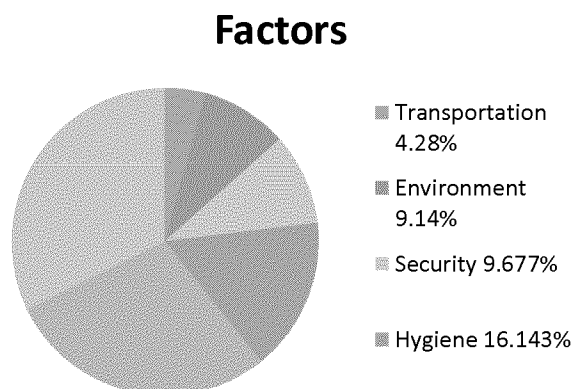
Analysis Result

Student Hostel Accommodation Owners

The collected data shows that, the Respondents for this data were mainly investors/owners of the private student hostel accommodators. It has been also observed that 38(56%) of the respondents were the owners of the student hostel while 30(44%) were caretakers and answered on behalf of the landlords/owners/ management.

Affecting Factors from the data collection

Detailed statistical percentage of factors given below; from lower to higher in the eyes of Hostel students and private student hostel accommodators. It allows the comparison of different factors to be made in a participatory way. It has been observed that, Transportation factor was the lowest considered factor and management factor was the highest encountered with a percentage of 32.298%.



I. Transportation Factor

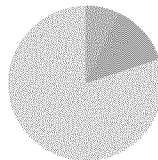
It is pertinent to note that in the data collected from students residing in private hostel accommodation are very less student (**4.28%**) affected by the factor of transportation, it shows that 4% out of every selected student's pool said it affected them greatly, while 96% stated it was "just Fine". Transportation factor is the rarest and least risk factor type faced by Higher education institute and private student hostel accommodator in Pune city area. This is because most students do not resort to stay away from the area where their Higher education institute is situated and also, the use of private vehicles amongst the students is also high 68%. Following area covered by the questionnaire;

Transportation from Higher Education institute to Private...



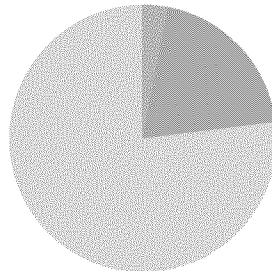
- Needed
- Not Needed
- Just Fine

Local transport - poor driving / poor vehicle standards?



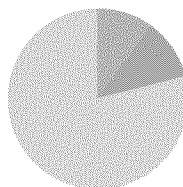
- Good
- Medium

Night driving



- Distance problem
- Not Often
- Transportation Available

Daily commute on long route

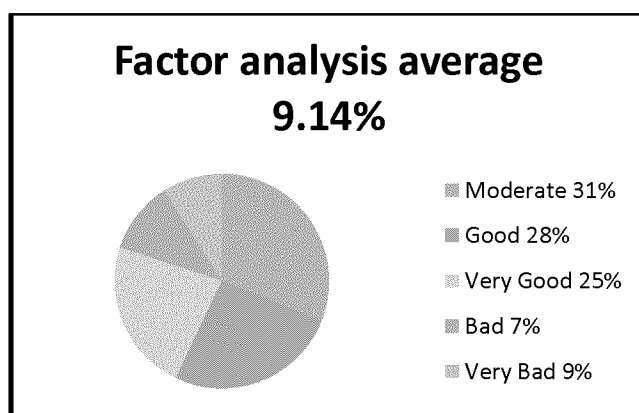


- Often
- Not Often
- Not Bothered

With the Association of Hospitality institute above factor will be dealt by the private student hostel accommodators professionally, logistic management is the part of the curriculum for the under graduate and graduate students of the Hospitality in Higher education Institute. It covers the statistics, distribution channel, technology, logistic modeling and strategy etc. These kinds of expertise helps as well as it is a business opportunity for the private professionals to take advantage of this demand. It also pertinent to note that, association with hospitality institute experts also gives the understanding of logistic strategies which covers the area of transportation, outsourcing, logistic systems and strategic review. It is actually observed that association with hospitality institute with private student hostel accommodators makes sure you and your company are delivering to your potential target what they want.

II. Environment Factor

It has observed that based on the location and environment of these hostels 31% of the hostels obtained moderate, while 28% obtained good. 25% had very good and 7% had bad and 9% very bad. Therefore it average **9.14%** of total student pool suggested that Environment of the Student hostel is very less effect while opting private student hostel accommodation. It is pertinent to note that any health-welfare of the Student environmental conditions is responsibility of the Student hostel authorities and students have suggested very less factor while choosing private hostel accommodation in pune city area. Pune City got selected in the most livable city in the India; this is also reflected while student reviews about environment. It is also observed that student selected working conditions with respect to the health risk are very much manageable.



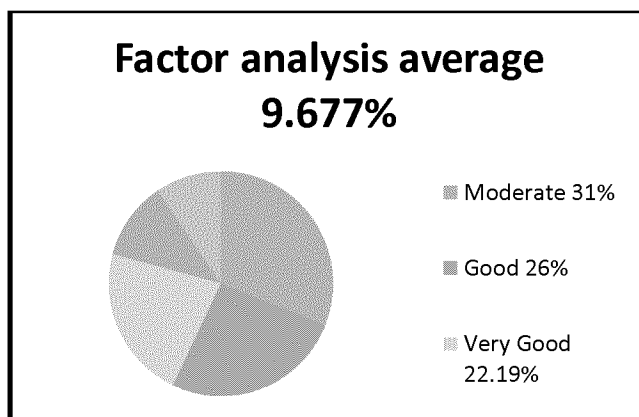
With the Association of Hospitality institute, we can say that, above factor will be delicately handled by the respective accommodator. Environment of the Hostel or surrounding of

the hostel or atmosphere of the hostel has been always critical concern for the private student hostel accommodators, since it is supposed to be an essential factor to attract the students. An exploratory study of the hospitality courses it is relative to note that area covered by the experts as atmosphere, distinctiveness, hospitability, relaxation, and refinement. It is also pertinent to note that, under the subject of hospitability emerged as the main determinant for guest satisfaction, loyalty, and word of mouth. To avoid all the factors affecting the environment of the establishment accommodators need to follow the guidelines and rules distinguished by the study hospitability institutes. This concept of environment is measured as difficult to deal with, which hampers adequate feedback on private student hostel accommodator's development of the hostel. With the help of hospitability institute Student hostel accommodator's needs to be confident to get the balance between visual elements and operational necessities because normally experts tend to neglect the latter.

III. Security Factor

It is pertinent to note that as we have discussed in the Environment factor it is also been seen that students given preference to pune city as livable one (**9.677%**). Therefore, Law and order situation in the area during day and night is very much same as compared to the other cities it is observed that students have selected it is more better and secures. It is also observed that due to security concerned many parents send their kids to the pune city from the outside states of Maharashtra therefore for the students it is very less factor to be concerned of.

The finding explains that the condition of the windows in the hostels of the Higher Education institutions which shows that 31% of the students indicated that they are in the moderate condition with 26% sharing good condition. 22.19% of the respondents said they have very good condition, 11.35% said they have bad condition and 9.46% said sharing very bad condition



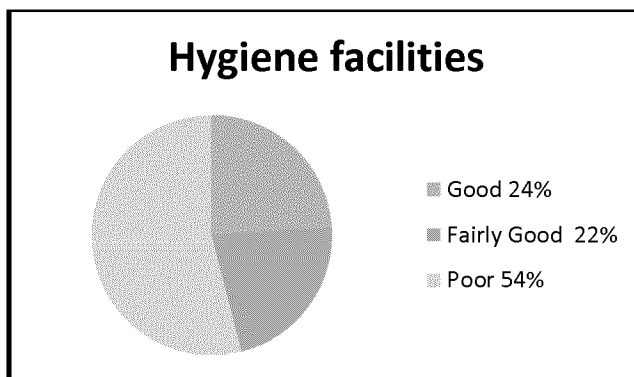
With the Association of Hospitality institute, we can say that, above factor will be delicately handled by the respective accommodator, in their respective syllabus they have separated the hotel safety into two broad categories which are safety and security. It has been categorized safety as in the services provided by the student hostel accommodators, these parameters also extended to the construction of the student hotel interior designed, whereby it has been make sure that it built safe for the employees and guest. It has been also note that scrutiny measures in form of rules and regulation by hostel accommodators for the students also setting up with the physical people for the same task helps to avoid the unpredicted danger. As for the aspects fire safety concerned measures ahs to be carried out by the accommodators. All the training in this regards included in hospitality institute. When it comes to avoiding accidents and private safety, employees should be trained in a right way to handle the situation. This also been similarly considered in case of Crime, thus the hostel should also take in precautions and train employees on ways to not fall into any trap. With the training of safety and security, they will reach the employees and guest's satisfaction and benefits to the hostel when they need increase the economy and status of the hostel.

IV. Hygiene Factor

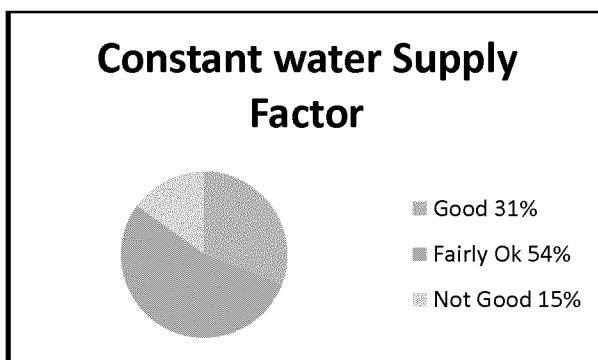
However, study illustrates that **16.143%** of Student and Student hostel owners are not aware of any problems Hygiene-wise and respondents are moderately not affected by epidemic medical environment. On the other hand, they have stated that epidemic environment affect them in a manner. Although it is also relevant to state that, they don't care about epidemic situation because due to restriction imposed by the local authorities and state under the "Swaccha Bharat Abhiyan" reflects in cleanliness environment.

Study observes that respondents reported imposition of health measures has moderately affected their returns positively. One fourth of them had low returns after health measure impositions by the Private student hostel accommodators and higher education institutions said they had very low returns.

On the assessment of the students hostel condition, it has been observed that the student housing in Higher education institutions has more than average number of the total facilities in poor conditions, with 24% as good facilities, 54% as poor facilities and 22% as fairly good facilities in the study area. The implication of this is that, if the poor facilities in the students housing in Higher Education Institutions are not put in proper place or repaired, more damage will occur and the students' life will be endangered. This can be resulted into greater opportunity for the Private Hostel accommodators and hospitality institutions



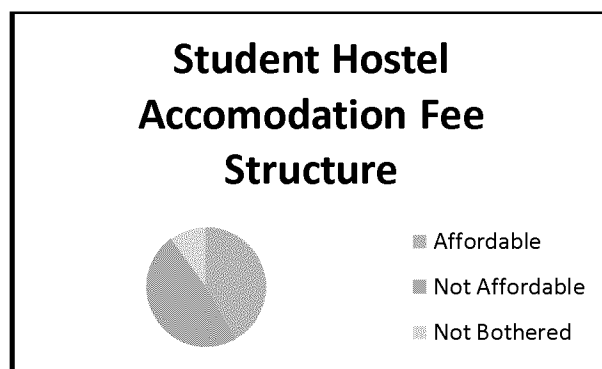
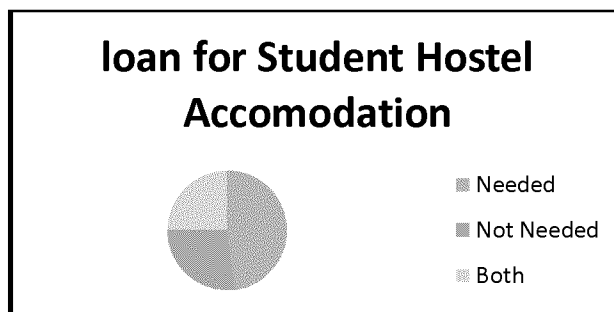
The study also reflects how constant water supply is in the study area and how clean it is. 31% of the respondents said it was good (clean and potable for drinking). 54% said it was fairly okay for drinking and other domestic use, while 15% of the respondents said it is not good at all. It can be inferred that the water system of the student housing is below average. It indicates that there are inconsistencies in the operational activities of the student housing management section.

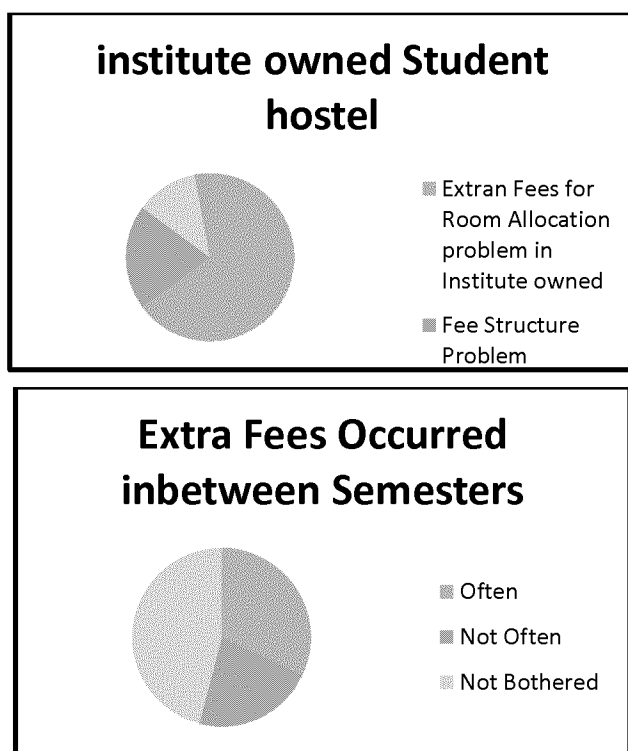


With the Association of Hospitality institute, we can say that, above factor will be delicately handled by the respective accommodator, working for student Hostel accommodation industry requires it should be comply with hygiene practices. As the matter of fact, the above factor is the most important and focused subject in Hospitality Institutes. It is relevant to note that Hospitality faculty is the only major educational system where this factor is addressed properly. This can be effectively done by Hospitality institute experts because of the education and training taken on what to do and what is expected situation. Also, they have a complete understanding about the implications if they do otherwise. Private student hostel accommodations as per the guidance of Hospitality institute can place the process and the facilities to ensure that all students to prevent contamination and prevent anyone from getting ill.

V. Financial Factor

Financial factor is second leading risk factor in this area **28.462%**. This is because most students do not resort to loans for Student hostel accommodations because of the high interest rates associated with them. It is pertinent to note that 75% of the respondents student self financed their accommodations, whiles 4% used loan and 21% used both loans and personal savings. It can be said the use of loan in this sector is very minimal.

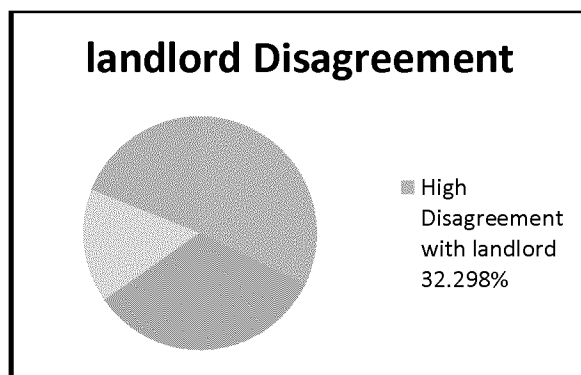




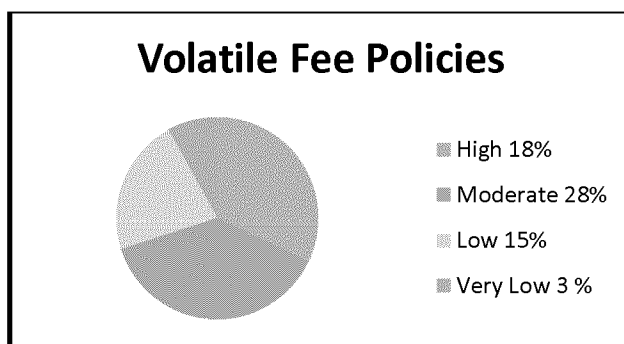
With the Association of Hospitality institute, we can say that, above factor will be delicately handled by the respective accommodator, Hospitality Institutes are focused on identifying, developing viable advantages that can be utilized in order to improve the Student hostel accommodation economic performance. Hospitality Institute experts in handling pricing tactics maximizing the revenue per room; investments in new technology systems; application practices to attract new students. It also relevant to note that Hospitality institute teaches pricing tactics which includes Special offers, discounts, and packages for students this also helps to enhance the revenues of the student hostel accommodations.

VI. Management Factor

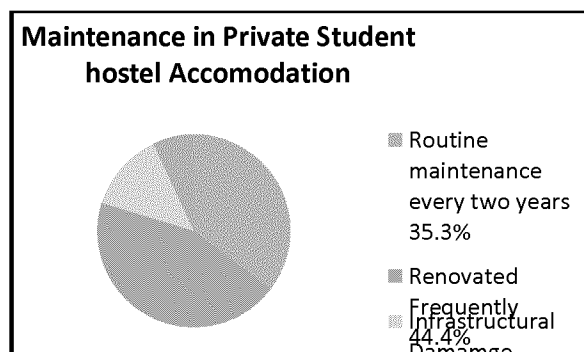
The study shows that **32.298%** of respondents have very high disagreements with tenants/ Student hostel accommodation management. 19% stated that disagreements with students were moderate. On the other hand 33% stated tenant-landlord/ student hostel accommodation management disagreement was high in their hostels. Moreover, 20% stated disagreements with were low but 15.80% stated it was very low.



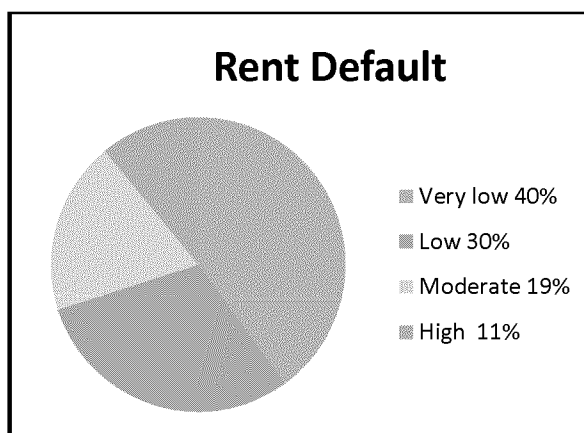
The study shows that Volatile student hostel fees policies is very high in their hostels, while 18% stated it was high. Although 28% stated student hostel fees policies was moderate, 15% stated it was low. 3% also said it was very low.



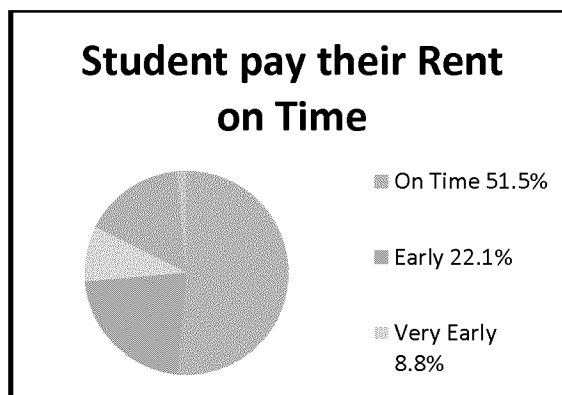
It is pertinent to note that, 35.3 % of the Private students hostel accommodators had routine maintenance occasionally thus every two years and 44.4 % renovated frequently, thus yearly. Moreover, the collected samples study indicates that 14% of respondents reported damage to their private hostels is low; also 7% had very low damages on their private student hostels. But some of the Student hostels of the Higher education institute which are running from last 80 and above years in Pune city area are at the risk of high repair and maintenance costs because of their frequent and fairly expensive nature, making them unwrap to this type of factor.



It is observed that, 40% of respondents stated that rent default was very low, while 30% stated it was low. However, 19% stated it was moderate, although 11% stated it was high.



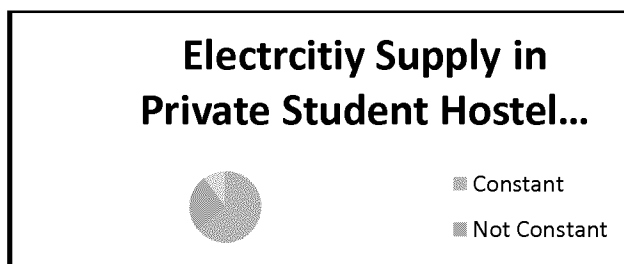
Also, indicates that 51.5% of the landlords stated that students paid their rent on time, 22.1% stated that mostly rents were paid early, while 8.8% stated rents were paid very early. 16.1% of respondents received rents late and 1.5% received rents very late.



It also pertinent to note that a total percentage of 65% give the condition of Higher education institution hostel as leaking, windows and doors are not in good shape in study area and 35% said the infrastructure is in place out of the total number sampled. Deduction from this analysis is that during the raining season the affected rooms are unbearable to live for students.



On electricity supply, this is provided state sponsored Electricity Company. Apart from this source of electricity supply, there is alternative source from the management but in the case of Higher Education institute hostel 26% students says that it is not constant which the generator from building and in case of private student housing accommodators 64% says they have more than sufficient alternative electric supply. And 10% says it is Moderate.



With the Association of Hospitality institute, we can say that, above factor will be delicately handled by the respective accommodator, hospitality management always plays an important role in overseeing the administrative tasks of a student hostel accommodation. They ensure that a hostel is adhering to the regulations specified by the state and central respective regulatory and statutory councils. Management of Student hostel accommodation comprises with planning, organizing, staffing, controlling, pricing and monitoring. It defines the future course of action, along with the use of the resources available at the hand of the management. It is been responsible for the effective implementation of the process as well as factors related to the revenue generation. Ensure the smooth running of accommodation facilities. With the guidance

and assistance of Hospitality institute management of student hostel accommodations learn to control a budget and finances, arrange repairs and maintenance of the facilities, inspect the accommodation to ensure that hygiene and health and safety regulations are met, carrying out risk assessments as necessary, supervise the work of cleaning staff and ensure standards are maintained. Also, with Assistance they could poses skills like, communication, excellent customer service, financial planning and budget management, supervisory or leadership, the ability to remain diplomatic and pleasant, think on your feet and remain calm in a crisis, the ability to work under pressure and to solve problems

Conclusion

With all the problems identified, ranging from bad state of the facilities, poor standards for maintenance, shortage of housing unit students population in the city area, unavailability of space in the current area in the city where each and every higher education institutions is situated for their future development, utilities not as per the technological requirements of the students, and poor structural condition of the buildings, the following are the conclusions:

- I. From Samples of the survey carried out reveals that the condition of students housing are in poor state, the condition infrastructure is not up to the standards of living but they need to be worked upon.
- II. The study revealed that there are more female students staying in the hostel compared to their male counterparts.
- III. As a result of inadequacy of the existing accommodation, coupled with high occupancy ratio per room (AISHE – 2016-17). The hostel utilities and services are therefore over utilized.
- IV. The initial objective of safety in the hostels as regard nearness and to avoid lateness to classrooms, therefore Private hostel accommodations is preferred by the higher institution administrative authorities.
- V. Recommendations With reference to bio-data, characteristics analyses and services survey carried out on the existing condition of the study area, coupled with the summary of the findings from the data analysis, the existing student housing facilities under Higher education institutions needs to be rehabilitated, this involve improving the condition of the existing utilities and services that are in poor state in the students housing. And more facilities should be provided in the hostel.

- VI. Therefore, in arrange to assemble the option for the number of students admitted every year, it is recommended that the institution authority build more hostels for the students. But due to unavailability of land in the central area of the City; it is highly recommended to make agreements with private hostel accommodators. To maintain standards and requirements as per the respective academic councils and student organization private student hostel accommodators can take assistance from the Hospitality institutes. It is recommended that this standard should be followed, and planning regulation should be instituted in order to set the minimum possible standard for a building to be used as a student's hostel.
- VII. The need to provide housing for all the admitted students of in and around city of Pune should be addressed as a matter of urgent interest.
- VIII. This study investigated and ranked the factors involved in opting preferences private student hostel accommodations, using a community near Higher education institutes in Pune city. It identified the various factors involved while student preferences such as Transportation, environment, security, hygiene, financial, management.
- IX. Management Factor is associated with ineffective, destructive or underperforming management, which hurts Higher education institutes being managed. From the survey, this type of factor is the most common in Higher Education institutes in Pune city area. Most private hostel accommodation investments require keeping the quality and maintained to preserve the standards of the accommodation. The rate of return that the private student hostel investor earns can depend on the competency of the management. However, most hostels in pune city area are run by private owners and they don't have experience and knowledge of criteria's and standards of academic regulatory councils; therefore association with hospitality institutes of universities is must.
- X. Transportation factor is the rarest and least risk factor type faced by Higher education institute and private student hostel accommodator in pune city area. This is because most students do not resort to stay away from the area where their Higher education institute is situated and also, the use of private vehicles amongst the students is also high 68%.
- XI. Also, it has been observed that environmental factor regarding student hostel accommodation is another lowest factor in pune city. Most private student hostel

accommodations in pune city are good with environmental factor. Availability of Medicals, 24/7 water and electric supply with the all basic necessities; this factor becomes very much less effective in the pune city region.

- XII. It is also observed that, the frequent rise in the general level of prices of goods and services in the country over a period of time makes the currency buy fewer goods and services. This affects private student hostel accommodators. Students this resort to loans because of the higher education fee structure is high therefore they use take loans for studies as well as use it for their accommodation. In the Pune city are real estate rates are very high, due to prone to this situation private hostel accommodators also raised their pricing structure for their return of investment.
- XIII. Most Students prefer staying near campus for easy access to school facilities.
- XIV. Student hostels, like any other real estate, could do with professionals for effective management especially in the area of affecting factors. Professionals would associate with hospitality institute to maintain standard and keep quality of the Hostels. With the association of hospitality institute, they will also be able to undertake technical assessments which are beneficial to private student hostel accommodation management. Hospitality institute professionally establishes and monitor operational hostel budget, students requirements and academically viable arrangements for the students on a regular basis and also maintain accurate records of bookings, revenue and costs. Moreover, to manage hostel as a commercially, private student hostel accommodators will be informed as to yearly expected changes and make adjustment as per recommendations of Higher education institute which also evaluated by the Hospitality institute to check the viability of accommodation returns so that it can make changes for a certain outcome in the future.
- XV. NAAC, statutory councils along with other regulatory councils are the organization which coordinates the development of Higher Education institutes in India, should play a role in developing accommodations for students and private student hostel investment. These are the government organization which also gives suggestion to the other government authorities on ways of promoting private student hostel development and in seeking solutions to the practical problems they will be faced while doing it. As research revealed, there are measures used in the by the NACC and other statutory

council for scouting location to the measurement of rooms, which private student hostel developers are unaware therefore such agreements with hospitality institutes will enlighten hostel investors and their management on techniques unknown or not employed by them, as well as improving upon already employed techniques.

XVI. Private student hostel accommodators should do thorough associated hospitality institutes suggestions before putting up hostels. Forecasting is essential and must be based on a time, long term, medium, or short term. It is vital for budgeting and financial planning particularly in areas of repairs to cater for medium and long-term capital expenditures. This factor will guide private student hostel owners in making decisions about the likely level of student population. For a student hostel to run smoothly there is the need to plan ahead with associated hospitality institute. This entails deciding what to do and practical ways of carrying them out.

XVII. The government statutory agencies should consult with domestic higher education institutions to help and construct new policies on private student hostel to meet the challenge faced by the higher education institutes in the near future to provide accommodation to each and every student. It is therefore, a vital practice for the government authorities to share their changes accommodation policies with Higher education institute.

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