

Current trends in hospitality Industry and its Impact on Individual Spending: A Study of Kashi Region

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Abstract -This paper is based on reviews and the impact of the spending on Hospitality by the travelers. The rural area of Uttar Pradesh is being considered for this review. The hotel industry comes as a rising industry trail since late 1900 just because of the rigorous growth in the present market, performance is growing in the supply chain and demand chain for amusement facilities and other necessities present for the Hospitality industry. Investors have come up with great confidence and showing great interest for the investments in hotel industry. Instead of the growing market, many investors and burrowers consider making investments in hospitality industry as a second choice source of income and remain into the primary market. Current trends in interpretation of Hospitality and spending ways of individuals are fluctuating constantly day by day. The person who belong to the higher class family, the spending on amusement life gets diverted. So keeping this in mind the hotel owners and or hospitality sector have to keep an eye for detail and look outside. Researcher tried to focus on the spending pattern and changes in pattern due to the recent trends in the hotel industry in rural area like Kashiregion.

Key Words: Amusement, Hospitality, Interpretation, Kashi

1.INTRODUCTION (Size 11, Times New roman)

The hotel industry in India is promising and growing rapidly as one of the prominent sector hotel industry in Indian driving for Indian industries. The tomorrow of the hotel industry has always been interrelated to the tourism industry in India. Hotel industry in India has recorded the highest growth in getting inbound travelers and it has become one of the leading players in the world of hospitality.

In India hospitality industry drive with the rotational spending pattern and expectation of the individual traveler towards the Hospitality. The FITs as well as the domestic travelers are in demand because of increasing income level of individual. 40 years ago there were no such trends in Hospitality. But now a day as time changing, there are also some changes in the demand of Hospitality customers. Hence every individual is looking for some change in industry quickly. Every customer prefers for the snacks, lunch dining or stay as tourist in previous era. But now days, people need some extra activities along with previous needs.

CLASSIFICATION OF HOTEL INDUSTRY IN INDIA

In early tourism era categorization hotels were little different. As recent trends suggest, in the demand of the individual customers, hotel industry is trying to distinguish in different parameters. Hotels can be categorized as per the site. Hence it has mainly the following categories-

Heritage

These types of hotels reflect the old glory and grandeur of India, they are mostly the old palaces and havelis of ancient times which have been turned into Heritage Hotels, these provide travelers and tourists with an opportunity to experience royal pleasure in traditional ambiance. They mostly concentrate in the princely states of Rajasthan, Delhi, Karnataka and Madhya Pradesh.

Boutique

These are the hotel where they focus to beautify the property, these hotels can be high rented with less number rooms with uniqueness.

Budget properties

As name suggests these type of hotel can be fitted in maximum people's budget, in these hotels middle and lower middle class customers can avail the services of these hotels.

Resorts

Resort hotels are found in any natural places as hill stations, forests and on beaches tourist destinations. If someone wants to have recreation, then these are the most suitable type of hotel with all gaming facilities.

Present developments in Indian hotel industry:

When we talk about Hotel Industry India holds a special place. India is culturally very reach and the country where one can find most diverse places. In India Hospitality of a guest is a long running tradition. Whether it is a great Himalayas and the sighing deserts of Rajasthan, or the romantic beaches of Goa and lush tropical forests, to idealize villages and running cities, the land of India offers unique opportunities for every customer preference. Indian Hotel Industry has the best. When we compare with East Asian hotels who are charming and gracious, Indian staff is also trying to groom themselves now they can take their decision on their own discretion. Most of the employees in Indian hotels can speak better English than other Asian countries

The options of accommodation in India have become extremely diverse and unique now a day from home stays and huts to gracious heritage mansions and maharaja palaces. It could be from Kashmir to Kanyakumari, from Assam to

Gujrat; there are different gracious cultures, languages, life styles, and cuisines. This variety of food, culture, language has flaunted and increased by the many forms of accommodations, ranging from the pure dedication of local guest houses to the government bungalows to the luxury of royal palaces and five-star deluxe hotel and resorts.

In near past years the Indian government has taken several steps to boost travel & tourism which have benefited the hospitality industry in the country. The initiatives by the Government include the abolishment of the inland air travel tax of 6% to 5% for economy class, reduction in excise duty on aviation turbine fuel and removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft. Indian Hotel Industry has been booming business and has also given a boost to tourism business in the country. Oberoi Hotels India, Taj Group of Hotels, Lalit Group of Hotels and ITC Hotels are some of the known hotels in the hotel industry that are famous for unique amenities and superb accommodation arrangements.

Foreign tourist arrivals (M)			Forex earnings (₹ crore)		
Year	Arrivals (M)	Growth (%)	Year	Earnings (₹ crore)	Growth (%)
2010	5.78	11.8	2010	66,172	23.1
2011	6.31	9.2	2011	83,036	25.5
2012	6.58	4.3	2012	95,607	15.1
2013	6.97	5.9	2013	1,07,563	12.5
2014	7.68	10.2	2014	1,20,367	11.9
2015	8.03	4.5	2015	1,34,844	12
2016	8.8	9.7	2016	1,54,146	14.3
2017	10.04	14	2017	1,77,874	15.4
2018	10.56	5.2	2018	1,94,882	9.6
2019(P)	10.89	3.1	2019 (P)	2,10,981	8.2

P-Provisional/Sources: Bureau of Immigration, Ministry of Tourism, Reserve Bank of India

LITERATUREREVIEW

Growth of Hospitality Industry in India: The Indian hospitality industry has come up as one of the most important industry we can say driver of growth among the services sector in India. The Moving forward to become largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 194.3 billion or 6.8 per cent to the Gross Domestic Product (GDP) in 2019, while market is expected to grow at 7 per cent Compound Annual Growth Rate (CAGR) till 2021.

Increase in foreign arrivals: The Indian hotel industry most growing industry with a large number of small and big players accounting for a market share. The famous players in the organized segment include Indian Hotels Company Ltd, Hotel Leela Venture Ltd, EIH Ltd, ITC Hotels, Park hotels and ITDC.

The industry will experience huge growth on the back of rising use and forget incomes and favorable industry calculations. The market is estimated to reach US\$ 32 lakh crore by 2028. The world travel & tourism council has reported some figures regarding hospitality sector.

Over 10.89 million foreign tourist arrivals were reported in 2019

•Foreign tourist arrivals increased at a CAGR of 7.1 per cent during 2005-15

By 2025, foreign tourist arrivals are expected to increase to 15.3 million, according to the World Tourism Organization

According to Ravi Raheja, MD, Raheja Group, “Consumers don't want to experience shopping, they want to shop for experience. Major factors influencing the increase in spending categories include rise in disposable incomes, increasing number of dual-income nuclear families and changing attitudes toward consumption.

history of Kashi region: Kashi is an important geographic sub region of Uttar Pradesh that is within the larger Bhojपुरi region. It comprises the eastern end of Uttar Pradesh. Kashi includes historically five Mahajanapadas, namely Anga, Kashi, Magadha, Malla, and Vajji. Later Anga was annexed by the Magadha king, Bimbisara and Malla (Gorakhpur) was annexed by Magadha after the death of Gautama Buddha

geography

It lies on the Indo-Gangetic plain, and together with western Bihar is the most-densely-populated area in the world. The rich quality of its soil and the high earthworm density in the soil as opposed to adjoining districts of Uttar Pradesh makes the region favourable for agriculture. Most of the countryside is given to intensive agriculture Bhojपुरi is the predominant language in the rural and semi-urban areas, in addition to Bhojपुरi influenced Hindi, in urban areas. Like Bihar state to the east, a large population, slow economic growth, agricultural mechanisation, and the closure of sugar mills have led to increased unemployment, social and political discontent, and some unrest in the region.

Kashi consists primarily of the western Bhojपुरi region, and bordered by the Baghelkhand region in the south, the Nepal region in the north and the eastern Awadhi region in the west. There is also a demand for separate state of Kashi by the people and Gorakhpur or Varanasi as its capital

culture

The ancient excavated Buddha image inside the Parinirvana Stupa, Kushinagar

Kashi is one of the most ancient regions of India and enjoys a rich heritage and culture, particularly because of its association with cities like Varanasi and Gorakhpur.

A major religious hub in India, it is one of the seven sacred cities (Sapta Puri) in Hinduism and Jainism, and played an important role in the development of Buddhism. Hindu population is 94.73% of total population

Major tourist spots & Cultural heritage of Kashi region
Varanasi is near the Sarnath which sacred place for Buddhists and is one of the key attraction places for tourists all around

the World. The city adorns the number of Buddhist stupas, museums, and excavated sites.

A tourist in Kashi can get a number of beautiful sights to visit. There are many sites for the visitors to choose from, ranging from beautiful Ghats of Varanasi, old fort of Ramnagar and even a number of temples for the pilgrims. These include the Kashi Vishwanath Temple, Vindhyachal temple and the Khajuraho Temple and many others.

Hotel Industry around Kashi Region

Below are some hotels available in this Kashi region for tourist to stay and have their food.

Following are the major hotels that are listed for the various purpose

Hotels in Varanasi	Hotels in Gorakhpur	Hotels in Ballia
Radisson Hotel	Radisson Blu	Hotel Park Inn
Clarks Varanasi	Sarovar Portico	Hotel Aryan
Rivera Palace	Royal Residency	Hotel Arti Inn
Palace on Ganges	The Radiant	Hotel Ashoka Palace
Ramada Hotels	Hotel Clarks INN	Pepsi Hotel
Hotel Hindustan International	Hotel Upvan	Hotel Mahadev Palace
Taj Nadesar Palace	Grand Kaushal Inn	Hotel Anandi Inn
Hotel Banaras Haveli	SBD Hotel	Grand Sighania
Diamond Hotel	Sahara Estate Oyo	Hotel Ballians
Hotel Tridev	Tulip Inn	Hotel Suresh
Hotel India	Shree Krishna Palace	Chandrawali Hotel

PRESENT TRENDIN HOTEL INDUSTRY:

Modern-day travelers see luxury more and more in the storytelling of having an experience rather than in luxury items. So in order to provide all these facilities to the visitors, the hotel industry has to follow the recent trends. These are as follows;

Boutique hotels

These kind of hotels are usually the small hotels which have typically between 25 and 100 rooms in unique settings with upscale accommodations. Featuring eye-catching, colored interior design, each hotel typically has a bar, restaurant, health club and swimming pool. Free Wi-Fi is also available in the guest area.

Changing demand:

Travellers today don't want to feel like they are in a corporate setting, but thrive in environments where they can interact with people, be it face-to-face or virtual. They want everyone to participate.

Globalization:

There are more like-minded people who think in similar ways; Brands are everywhere and you don't have to go far to find them;

Cultural variety is diminishing; Solutions are becoming more universal.

Technology:

Technology makes things easier and has led to an explosion of information, Social media is used daily.

User-recommended feedback is becoming increasingly important and Internet forums are providing increased transparency.

Transportation

Tourists often select from a diverse range of modes of transport. Depending on where they are traveling to they can walk, cycle, or use a car, coach, ship, train or aircraft. The various forms of transport have different impacts on the environment. Obviously walking and cycling have the least negative impacts on the environment because no fossil fuels (oil, coal, gas) are burned and hence no greenhouse gas emissions occur.

Quality of food served(gourmet)

Many diners are now said to be more health conscious and they are interested in meals that are made from fresh ingredients and that are prepared under hygienic conditions. Hygiene in food storage and preparation is very important. Most tourists would be reluctant to order a nonveg dish in a restaurant after seeing raw food stored on an open cart. How food is displayed will also impact on the enjoyment diners get out of food consumption.

Whether Hotels Adapting?

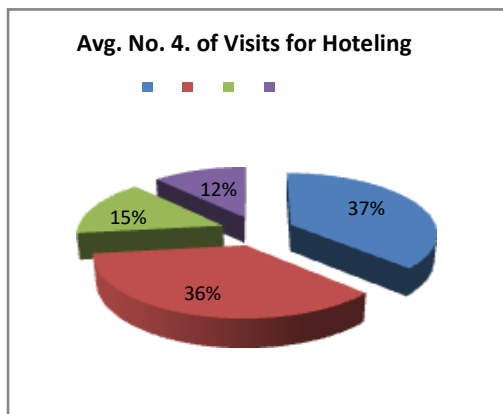
Now a day's hotels are adapting these trends. it seems that many hotels have changed over the last few decades still consisting of the same in-room amenities, the same heavy curtains & furniture's, the same check-in process, the same small desk, and so forth. This is no longer a place where the modern-day tourist feels at home.

Guests spending pattern

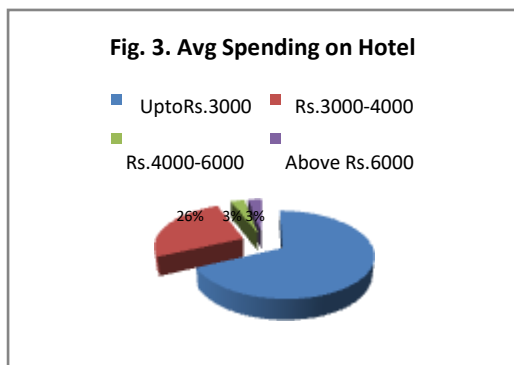
Tourist spending is nothing but the purchasing of the product or services by the individual or a family. Growth in the demand for goods and services is the key factor of the growth of Indian economy over the past 25 to 30 years. Tourist spending is measured in terms of the National Income. As per the salary or the total monthly income is considered, the individual is bound to spend their income on the priority basis. The individual has to keep in mind the inflow and outflow of the money. Inflow and outflow of the money is variable as per the type of income. Every individual is categorized in a special group of income level. He/she has to look after the expenditure and income balance throughout his/her life. Hence in order to maintain the balance, the researcher has made a distinguished category by five levels of income as mentioned below.

- a) Rs. 15,000 to 25,000
- b) Rs. 25,000 to 40,000
- c) Rs. 40,000 to 60,000
- d) Rs. 60,000 and Above

Tourist spending can be categorized into regular spends and lifestyle spends. Regular spending includes the basic necessities of life, while lifestyle spending includes spending on a computer, internet, car, cell phone, etc. Analysis of consumer spending in the past 10 years reveals that the average consumer has been spending on an increasing number of different goods. There are a number of factors affecting the



consumer spending pattern in India; these include growing income levels resulting in more disposable income with



individuals, changing attitudes towards consumption, changes in prices, introduction of new products, availability of credit such as loans, mortgages and credit cards, rising aspiration levels, increased literacy, growing brand consciousness and rapid urbanization.

RESEARCH METHODOLOGY

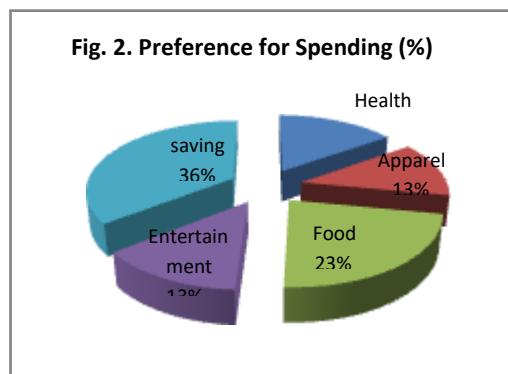
Type of research:

It is a survey research method collecting facts and figures in actual. It is descriptive in nature using both primary and secondary data. Secondary data is used to conceptualize the type of individual and its spending pattern and the recent trends in the hotel industry. Primary data is used to collect actual scenario regarding the future prospects of the hotel industry in the field of travel & Tourism sector.

Types of data:

- Primary data: the researcher had collected the primary data through structured questionnaire method. Primary data includes the type of tourists (Individual) and their income level, type of spending, no of times opt for Hospitality, and some other facts about spending on Hospitality and other needs.
- Secondary data: Secondary data were collected from various sources such as Website reports, hotels leaflets etc.
- Sample Size: the researcher has used Random

sampling method for individual tourists from all across the



Kashi region. Researcher had taken 100 customers from each district and from various fields for the survey.

DATA ANALYSIS AND INTERPRETATION:

Income Level of Respondents:

Interpretation:

In above chart, the income level of the respondents is shown. The respondents from the level Rs. 25,000- 40000 is maximum ie. 32.

Preference for Spending

Interpretation:

From the above fig. No. 2. It's very clear that customers are very keen in managing the spending from the income. Customers have very wisely used the techniques of spending in the four heads.

Average Spending on Hotel per month:

Interpretation:

From the fig. no. 3. The maximum Tourists spend around Rs. 3000/- from their income.

Avg. visit for Hospitality.

Interpretation:

From the above fig. no. 4., majority of respondents are visiting the hotels are once and twice in a month.

FINDINGS:

As far as the future development of hotels in Ballia is concern, the policy of tourism must concentrate on

Concept of Boutique hotels & restaurants for family and other occasional functions.

Scope of hotels in improving the no of Beds.

Focus on good transport facilities and roads

Focus on providing Airport facility.

As we know that the cities like Varansai and Gorakhpur has developed a lot as compared to the Ballia city. Hence in order to catch the market of tourism, there should be more focus to catch the tourist to turn towards Ballia

Digital Hospitality- Today's guests tend to be "multi-connected," with online access at home, at work and on the road. They are equipped with latest-generation smartphones and tablets, whose popularity is rapidly and steadily growing. To respond to this revolutionary change in behavior, Accor has deployed innovative solutions at every stage of the guest experience.

CONCLUSION:

Trends in perception of Hospitality and spending pattern of individuals are changing constantly day by day. Many changes are derived as per the financial condition of the individuals. Those who belong to the higher income family, the spending on luster life gets change. So the hotel owners and or hospitality industry has to keep their eyes open and look outside the world for recent trends in the factor of development and subject to the need of the individual customer.

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