



HOSPITALITY AND TOURISM

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Article history:	Abstract:
Received: July 1 st 2021 Accepted: August 1 st 2021 Published: September 14 th 2021	In the era of globalization, the tourism is now is attaining importance, and like agriculture, industries, it also supports the economic development of the nation. The tourism is not only enhancing, the economic development of the nation, but also supports the cultural progress of the nation. The tourism concept is depending upon the concept “ Athithi Devo Bhava ” and it depends upon how much our country attracts the foreign travelers. They are not only our guests of our country, they also directly or indirectly they support the cultural giving and taking between the two countries. The tourism is not only enhancing the foreign exchange, they also support our import and export of our nation. The small-scale industries like handicrafts are much encouraged by foreign travelers.

Keywords: Hospitality, Tourism, import, export, foreign exchange, etc.

INTRODUCTION; -

The tourism is not only existed in the present science and technological era, it was also existed even in the ancient times. The foreign travelers like Megasthenese, Hu-i-en-tsang, Fahien, were visited the India and wrote about the economic and cultural richness of India.

At the time of medieval history, the Arab travelers like Alberuni, visited India and spread the intellectual richness of India to the world.

But after the independence, there is much progress in tourism industry and all central and state governments encouraged tourism industry and every state was also gave much stress in attracting the foreign travelers, students, businessmen etc and it helped very much to It industry in Bangalore and Hyderabad.

METHODOLOGY; -

Research Plan 1.1 Research Ideas This study is going to conduct research on the current issues in hospitality management, and in this regard, this paper integrates a hospitality organisation “Seaside Hotel” where management issues related to human resources is emerging, and to make a research plan for the hotel.

1.2 Problem Identification Seaside Hotel is an independently-owned hotel in Newquay, Cornwall. It is three-star hotel and has 108 rooms. The hotel has 30 staff who works as permanent employees and 40 are part-time employees. May to August is the period of peak demand and during this period, the Seaside Hotel almost doubles its workforce with casual and provisional workers. However, besides the hotel business, the Seaside Hotel operates throughout the year because it also has a tourism business that assists the hotel in the off-season. In the tourism sector, the hotel offers discounted conferencing amenities for local business organisations. They offer an inexpensive base for corporate meetings and events, like teambuilding events. (Wilton, 2014) Working with and managing a comparatively large workforce both for the hotel and tourism sides who work on permanent basis is a big issue for the management of Seaside Hotel, because demand throughout the off-season is very unpredictable and volatile, and the low rate of occupancy can place a substantial burden on the business to pay their salaries with other incentives.

On the other hand, when demand is unpredictably high throughout this period, significant pressure is placed on the labour force to do their jobs and provide service to the customers. So as to effectively dealing with this variability of demand, the hotel has to launch a training and development programme to train its human resources and develop/improve their skills so that the employees enable themselves to cover gaps and deficits in labour. (Wilton, 2014)

1.3 Project Aims and Objectives The basic aim of this research study is to find the current issues in hospitality management, and in this regard, this research integrates a hotel named as Seaside Hotel, hospitality organisation, where management issues related to human resources are emerging, in terms of managing large number of employees, improving their skills through training programmes,

Page | 3 low rate of occupancy due to off-season, and more pressure on labour due to high demand season. So, the objectives of this study are to: • Evaluate the emerging issues in hospitality/hotel management; • Evaluate how to manage large number of employees; • Evaluate how to improve employee skills through training and development programmes; • Evaluate how to deal with low occupancy rate during off-season; and • Evaluate how to deal with more pressure on labour due to high demand season.

1.4 Different Research Methods There are many research methods to conduct a research to find and solve the problem or a research topic. These research methods include deductive and inductive research approaches, experiments and trials, surveys, case studies, etc. A deductive research approach is aimed and testing theory, while an inductive research method is concerned with the generation of new theory developing from the collected data. (Clark, 1998) Survey research is frequently applied to evaluate thoughts, views, and feelings. This approach can be specific and limited, or it can have more global, extensive goals. There are two major aspects of this approach including questionnaires and sampling. Questionnaire is a predefined set of various questions employed to accumulate data from participants. Sampling is an approach in which a population's subgroup is chosen to respond the survey questions; the data gathered can be generalised to the whole population. (Bradburn, Sudman and Wansink, 2004)

A case study is a detailed study of a specific situation instead of a comprehensive statistical survey. It is an approach employed to narrow down a very broad research field into one easily researchable subject matter. (Gomm, Hammersley and Foster, 2000) Experimental research is unique because it is the only research type that directly attempts to influence a specific variable, and that, when applied appropriately, can really test hypotheses regarding cause and effect relationships. (Silverman, 2006)

1.5 Research Tools for Research Study Page | 4 For this study, the mixed research method will be used: qualitative and quantitative research methods. These methods provide the capability of integrating manifold perspectives to answer complex nature of research questions. Mixed research method is viewed to be an approach which is based strongly on the positive strengths and the viewpoints of each method. It also recognises that both the physical world and the influence of the human experience are equally important. Qualitative approach is based on interview method.

The interviewees in qualitative interviews are given space to swell their answers and details their experiences and feelings. Further, their responses are not pre-categorised in the schedule of interview. (Silverman, 2006) Quantitative approach is based on questionnaire. Quantitative research comprises surveys and a set of questionnaires. This approach is about asking participants of the study for their views and thoughts in a structured manner so that a researcher can discover concrete facts and statistics to guide him/her.

To obtain authentic statistical results, it is necessary to survey participants in fairly large numbers and to ensure they are a representative sample of the target market. (Clark, 1998) For this study, a set of quantitative survey questionnaire method as a research tool will be devised to send to the seventy employees/labour of Seaside Hotel as it is the most convenient and low-cost approach of accumulating information from people and could be applied to cover a big geographical area (Clark, 1998). Moreover, qualitative interview will be conducted with the hotel's management team including general manager, human resource (HR) manager or line manager.

Page | 5 2.0 Research Report 2.1 Critical Evaluation of Information Sources For this particular research-based project, literature review will be the most basic source to get authentic information related to the management issues of hospitality human resources, as mentioned above. Although most of the researchers agree on the fact that the literature is the entry point of research conducted systematically, it is clear that before embarking in it must have already been a first idea, even vaguely, what a researcher wants to do (Hart, 1998; Jesson, Matheson and Lacey, 2011; Oliver, 2012).

Without it, research would be quickly overwhelmed by the extent of information resources available. Obviously, a researcher can embark on research to answer to a problem or a research question that is close to his/her heart for a long time, which people have faced many times in everyday life, but it is far from the case more frequent.

Fortunately, this type of situation often heavily invested emotionally, it is rare that the researcher can keep objectivity necessary for quality research. It is very common that the idea of starting a search or after an exchange with a person with significant experience in the field. In the academic context, it is often the supervisor or the supervisor plays this role, but other people can also intervene to guide the selection of the researcher. (Fink, 1998)

Moreover, for the professional researcher, discussions with other researchers at conferences, symposia or exchanges on the Internet often be an important source to power its search (Oliver, 2012). The various communities which usually belongs researcher play an important role not only in the choice of research directions but also in recognizing them (Dawidowicz, 2010)

Without the consent of the communities that dominate an area of research, it is difficult for a researcher to recognize the quality of its work. It also happens that the choice of research topic imposed (Dawidowicz, 2010). This is the case for example of research funded by a sponsor that generally define the problems that need to be addressed, expected results and even the type of methodology to be implemented.

Whatever the context in which the theme of a search has been defined, it is important that it is properly sized. Too wide, it would lead the researcher to be quickly overwhelmed by the resources it has to consult. Too narrow, it will leave the researcher distraught because he is struggling to find work that will allow him to document his subject. (Lacey, 2011)

However, to build this particular research, the researcher must rely on the shoulders of those that preceded it, this approach will allow him not only saves a lot of time but it will also base the legitimacy of the entire research. In order to advance knowledge in the hospitality management area, it is important to know this area so as to closely link its own results with those already acquired on this subject. (Hart, 1998)

At this time, it is no longer possible to consider research that develops in isolation. The consideration of the literature is also designed to be part of a community of researchers, gradually grasp its operating rules and practices. Indeed, in human and social sciences, the value of knowledge is never independent of the judgment of peers, be they colleagues or persons exercising direct control over the research conducted. To give every chance to choose a research topic that is relevant, do not hesitate to submit to the judgment of others to justify its project.

In this matter, the intelligent use of the Internet opens up new perspectives by allowing to quickly creating a direct contact between the researcher and the person behind the knowledge he proposes to operate. Even the most novice researcher can now speak directly with leading experts in a domain in a relationship where geographical barriers, but also those related to the status of persons fade behind a common desire to advance knowledge. The scope of the review of the literature can be highly variable depending on the nature of the subject investigated but also on the experience of the researcher.

Thus, a researcher already warned against the domain can very quickly identify the most relevant factors to be considered for the purposes of research while the neophyte will have to make a turn too much wider horizon before coming to focus on literature in direct contact with this. (Hart, 1998)

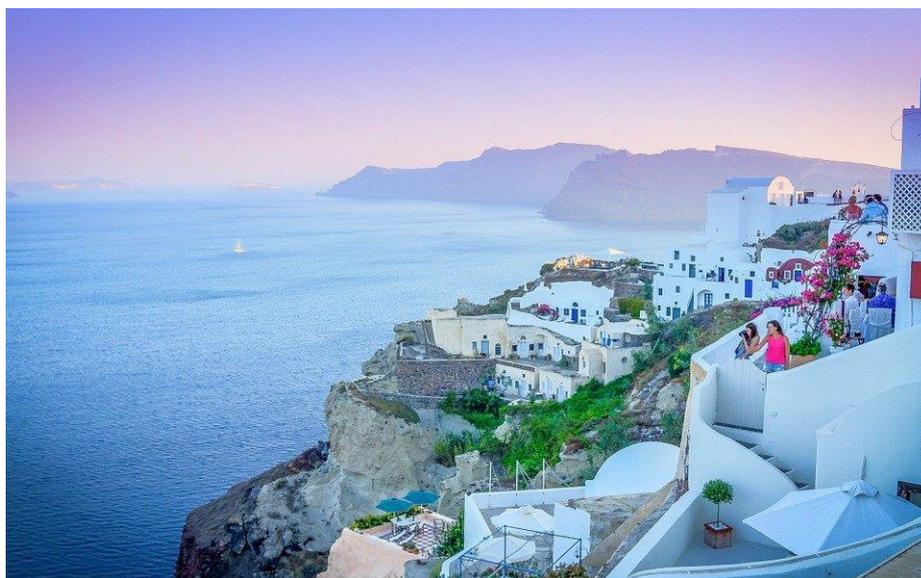
2.2 Critically Evaluation of Research Methods and Tools As mentioned in the research plan part, a mixed research method will be used in this study: qualitative and quantitative. These methods provide the capability of integrating manifold perspectives to answer complex nature of research questions. Mixed research method is viewed to be an approach which is based strongly on the positive strengths and the viewpoints of each method. It also recognizes that both the physical world and the influence of the human experience are equally important.

THE ADVANTAGES OF TOURISM

Due to globalization, the tourism is gaining importance, and so many countries are depended on tourism for gaining the foreign exchange. The tourism includes the not only foreign travelers and also includes the students, academicians, who are visiting to foreign countries to attend the conference, higher education, the entrepreneurs are also contributes to tourism in their own style.

The advantages of tourism may be listed as follows;-

- The tourism is now considered as a productive industry, and contributes to national income.
- The tourism industry is based on the concept of " **Hospitality**" which means the attitude how we treat others in the form of guest.
- The tourism industry contributes the encouragement spreading of different types of food culture and way of life.



CONCLUSION

The hospitality and tourism industry is now emerging as the prominent industry in the era of globalization and liberalization. The tourism industry not only supports the economic growth of the nation, it also supports also to the spreading the culture among other nations. The hospitality means the treating the guests with whole heartedly and creating the good impression of us.

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