

www.travelscapesonline.com

TravelScapes

JUNE 2018, PAGES 56, ₹100

VOL. 6, ISSUE. 6

ON THE ROLL!

The Aspiring, Young GMs Share
Their Recipe for Success

ANDHRA PRADESH

A Sight to Behold

RIDING THE BOOMWAGON

New Paradigms in Hospitality market



EXPERT TALK

Riding the boomwagon

**Hospitality industry
forging ahead with the
new paradigms**



The last decade has changed the dynamics of the hospitality industry, majorly because of the cohesive technologies, changing consumer patterns, social media dominance, active investments from the midmarket brands and acquisitions. As the hotel developments continue at a relentless pace, it is, therefore, essential to keep an eye on the ongoing and upcoming trends.

To spark the right conversation and navigate across the top future trends, we asked the industry luminaries to come up with their predictions on how the hotel industry will look like over the next decade and what are the implementations to stay ahead of the game

By Gagneet Kaur & Sayanti Halder



Ajay K. Bakaya

Managing Director, Sarovar Hotels & Resorts

The Indian hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Foreign tourist arrivals have witnessed a steady growth over the years. Domestic business and leisure traveller has contributed significantly to the growth in volume for hotels in India. Consequently, realising the potential of Indian hospitality landscape, international chains have increased their footprints not only in metro locations but also in tier I and II cities.

Marrying with traditional Indian ethos and the technology brought in by the international chains, hospitality sector has seen a healthy mix of tradition with process automation in delivering product and services matching international standards. Indian Government's efforts in promoting new destinations are opening up new tourism circuits which is attracting a new generation of tourists who are more keen on exploring India besides culture and heritage.

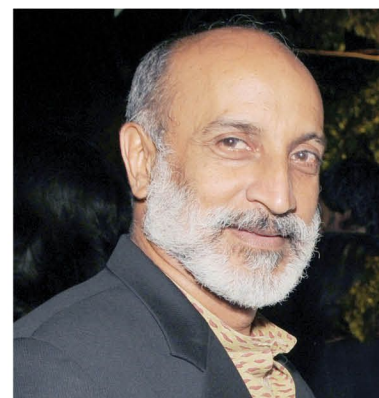


Param Kannampilly

Chairman & Managing Director, Concept Hospitality Pvt. Ltd.

The hotel industry has witnessed a major transformation over the past ten years. In my opinion, the biggest shift has been in the behavioural change in customer's mind. Earlier, a fraction of the customers was exposed to the parameters of the world hospitality but now, more and more people know what they should expect if they are walking into a brand. Not only that, they are also aware of what kind of experience the same brand is offering in other countries. This keeps the hoteliers on the toes all the time. Due to this, the service standards have gone up a few notches. The hotelier knows that he has to be on the top of his game because of the competition, which has become tougher with newer and better brands coming to India. Also, people have become very particular about price points and they shift their loyalties in a jiffy if they find that another brand is offering same services at a much lower price.

In a nutshell, it has become harder to be a hotelier now, as compared to a decade back. The hotelier has to constantly innovate its offering and give a lot of value add-ons.



Aman Nath

Founder and Chairman, Neemrana Hotels

The global economic changes, geopolitical re-alignment and advent of technology have changed various facets of life including travel. Trade, business and education have been a larger driver of tourism than leisure. In the world and in India, new destinations, newer economic hubs, smaller towns and cities have seen increased tourism over the last decade. The government along with industry bodies have also worked towards creating new leisure destinations and focused on tourism based on local culture, cuisine and people-connect. A time when hotels and tourism projects used to be based on facilities and amenities, have started focusing on creating and delivering the experience.

Technology has enabled the travellers to review, evaluate, compare and choose all options for travel, stay and dining in a much more transparent manner over the last decade. Search pattern itself has changed from text-based approach to visual and sensory-based approach. To conclude it all, the brightest future of Indian tourism earning and foreign exchange can happen when all the heritage structures are refurbished to receive more guests.

Trend-Meter

- More unconventional tourism segments to drive the growth story
- Domestic consumers will lead growth in the short/medium term
- Hotels will witness rising levels of revenue from leisure segment
- Artificial Intelligence and new technologies will change guest experiences
- Midmarket hotels will see several new players making investment

Trend-Meter

- The hotel competition will get even stiffer
- The brands already penetrated in tier II and III cities to make their presence stronger
- Growingly, business will come from the e-commerce sites
- The guests will be willing to pay more if offered good services
- The clientele are becoming more concerned about the environment

Trend-Meter

- Luxury will shift the focus from amenities to a sense of personalisation
- More projects will focus on sustainability and local community involvement
- Travellers will choose accommodation in a more transparent manner
- Pricing, inventory, reservation decisions will use A.I.
- More private players will enter as the PPP model