

Growth and Development of Hotel Industry in India- A Case Study of Haryana

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ABSTRACT

The concept of tourism is particular very complex. It has many activities, implications, in the social, political, cultural, and economic area of activities. The segment of economy is closely linked with the development levels and growth of other branches of the economy. Countries like Switzerland, Singapore, Thailand and Egypt are the best of example to justified the value of tourism and hospitality industry. In the present research paper an attempt has been made to examine the growth and development of hotel and tourism in Haryana. Haryana is one of the historical and Heritage states of India. The locations of Haryana shine the state merits in all

fields. The present research paper is based on secondary data. Study concludes that tourism is booming industry in the state. This includes brief introduction about service sector, role of service sector in India's GDP, kinds of services, origin and emergence of hotel industry, history of development and Government's initiative for hotel industries.

Hotel Industry in India has witnessed tremendous boom in recent years. Hotel Industry is inextricably linked to the tourism industry and the growth in the Indian tourism industry has fuelled the growth of Indian hotel industry. The thriving economy and increased business opportunities in India have acted as a boon for

Indian hotel industry. The arrival of low cost airlines and the associated price wars have given domestic tourists a host of options. The 'Incredible India' destination campaign and the recently launched '*AtithiDevoBhavah*' (ADB) campaign have also helped in the growth of domestic and international tourism and consequently the hotel industries.

In recent years government has taken several steps to boost travel & tourism which have benefited hotel industry in India. These include the abolishment of the inland air travel tax of 15%; reduction in excise duty on aviation turbine fuel to 8%; and removal of a number of restrictions on outbound chartered flights, including those relating to frequency and size of aircraft. The government's recent decision to treat convention centers as a part of core infrastructure, allowing the government to provide critical funding for the large capital investment that may be required has also fuelled the demand for hotel rooms. The opening up of the aviation industry in India has exciting opportunities for hotel industry as it relies on airlines to transport 80% of international arrivals. The government's decision to substantially upgrade 28 regional airports in

smaller towns and privatization & expansion of Delhi and Mumbai airport will improve the business prospects of hotel industry in India. Substantial investments in tourism infrastructure are essential for Indian hotel industry to achieve its potential. The upgrading of national highways connecting various parts of India has opened new avenues for the development of budget hotels in India. Taking advantage of this opportunity Tata group and another hotel chain called 'Homotel' have entered this business segment.

Keeping in view the importance of subject matter an attempt has been made in the present research paper and highlight the growth of tourism industry in Haryana. The study also highlights some valuable steps taken by Government to enhance the tourism sector.

The study is based on secondary data collected from various published sources.

GROWTH AND DEVELOPMENT OF HOTEL INDUSTRY IN HARYANA

Tourism Development Council Haryana

It is proposed to set up by notification a Tourism Development Council under the Chairmanship of Chief Minister, Haryana consisting of Finance Minister, Tourism

Minister, Ministers and Secretaries of other related Departments, two representative of hotel/travel trade and two experts in the field of tourism for comprehensive planned development of the State as a key tourist destination. It will also formulate the policy and strategy for the development of tourism, on strengthening tourism related infrastructure in the state, to attract domestic as well as foreign investment. A Task Force headed by the Tourism Minister and comprising of Secretaries of the related Departments would be constituted for finalization of proposals in private and public sector for proposed development of Haryana as a key tourist destination for submitting them to Tourism Development Council. Tourism Development Council may delegate some of its functions to this Task Force. A Project Evaluation Committee will be constituted to review the progress.

Declaration of Special Controlled Areas from Tourism point of view

It is proposed to declare Special Controlled Areas from Tourism point of view in the State in association with the Town & Country Planning Department, Haryana. The representative of Tourism Department, Haryana will be included

in the District Level Committees and State Level Committee of the Town & Country Planning Department for preparation of development plans and declaration of 6 Controlled Areas from Tourism point of view. The development activities in the Controlled Areas will be undertaken in accordance with the guidelines issued by the Government from time to time.

NATURAL RESOURCE-

For facilitating tourism projects in the State, the Tourism Department will identify suitable locations/lands. HUDA will identify and allot at least one site for budget hotel in each of the important towns.

LOCATION ADVANTAGE TO HARYANA

Haryana is fortunate to have an excellent infrastructure and has been a pioneer in Highway Tourism. Haryana is proud to have heritage sites at Panipat, Kurukshetra, Surajkund, Pinjore and other places which are yet to be developed. Haryana has Eco tourism sites at Morni and Kalesar besides excellent resorts for holidaying.

3.1 Tourist Circuit

The tourism policy proposes to strengthen infrastructure and plan integrated development of Panipat-Kurukshetra-Pinjore as a tourist

circuit. This would involve an integrated development of the circuit involving the departments of PWD, Public Health, Power sector and local government. Plan would be made for setting up world class infrastructure in private-public partnership. A constructive and mutually beneficial partnership between the public and the private sector through all feasible means is an absolute necessity for the sustained growth of tourism and employment generation. It is, therefore, the policy of the Government to encourage emergence of such a partnership. Services of specialist consultancy agencies will be taken for implementation and evaluation of public private participation in tourism projects. Haryana also plans to have Mahabharata Circuit, Sufi Circuit, Eco Tourism Circuit and Heritage Circuit.

3.2 The raising of Gurugram as Bussiness Hub of North India-

The Tourism policy also proposes to develop Gurgaon as a convention and exhibition hub with requisite world class infrastructure, recreation, Information Technology and support facilities. A comprehensive convention centre would be set up in public private partnership in Gurgaon. It is proposed to set up adventure sites

in public & private partnership in Sohna and Damdama for theme parks and camping sites for recreation and holidaying. The existing Golf Courses, spas and polo etc. near Gurgaon will be an added attraction.

3.3 Historical And Vadic City “Kuru-shetra”

It is proposed to plan comprehensive Integrated Development of Kurukshetra as a pilgrim destination with international class infrastructure for which a professional consultant will be appointed. The tourism activities will be linked with religious temples in the area like Thaneshwar and Pehowa. An integrated tourist circuit of Panipat- Kurukshetra-Pinjore will be developed and promoted.

3.4 Enviourment Tourism

To promote Morni, Kalesar and Sultanpur as eco tourism sites in close coordination with the Forest Department.

3.5 Agriculture Tourism

Haryana Tourism has taken the initiative to introduce the concept of Farm Tourism in India. This is first-of-its-kind in India. The Department of Tourism, in partnership with 21 farm owners in Haryana, which is primarily an agrarian State, is offering special country holiday packages in these chosen farms in Haryana and around

Delhi. It has attracted a lot of response from people and the clientele is increasing day by day. Modern agriculture and rich cultural heritage in Haryana needs to be leveraged for promoting tourism and meeting the need for the tourists to go back to nature and back to the roots. It will be the endeavor of the Government to promote this concept further and to link it with agriculture tourism and cultural tourism with a view to involve community participation. Participation of community will make it a people's movement, which will have highly visible economic spin offs. Different tourist circuits of farm/agri tourism, local folk art and culture etc. will be carved out and promoted in order to provide large scale employment opportunities. The infrastructure leading to Farm Tourism sites would be strengthened with the assistance of P.W.D and Public Health Departments.. Clear guidelines will be formulated to assist the farm houses so that they are not treated as commercial units by the line departments.

3.6 Developing of adventure Tourism

Haryana Tourism Corporation is carrying out various activities of adventure tourism at different places in the State such as camping trekking, rock climbing, 9 para sailing, etc.

Adventure Tourism has become very popular amongst the young people. Some initiatives have also been taken by private sector. The Government will identify existing hubs and create new hubs of adventure tourism activities and implement the projects under public-private partnership. Event Managers would be used for marketing the areas set up by Haryana Tourism Corporation and conducting adventure camps to promote the tourist potential. Such activities would provide large scale employment opportunities in State of Haryana. It is proposed to set up adventure camping sites in Surajkund, Badkhal, Damdama and Morni.

3.7 Heritage Tourism

The Deputy Commissioners of each district would identify the historical sites and the Tourism Development Council will take a decision regarding the heritage sites to be chosen for private-public partnership for conservation and preservation so that these sites are a point of attraction for the tourists. The Government will formulate appropriate scheme for identifying and refurbishment of the historical sites in association with the private sector/business houses under corporate social responsibility scheme so that these sites are made as a point of

attraction for the tourists. The private sector would maintain these sites for a specific period as per the conservation plan prepared by the Archaeology Department, Haryana. The publicity mileage will be given to private sector in the form of installation of plaque etc. It is proposed to promote Kurukshetra, Surajkund and Pinjore as heritage destinations.

3.8 Health Tourism

The Government would coordinate with leading hospitals especially Medi City for promotion of Medical Tourism. Appropriate land will be identified by the HUDA for creation of speciality hospitals in all the important towns of the State. The Haryana Tourism Corporation would introduce Panchkarma and spa facilities in their hotels to make it more tourist friendly either by itself or in public-private partnership on long lease basis i.e. 5 to 10 years.

INDIAN GOVERNMENT INITIATIVES

The Indian Ministry of Tourism has identified 31 villages across the country to be developed as tourism hubs. The states in which these villages have been identified include Himachal Pradesh, Gujarat, Maharashtra, Bihar, Karnataka, Madhya Pradesh, Andhra Pradesh, Kerala, Tamil Nadu,

Orissa, Assam, Sikkim, Rajasthan and West Bengal.

Some of other initiatives Indian Government are here as follows-

1. Incredible India campaign was launched to promote tourism both in domestic and international markets.
2. Guidelines were issued for classification of apartment hotels.
3. The ministry of tourism had sanctioned 781 projects in 34 states/ Union Territories in the country amounting to US\$ 511. 82 million during the last three years up to June 2010.
4. According to the FDI policy, the Ministry of Commerce and Industry, had allowed 100 per cent foreign investment under the automatic route in the hotel and tourism related industry.
5. Social awareness had been created among Service providers and capacity building of Taxi drivers and Guides through "AtithiDevoBavah" Campaign.

CHALLENGES OF HOSPITALITY INDUSTRY IN HARYANA

- One of the greatest challenges plaguing the hospitality industry is the unavailability of

quality workforce in different skill levels in the state.

- Retention of the workforce through training and development in the hotel industry is a problem and attrition levels are too high. One of the reasons for this is unattractive wage packages. Sometime that's creating scarcity of efficient workers.
- The hotel industry facing heavy shortage of rooms and other accommodations in Haryana. It is estimated that the current requirement is of 100 Five star Hotels in the state where at present time the number is still 17 five star hotels.

CONCLUSION

The research paper concludes that tourism is booming industry in the state. This includes brief introduction about service sector, role of service sector in India's GDP, kinds of services, origin and emergence of hotel industry, history of development and Government's initiative for hotel industries. With this background the researcher collected research works related to this study and presented Research design and review of literature.

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