INTRODUCTION

**Role of Hospitality Industry in promoting Tourism in India,** assumes greater significance considering the unprecedented progress registered, of late, in the Indian travel and tourism sector. Evidently, the Indian tourism and hospitality industry has emerged as one of the key industries driving growth of the services sector in India. Tourism in India has registered a significant growth in the recent years and the country has tremendous potential to become a major global tourist destination.

Indian tourism industry is thriving due to an ever increasing foreign tourist arrivals – from 2.37 million in 1997 to 6.97 million in 2013 almost a staggering 300% growth. Similarly, in the domestic tourism front, a greater number of Indians are travelling to domestic destinations than ever before – DTV to all states and union Territories in India in 1997 it was 159.88 millions whereas in 2013 it was 1145.28 millions. In the past few years the real growth has come from within the domestic sector as around more than several million Indians travel within the country in a year. Strong growth in per capita income, rising young population coupled with changing lifestyles are leading to greater expenditure on leisure services.

Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. During 2003 - 2004, direct employment in the tourism sector was estimated to be 21.54 million. Tourism also promotes national integration and international understanding and gives support to local handicrafts and cultural activities. Tourism in India has grown substantially over the last three decades.

Foreign tourist arrivals in India recorded many fold increase, reaching around 6.97 million tourists in 2013. Foreign exchange
earnings also have been constantly increasing. For instance in 1997 it was around 2889 US Dollars, whereas in the year 2013 it was around 18,445 US Dollars and in Rupee value it is approximately 107671 crores of Rupees\(^{iii}\).

Domestic tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years. At the Centre are Ministry of Tourism, Indian Institute of Tourism and Travel Management National Council for Hotel Management and Catering Technology, India Tourism Development Corporation Limited, Indian Institute of Skiing and Mountaineering and National Institute of Water Sports\(^{iv}\).

**Incredible India Campaign**

The Ministry of Tourism promotes the country’s various tourism products through its tactile campaigns under the Incredible India brand- both for international as well as domestic markets. The budget allocated for the Domestic Promotion & Publicity and Overseas Promotion & Publicity including Marketing Development stood at INR 1.1 billion (USD 17.73 million) and INR 3.5 billion (USD 56.41 million) for the financial year 2013-14. The ministry has set up a Hospitality Development and Promotion Board, which will monitor and facilitate hotel project approvals. The allocation for Ministry of Tourism in the Union Budget 2013-14 has been increased by INR 876.6 million (USD 14.13 million) to INR 12,976.6 million (USD 209.30 million). There is a need to take steps to improve the present scenario of tourism that includes extending facility of visa-on-arrival to tourists from more countries, simple tax rules and ensuring safety of tourists.

There is a need for better marketing and brand strategies to promote the sector. The cost of obtaining an Indian visa is prohibitive and we need to take a relook at it. Creation of an enabling
environment for the sector’s growth would lead to rise in foreign tourists’ inflows and foreign exchange earnings, thus, contributing to economic growth. This would also lead to creation of additional jobs in the sector, which would create opportunities for all sections of the society and in turn lead to attaining an all-inclusive development.

This present research study has been undertaken with the assumption that compared to other countries, “Indian hospitality sector provides a higher contribution to tourism, as a result of Indian heritage of hospitality since ancient times”. Due to this strong root which came from almost all regions and religions in India, hospitality has become a second nature to Indians. Irrespective of religions, castes, cultures and regions, India has a law of the land and there, some principles remained untouched and decidedly, hospitality is the foremost amongst them.

The structure of both tourism and hospitality has changed over the centuries, no doubt. Still, a continuous chain runs through all those years that make hospitality like traditions to prevail over all modern rules. India is the same country where guest was divine and hospitality was divinity and without doubt, one can argue that despite commercial units taking over the sector, in individual houses, this divinity still prevails. It may be argued that the hospitality industry in India is assisted by this continuing divinity which results as the main feature of modern tourism.

**Training and skill development**

Travel and tourism sector in India includes employees such as inbound tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the travel trade segment and those employed in hotels and restaurants in various functions of front office, F&B and housekeeping among others. While the tourism sector in India is targeted to grow at an annual rate of 12
per cent during 2011-2016, adequate training and skill development infrastructure and hence availability of trained manpower has not kept pace with growth. This has led to an existing as well as forecasted shortfall of trained manpower in various segments of tourism sector in India. The hospitality sector alone witnessed a shortfall of 0.5 million employees during 2011-2012 which is expected to rise to 0.8 million by 2017 and 1.1 million by 2022 as per the target growth levels.

There exists a forecasted requirement of around 2.8 million employees for restaurants, 4.1 million employees for hotels and 0.3 million employees for the travel trade segment by 2022 resulting in an incremental requirement of a total of 2.7 million employees for the tourism sector as compared to 2012 employment figures. An assessment of the training infrastructure estimates a total of 337 training institutes in the Hospitality sector and 101 travel and tour institutes offering courses related to ticketing and tourism as in March 2010 which appears to be significantly low.

A study by the Ministry of Tourism, indicates that only 50 per cent of the employees in the key functional domains of hotels are fully trained with this statistics reducing to 35 per cent for restaurants and other eating outlets. This necessitates the immediate need for formal training especially for the hospitality sector employees. In addition, proper selection of hotel management students, increased focus on grooming and communication skills, on the job training, courses in foreign languages and standardization and monitoring of curricula in private institutions may be required. Several skill development areas have been identified for employees engaged in the tourism sector in India.

Formally trained managerial staff accounts for only 16 per cent of the total hospitality sector and 21 per cent of the total travel and trade sector workforce. Efforts are thus required for enhancing the skill
sets of non managerial staff in the sector. With 20 per cent of the travel and trade sector employees comprised of casual workers, development of basic skill set is important. These include health and personal hygiene, cleanliness, basic service techniques, cooking techniques, garbage disposal, etiquette and basic manners, basic nutrition values, basic tourism awareness, first aid, client handling and behavioral skills etc.

India – A Destination for all

India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism, snow, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The estimates available through surveys indicate that nearly forty per cent of the tourist expenditure on shopping is spent on such items. It may be argued that Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country’s overall economic and social development. Much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-laning of roads connecting important tourist centres and increasing availability of accommodation by adding heritage hotels to the hotel industry and encouraging paying guest accommodation. But much more remains to be done. Since tourism is a multi-
dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the Endeavour to attain sustainable growth in tourism if India is to become a world player in the tourist industry.vii

Why Travel Tourism and Hospitality

The travel, tourism and hospitality industry today is a very dynamic and booming work sphere with great scope for the use of creativity, imagination and orientation on a global level. The tourism industry in India is one of the largest and most profitable industries in the country and contributes substantially to the foreign exchange earned. Available statistics indicate that Foreign Tourist Arrivals to India, has been constantly increasing since 1997 onwards down to 2013, and they spent approximately around 18.44 Billion dollarsviii. Thus making India one of the global and most visited tourist destinations. The increase in tourism in India has created many jobs in a variety of related sectors, both directly and indirectly.

An approximate 20 million people now work in India’s tourism industry. Indian Tourism is thriving, owing to a huge surge in both business and leisure travel by foreign and domestic tourists and is expected to generate approximately US$ 275.5 billion by 2018. A report published by the Travel and Tourism Council (WTTC) says that the year 2020, tourism in India could add another Rs. 8, 50,000 crores to the GDP. India has still not realized its full potential from tourism. The travel and tourism industry holds tremendous potential for India’s economy. It can provide impetus to other industries and create millions of new jobs.

The vast travel and tourism industry includes Government Tourism Departments, Immigration and Customs Services, Travel Agencies, Airlines, Tour Operators, Hotels etc and many associated
service industries such as Airline Catering or Laundry Services, Guides, Interpreters, Tourism Promotion and Sales etc. India is a vast country with diverse cultures and traditions.

Our country offers a great attraction for those who crave to know about the splendor and magnificence of one of the oldest civilizations of the world and its scenic beauty. With the increasing globalization and opening up of the Indian economy to the world, travel and tourism in India is getting a great impetus. Technology, coupled with the growth of tourism globally, has had a large impact on transforming these jobs significantly. This forecasts a bright future for all those who choose to make a career in the fields of Travel & Tourism and Hospitality.

HYPOTHESIS

These are the hypotheses on which the proposed research will work:

1. Hospitality sector’s achievement is one of the most significant causes that stimulate more tourist inflow into the country.
2. While there is enormous scope for improvement, Indian hospitality sector has not lagged behind in encouraging tourism.
3. From the modern perspective, tourism cannot function without being aided by hospitality. Indian hospitality, which enjoys a continuation through many centuries, has more than adequately contributed to the growth of Indian Tourism.

The research has ventured into substantiating these points with its study and conclusions drawn thereby.

SURVEY OF SOURCES

Both primary and secondary data from Indian and international research has been used for this research. Books, Journals, Theses,
Press releases, Popular Declarations, Government Notices and Publications, Press Releases, Media Announcements, Drafts and Memos from both hospitality and tourism sector sources are used as reference material and they include academic papers and journals that are recently published. Although, research has referred to old texts, both in tourism and hospitality, as seen today, it has not depended on old research alone. In the West, comparatively more research on this subject has been done and this Study has drawn material from this research collection, wherever available.

So vital are the primary sources, for authentic information and documentation. The most important ones among them, which are useful for this study, are listed. The Annual Reports issued by the Ministry of Tourism, Govt of India, Publications relating to Five Year Plans (1951-2012) issued by Govt of India, India Tourism Statistics Report published by market research division, Ministry of Tourism, Govt of India, Reports published by United Nations Environment Programme (UNEP), UNWTO Reports, WTO volumes and Reports issued by World Travel and Tourism Council (WTTC) and World Economic Forum

Similarly, relating to **Travel and Tourism Industry**, the books by the following authors provide abundant details. They are: Akhatar, Javid\textsuperscript{xxxvii}, Akshay Kumar\textsuperscript{xxxviii}, Anand Ballabh\textsuperscript{xxxix}, Anurag Iadia\textsuperscript{xl}, Apara Raj\textsuperscript{xli}, Arun Kumar, Surkar\textsuperscript{xlii}, Ashok Sharma\textsuperscript{xliii}, Avinash Chiarnjeer\textsuperscript{xliv}, Badan.B.S. & Harish Bhatt\textsuperscript{xlv}, Badan.B.S\textsuperscript{xlvi}, Badan.B.S. & Harish Bhatt\textsuperscript{xlvii}, Batta\textsuperscript{xlviii}, Bezbaruah\textsuperscript{xlix}, Bhatia\textsuperscript{li}, Bijender.K.Punia\textsuperscript{lii}, Buhalis, D.\textsuperscript{liii}, Fitzgerald, H\textsuperscript{liii}, Gary Inkpen\textsuperscript{lv}, O'Connor.P.\textsuperscript{lv}, Perlitz L. and Elliott\textsuperscript{lvii}, Perlitz, L and Elliott, S\textsuperscript{lvii}, Poon, A.\textsuperscript{lviii}, Praveen Seth\textsuperscript{lix} and Sheldon.P\textsuperscript{lx}, to mention only few of them.

Worldwide tourism and hospitality journals are prominent secondary sources for this research work (Vide Bibliography for Details). This research has limited itself to the traditional methods of research.

**Nature of Hospitality Sector**

Hospitality has many attributes, first being the relationship between host and guest individuals that could either be commercial or social. Hospitality sector includes the processes of arrival, providing comfort, fulfilment of guest’s every wish and the successful departure; tact, pleasantness and value-based human relationship with the guests, in hope of continuation and keeping in touch with right marketing strategy. Indians are an articulate lot and have been very successful in this area.

Hospitality industry, which was earlier limited to hotels alone, has come a long way now. In the milieu, where change is inevitable, the ever-expanding hospitality sector faces new, adventurous challenges to keep pace with fast-changing times and demands.

Agreed that hotels are one of the oldest human commercial adventures on earth and today, hotel and hospitality have become one of the fastest growing industries. This age-old commercial endeavour, when combined with tourism, holds the largest potential of
psychologically satisfying the inherent human need of adventure, wanderlust and leisure. According to available data, this area employs over 150 million people all over the world and one in ten is employed here. According to figures available of Indian tourism, 4 million people in India alone are engaged in this activity and the industry has shown an annual growth rate of 5%.

Historically speaking, Indian hospitality industry has grooved into the venue, décor and menu. With Indian diversity and culture, these are very easily achieved. Tourism literature vouches for Indian natural attractions, historical sites, diversity of cultures, rich heritage of all the world religions, wildlife parks and an in-built tendency of being welcoming etc. have been the main pillars that have held the tourism potential. Certain training and development in the field are necessary to properly channel these attributes.

According to Dewan P.N. Chopra Consultants, “Tourism has now become a significant industry in India, contributing around 5.9 per cent of the Gross Domestic Product (GDP) and providing employment to about 41.8 million people”. Tourism Satellite Accounting research, released by WTTC and Oxford Economics in March 2009, says: “The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world”. India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 persons by 2019.

Another study reiterates: “According to World Travel & Tourism Council (WTTC), the growth in hospitality industry is pegged at 15% every year with 1,50,000 hotel rooms over the next couple of years, two-thirds of which would be rooms meant for budget hotels. As for Tourism, Travel and Tourism competitiveness report 2009 by the World
Economic Forum, India was ranked 11th in Asia Pacific region and 62\textsuperscript{nd} overall, moving up three places on the list of world’s attractive destinations\textsuperscript{lxiii}.

Available statistics for the year 2013 – 2014 indicates that there has been positive changes, with 1087 million tourist arrivals and annual growth rate is pegged at 5\%, where as in terms of international Tourism receipts, the annual growth rate is 7.5\%.\textsuperscript{lxiv} Although research in India in both sectors is sadly limited, we cannot fail to deduce that tourism and hospitality combined are poised for an unlimited growth and hospitality industry contributes tremendously for the growth of tourism, without which, survival of the latter could be in jeopardy.

This research hopes to further the information and chalk out potential strengths in this region. Yet, Indian scene of tourism and hospitality is slightly different from the rest of the world. India is the country that gave the status of divinity to hospitality since the beginning of Indian civilization and this is one of the rules that defied regions, classes and religions. All religions, irrespective of their contradicting thoughts and rules, accepted hospitality as one of the highest principles of life.

India has come a long way as one of the most hospitable regions, where even a sworn enemy could be treated well, as long as he came as a guest. Indian culture and hospitality cannot be separated and it has been so since time immemorial. In ancient India, not providing food and shelter to a needy was considered as a sin from which, the denying individual could never resurface.

**Scope & Limitations**

Absolutely definite figures are not yet available in tourism and hospitality sectors. It is a fluctuating area of study, where a researcher could easily be misled. In India, much research in this area is yet to be conducted. As hospitality and tourism both remain comparatively new
academic subjects and hence, research is still in the offing, these regions of study provide enormous research possibilities. World research itself is not substantial and Indian research is at its infancy here.

Much research backing from Indian point of view is unavailable. Empirical research available is negligible. There are vast gaps in the little research already done. This is almost a purely new area of research and scholars cannot fall back much on available material.

**Layout of Thesis**

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**SUMMARY OF THE CHAPTERS**

The *Introduction* chapter portrays certain important aspects relating to travel and hospitality sector, need for Training and skill development, Why Travel Tourism and Hospitality, Survey of Sources, Hypothesis, Aim and Objectives, Scope & Limitations, Layout of Thesis and brief Summary of the Chapters.

Chapter two is entitled, *"Heritage of Indian Hospitality.* This chapter has given importance to hospitality over the centuries in Ancient India, during Vedic days, when the Sanatana way of living prevailed in the Indian sub-continent. Being hospitable to your guest or even to a stranger in need was never a choice. It was a compulsion
dictated by holy books of this spiritual land. People with natural kindness and generosity anyway were hospitable to neighbours who were in need, to wounded or helpless animals and even to Nature. People, who were not so generous-hearted, too were compelled to be hospitable to strangers in need of assistance, food and shelter, because of the dictates of spiritual life.

Some rendered hospitality due to fear that was instilled in them by parents, teachers and societies, which threatened them of dire consequences after the end of earthly life. No one, absolutely no one dared to be in-hospitable to Brahmins and Rishis. He would have risked his entire after-life by refusing food and shelter to this venerated lot. Scholars, musicians, artists were not denied hospitality, because they were those, who pleased Saraswati, the Goddess of Education and Arts and could never be denied. Warriors, especially those who were wounded in battlefields, were generously looked after without taking their political side into consideration. Even a soldier from an attacking army, if wounded, was looked after on the basis of human dignity. There was a possibility of their being declared as an enemy of the State after recovery and became fit to face punishment.

One such example was of King Ajatashatru of Magadh and the State of Lichchavi. Being hospitable was another name of being kind to others, or treating a stranger as your own. In those days when human populations were sparse and far-flung, when jungles occupied most of the land, when communication and transport facilities were extremely limited, people still travelled depending upon the generosity of the unknown fellow-humans. We come across unending example of Munis travelling with their disciples in most seasons, unarmed and without transport, sure of the kindness and generosity of the rustic villagers. They were equally sure of a definite and respectful welcome in the courts of Satraps and Kings. In rare occasions, they were even treated
kindly by the Dacoits! Hospitality and generosity were the Law of the Land! Vedas and Upanishads glorified it and it is the cornerstone of Indian culture. *Atithi* is divine, almost a God in human form.

The concept of *Atithi*, who came without giving a date, unexpectedly lingered on in history and legends, with details of gratefulness and joy with which the host received him. Unlike in some of the countries, where travelling was neither encouraged nor necessitated, India was full of travellers of various hues and kinds. There were spiritual and religious travellers seeking divine presence and peace. There were scholars from diverse backgrounds travelling sometimes beyond the borders seeking knowledge and enlightenment.

Religious leaders constantly travelled with their increasing disciples to spread the religion. We come across instances when Buddhist and Jain religious heads travelled all over the country fighting for religious supremacy. Hindu saints were not lagging behind either. With important temples across the land, even in remote corners, they travelled unendingly. Warring princes, invading warlords, Emperors subjugating smaller kings were always travelling with their impressive forces. India, with its diversity, had happenings throughout the year.

Only the remotest regions that did not fall in the route of any kind of travelling or happening, perhaps remained untouched. But the rest of India, Pakistan, Nepal, Bangla Desh, Bhutan, Afghanistan and even Tibet, at one point or other, were touched by tourism and had played hosts to hordes of travellers.

It is difficult to call Ramayana and Mahabharata as evidenced histories. But, we cannot miss the importance and concept of travel and hospitality in them too. Ramayana involved even Sri Lanka in its fold and shows how important travel was in those days and how enlightened people were about other regions. All kings and Emperors,
who grace Mahabharata married from different regions, had relatives all over (Gandhara, considered to be today’s Kandahar), Pandavas, during their Vanavas travelled to almost all regions and Krishna frequently travelled from his Dwaraka to meet his friend Arjuna at Hastinapur!

All kings in the Continent fought either for Pandavas or for Kauravas in the ultimate war. In addition, modes of transport and how they increasingly became available and more comfortable, how the animals were used, how the Emperors and Kings modernised travelling, are discussed in this Chapter. It also describes how the Inns, guesthouses, Sarais, luxurious abodes for travellers, humble agraharas, trendier madira houses, non-commercial generosity-based houses and establishments being followed by the commercialized ones with medical facilities and animal shelters, charity accommodations and how all ended up in today’s Star Accommodations, while still remaining rooted in the elementary Home Stays and how they remained part of an unbroken chain within the Indian culture are portrayed here. Incidentally, it is important to know how the earlier roads were built and who started the lucrative sea routes.

Chapter three is entitled, "Expectations of the Modern Tourist". This chapter attempts to analyse the differences between traditional tourism and today’s unlimited vistas, available for modern tourist. It assesses how hospitality sector has been evolving with the demands of changing contours of tourism and discusses the inadequacies prevalent in both sectors.

Information like who could be called a tourist and definitions of tourist, and how the face of tourist and tourism are perennially changing with changes in the geo-political circumstances of regions are mentioned here. Also this chapter attempts to explain why the faces of tourism and tourist keep changing and what are the reasons and how
have the expectations changed over centuries and how today’s tourist is very different from the ancient one. Importance of the tourist is another matter.

Tourist of ancient times was a self-regulated person, who desires to tour for mostly a reason of his own, like education, research, desire to know about other places, see the Nature, visit other kingdoms and learn from them, learn different languages, participate in empire building and warfare, diplomacy, health reasons, spiritual aptitude or religious endeavours. Forecasting the demands of the tourist is a significant step towards any kind of research in both fields. Relevance of tourist demands is pertinent to meet the demands and return a satisfied traveller, who might return again and again, or spread word amongst his friends, who could carry forward the tradition.

Tourism and hospitality sectors confront new challenges here, because contrary to the earlier terrain of travelling, where the traveller was in a rather humble situation, modern traveller has achieved the role of a customer, whose whims and fancies should be tolerated and met due to high competition in the field. In this chapter an attempt is made to study the variations and constants in the field and learn how they are measured under changing circumstances and where all further research is welcome. Demographic factors like age, loneliness, ambition, and political factors, social and cultural factors determine the travelling motives. This apart, economical factors, disproportion between rich and poor countries, financial crunch, technological factors, ecological factors too affect human mobility.

The difference between old and modern tourism is discussed in this chapter. The reasons, achievements, experiences and results are very different in tourism of yore, compared to today’s modern tourism. Every factor has changed and evolved over centuries and it is an entirely new field today. The nature of Hospitality existed during
ancient times was in a very different shape, while today’s hospitality is an industry on its own right and travellers are rulers of hospitality land. Hence, it is necessary to understand tourist demands and the psychology of tourists under the modern day restraints. The modern Tourist is not only a customer, but also a marketing person for both fields.

Tourists are assessed from various angles and perspectives to know the thoughts and demands of various kinds of people from very diverse backgrounds. One point clearly comes out in these assessments. Earlier tourists were adventurers and knowledge seekers, whereas today’s tourists are soft and luxury seeking. Earlier tourists were receivers of hospitality, whereas today’s tourists are customers of superiority. Earlier, hosts were kind and guests were obliged.

Today, in the reverse circumstance, guests have the upper hand because the hospitality sector depends on them. Tourism renders continuous opportunities to hospitality sector today. Hospitality sector holds the key to a returning tourist. Internet and fast media have provided unlimited knowledge to tourists and this facility perhaps kills the adventure in tourism. We today know weather in advance, difficulties, transport, scenery, people, language, sunshine hours, storms, rains, showers, problems that might occur, food, comforts, amenities, luxuries, etc and without reaching the destination, today's tourist has already half-experienced the destination.

One can go for an unescorted travel, although it might be difficult at times and inconvenient too. Sometimes, the availability of unlimited knowledge could be a disadvantage. In addition, traveller and his escort have to deal with cultural demands that are very sensitive.
The caption of chapter four is, "Hospitality Industry in the Last Two Decades". This Chapter analyses the steady transition and improvements in hospitality industry. Also it tries to explain how it has remained complementary to tourism and hospitality’s initiatives in promoting tourism. The Indian hospitality industry has emerged as one of the key industries driving growth of the service sector in India. It has evolved into an industry that is sensitive to the needs and desires of people. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of this industry. The Indian hospitality industry has recorded healthy growth fuelled by robust inflow of foreign travelers. Hospitality sector in India shows a steadily upward trend and with accomplished staff, who could speak English and are educated.

Indian hotel industry as of now has been a very key industry in India and has been an important contributor to the national economy. Especially, in the last two decades, tourism and hospitality sectors have seen remarkable, many-sided improvement in India, mostly through the government initiatives. The ministry has set up a Hospitality Development and Promotion Board, which monitors and facilitates hotel project approvals. India has the potential to become one of the major tourist destinations in the world and the tourist demand grows at 10.1% annually, according to the World Travel and Tourism Council (WTTC). Department of tourism is trying hard to create an unparalleled tourist destination in India and most of this achievement rests on hospitality sector. Many kinds of hospitality-linked tourisms are available in India, including medical, healthcare, and adventure, heritage tourism, and ecotourism, rural and religious tourisms. Hospitable industry can provide the goodness of naturopathy, yoga, siddha, ayurveda, spiritual philosophy, Buddhism, Jainism and wellness destinations. India has one of the richest cultural,
religious, historical and heritage tourism, in the form of caves, temples, mandirs, forts, gardens, monuments, museums, art galleries and palaces that reflect not only medieval, but also ancient Indian heritage. With proper effort, all these could be converted into successful tourist hospitality sites. Global and local economics and investor confidence is directly connected with the growth or downfall of hospitality sector. In India, this sector is very strong, starting from home-stays to five star hotels and beyond.

The demand on tourism has steadily increased in recent years, defying the economic and political scenarios worldwide. Difficult circumstances have not allowed the fall in the market, and hospitality has flourished despite a few seasonal set-backs. With more awareness in tourists and more desire to see far-off places and wonders of nature, hospitality has boomed in India, especially so in the segment of leisure travel. With many kinds of lodgings suiting all financial requirements coming up, hospitality has advanced hand in hand with the tourism sector in the last two decades and continues to proceed further.

The basic requirements of a tourist today is more or less limited to certain factors like a comfortable lodging in a safe hotel or guesthouse or an inn, highly preferred en-suite bathrooms, air conditioning or climate control, according to circumstances, telephone and other communication facilities, clock, television, healthy food, minibar, bathrobes, and in better hotels, perhaps a Jacuzzi bathtub.

Luxurious facilities include swimming pools, fitness centre, child care, and social function space or conference rooms, according to tourist requirements. Most Indian hotels cannot provide them all, but, they can definitely provide the basic facilities with varied and excellent cuisine. India, being a land of diversity, cuisine is as diverse as could be hoped for and tourists appreciate the varied tastes of India.
This includes availability of different kinds of vegetables, fruits, dishes, fish and meat, mostly found everywhere and regular supplies do not usually snap. Hence, the hotel industry of India holds a very special place in the world hospitality sector. India can boast of another advantage – a well-trained, polite and hospitable staff. It is very difficult to match the Indian hospitality anywhere else in the world. Although there are a few Eastern countries that provide similar kinds of service, India still is in an enviable position.

India has all weathers, all geographical varieties, different languages and lifestyle, royal cities, misty mountains, snow, royal forts, ports, coasts etc. all situated in one land called India. This diversity in everything is the lifeblood of Indian tourism and hospitality sector, which, in every way, has given a rich opportunity for Indian tourism to flourish. Indian tradition of hospitality is one of the main factors that support Indian tourism. Highly diverse accommodation choices, different cultures, varied landscapes, historical places, cuisines all have culminated to provide more strength to tourism through hospitality. It is difficult to complain about hospitality sector in India. There are possibilities of personal and individual disenchantment under difficult circumstances. Mostly, these circumstances boil down to lack of infrastructure, communication and sometimes, inefficiency in providing the best to the customers. Still, one must agree that the hospitality sector has advanced in leaps and bounds and has aided the advancement of tourism in India.

Without hospitality sector, tourism cannot march forward in any region. As the modern tourist is neither a scholar nor an adventurer, or a renounced spiritual person, his main goal being a luxurious traveler to rejuvenate himself, or looking for a complete change, his requirements of comforts could be unlimited, and sometimes, to an annoying level. Unless both the sectors meet the occasionally high-
handed tourist by agreeing with him and providing the requirements, one cannot send away a satisfied customer.

It is important that every customer should be satisfied, because a wrong word here and light criticism there, however unfounded they might be, is capable of preventing a huge army of tourists from visiting the same hospitality unit or tourism site. Tourism has been immensely helped by hospitality, despite their being two different sectors. One cannot exist without the help of another, and from my point of view, it is the hospitality sector that provides stability and attraction to tourism and not vice versa. The first factor that crosses a tourist’s mind when he thinks of travelling is the attractive hospitality, his money’s worth, waiting for him, bolstered by comments from friends, who had already visited this particular tourist attraction. That goodwill of the earlier customers, who hold the hospitality received in high esteem is not only the investment of hospitality sector, but also the prime mover in tourism.

Chapter five is entitled, "Model Hospitality Unit for Modern Tourism". This Chapter attempts to provide, as much as possible, all the requirements of a model hospitality unit, keeping in mind the requirements of a well-informed and eco-friendly international tourist. The natural scenery, near a coast or a mountain range with great sunsets or sunrises or close to a rain forest - are the most desirable and ideal situations for a futuristic hospitality unit. Availability of cultural activities like Indian classical dance or singing, drama, local skills, sports facilities, theatres, eateries, libraries, coffee houses, excellent traditional and modern food, co-operative and knowledgeable guides and helpful staff and availability of information and health help all add to the unit’s additional attraction. This does not mean that hospitality units could be easily run and guests from diverse backgrounds could be easily handled. Expected and unexpected
problems and unpredictable difficulties can occur almost on regular basis, while dealing with the people from different backgrounds, beliefs, faiths and sometimes, unfortunate biases.

The hospitality requirements can range from good communication skills, computing, conferencing, all aiming at excellent guest experience. It is necessary to remember that hospitality industry is a service industry after all, and every piece of work should be modified as a service to the ancient concept of ‘Atithi’. Catering to whims and fancies of the tourist is not always easy mainly because, unlike the earlier traveller, today’s tourist could be highly demanding to an unreasonable extent.

Unity is an absolute necessity for the staff and supporting each other is another Mantra of the unit. Late working and unexpected demands should not deter the staff. Having a suitable degree, dealing with people very patiently, pleasant behaviour and communication skills, knowing more languages, staying organized, effective management and guidance, calm under pressure, attention to detail, will definitely lead to improve guest experience. Importance of keeping up to date, being abreast with all connected information can take guest gratification to another level.

Chapter Six is entitled, "Working in Unison for Environment". This Chapter discusses ways and means of preserving environment, while making tourists equally responsible and will skim through many suggestions according to Indian conditions that would eventually be beneficial to hospitality and tourism sectors. The tourist industry has unlimited growth that will never diminish. As facilities like transport, income and holidays are available; there is no chance of diminishing tourism. With media and access to remote regions and knowing more about animals and places, people love to travel for curiosity, knowledge gain, beyond unheard of boundaries. Our main
issue today, for some time, has been protection of environment. Nature tourism, water tourism and other most tourism, have the high potential to disturb or ruin the environment around us, if not careful.

Tourism can cause untold miseries to Nature and habitats and give a body blow to Nature in the vicinity. When such a situation can occur constantly, due to constant tourist upheaval, this damage can be permanent and irretrievable. So, in today’s world, most issues are directly connected with environment, and more so, with tourism, its infrastructure and activities of hospitality sector can be very harmful to Nature if both host and guest communities are not careful. In the beginning of tourism exodus, world did not realise what kind of demonic force it had been unleashing in the name of tourism. Soon, people became aware of the destruction to habitat, sensitive eco-systems, marine eco-balance, trash discarding in mountain areas and change in animal behaviour due to human contact and feeding.

Now, we are aware that we should be more careful because every step of ours could lead to destruction and harm extending to future. This chapter discusses the gratifying contribution to Nature and its enshrining as a result of tourism, and at the same time, if we ignore, how the same environment could be ruined due to incessant human activities around the eco-systems. The same activity executed carelessly can be a disaster to the spot or done with respect and care, could be contributor to the environment. It is all in the hands of well-informed or trained staff and their guests.

Awareness is the ultimate key and much care should be taken because of the continuously rendered activities that go on unabated. The worst negative effect that can be the result of thoughtless tourism is the loss of biodiversity. It is necessary to plan sustainable tourism and hospitality, by preparing a Statement of directions for guidance, protection and preservation. Another way of preserving Nature is
adhering to the rules of Ecotourism by raising awareness and how it could be done from all directions like using energy with efficiency, using resources frugally, water resource management, recycling and reusing simply by adapting sufficient sustainable environmental practices along with rules of Ecotourism.

Here, the Study also details how eco-regions could be maintained within tourism sites by creating certain rules and action plans. It also provides a detailed in-house plan to minimise resource loss and sincerely following best environmental practices in various departments of hotel industry and preventing air, energy, waste, noise, and food degradation.

The chapter on **Conclusion** sums up all the contributions of hospitality sector to the ever-growing tourism segment. It assesses the past and present and emphasises the future rules, responsibilities and needs. It will hold suggestions for both sectors to work with cooperation for mutual benefit. It outlines areas from where further research in tourism and hospitality could draw material and information.

It will chalk out various ways of meeting the tourists’ demands. It will provide alternatives wherever the demands remain unmet. It hopes to further research knowledge in these areas, where hardly any evidence-based research has been conducted till now. I have discussed how India tried to find divinity in being hospitable and this trend was adopted even by the foreign invaders. Indian way of living worshipping Nature and all lives being celebrated within the Nature’s concept and hence, every life and its safety were of importance. It has discussed the continuity of hospitality in historical times when Buddhism and Jainism and **Sanatana Dharma** came together and the latter accommodated the earlier two without changing much. It discusses
advent of Christianity and Islam. Venturing into the sea by kings of southern states, trade contacts, how seasonal was the travelling, and how travelling inside India flourished, and the maritime history of India, especially of south India has been included with a brief discussion of foreign tourists, who left a mark on India’s tourism history has been included.

NOTES AND REFERENCES

CHAPTER - II

HERITAGE OF INDIAN HOSPITALITY

Since the dawn of culture, India has maintained a magnificent heritage of hospitality, based on human kindness and fellow-feeling. Indian culture and religions, for centuries now, have imbibed mutual respect, concern, pardon and forgiveness for humans, animals and even Nature. There exists etiquette in every culture of receiving guests and hosting; but, it reached an artistic divinity in India in the Vedic culture that flourished some fifty centuries ago

In ancient Indian culture, guest was equated to God and has been called Atithi in Samskrit. The relationship of guest and host was elevated to Godly binding, where guest too is bound by certain gratefulness, as a part of the hospitality Code of Conduct. It is wrong to say that it was part of Hindu culture alone, because this code of conduct was formed before the word ‘Hindu’ came into existence, when a simple Sanatana Dharma prevailed in India for all Indians. In modern India, Indian government has invoked the Atithi Devo Bhava campaign under tourism enhancement.

Sanatana way of life