

CONCEPTUAL STUDY ON GROWTH AND DEVELOPMENT OF HOSPITALITY INDUSTRY IN ODISHA

Nilima Das, Research scholar, PG Department Commerce, Utkal University, Bhubaneswar, Odisha
Dr. Maheswar Sahoo, Former professor, PG Departments of Commerce, Utkal University,
Bhubaneswar, Odisha

Abstract:

This article has described overview of Hospitality industry in Odisha. The present article also gives emphasis on different factors which are responsible for the growth of the industry. This research is based on secondary data. The article tries to elaborate different marketing mix uses in hospitality industry with special references to Odisha. This research article also tries to elaborate different obstacles for the hospitality industry in Odisha.

Keywords:

hospitality, marketing, service quality, tourism, tourist perception

Introduction

Marketing is the process for getting a company's product or service out to consumers. The hospitality industry refers to the businesses such as hotels, bars, and restaurants that offer people food, drink, or a place to sleep (Cambridge Dictionary, 2020). Hospitality marketing looks at how segments of the hospitality industry, such as hotels, restaurants, resorts and amusement parks, utilize marketing techniques to promote their products or services. Hospitality marketing is about applying marketing strategies and techniques in the hospitality industry. It takes a look at how organizations in the hospitality industry e.g. restaurants, hotels, and food service providers make use of marketing strategies and techniques to promote their products and services to customers.

Hepple, Kipps and Thompson (1990) have argued that hospitality consists of four basic characteristics. Firstly, hospitality is behavior confessed by a host or a guest who is away from home. Secondly, it is interactive in nature and involves personal contact between the provider and receiver. Thirdly hospitality comprises of a blend of tangible and intangible factors. Finally, the host provides for the guest's security, psychological and physiological comfort. In hospitality marketing both sale concept and marketing concepts are needed to consider. The sales concept in marketing is always product oriented. Sales concept always looking for generating profit by selling in huge amount. The major emphasis given to promotional activities. Product orientation always starts with a core service and focus stays on core service. A hotel or restaurant or any hospitality-oriented business will develop the best service for its customer. Then try to find out who are willing customers are there willing to avail that service. Followed by adopting promotional and selling strategy aimed to persuade people to buy service. The service industry basically works on more marketing concept. The marketing concept is basically customer oriented. The entire focus on customer requirement rather than to push service into them. In this way companies who are associated with the hospitality industry can make profit through customer satisfaction. Examining an example from hospitality industry; if people check-in into a hotel room only to satisfy basic requirement which is a clean room with expected minimum amenities. When look around in the market there are many hoteliers. Customer can give good reason to patronize them. There are various hotels for different customers. Some customers are looking for budgeted hotels because they want a clean, safe and less expensive place to sleep. There are also budgeted hotel who are providing these services. Some customers want an elegant hotel with rich furnishing in each room and well-trained sophisticated service staff. Those staff can give their full effort to cater to each guest desire. so one of the definition of hospitality marketing is the determining profit and customer satisfaction through hotel services to satisfy customer needs and wants.

Hospitality has been one of the most pervasive metaphors within tourism studies, referring in one sense to the commercial project of the tourist industry such as hotels, catering, and tour operation, and in another sense, to the social interactions between local people and tourists, that is, hosts and guests (Germann Molz & Gibson, 2007, p. 6). Hospitality has been considered as one of the major players of the service economy as it contributes significantly the world economy and this sector is the largest employer in the world next only to armed forces (Ottenbacher et al., 2009, p. 269)

Growth factors for developing hospitality industry in Odisha

There are various reasons for the growth of the hospitality industry in Odisha. Odisha also wants to take diversification of its growth by expanding into the manufacturing and services sector. Tourism and hospitality are emerging sectors of the state and thanks to the political intervention now aim it became the investment destination by continuously creating and delivering outstanding opportunities for business growth, fostering all-round socio-economic development for the state and its people. As an eastern-Indian state Odisha has various reasons for tourist to visit this state.

In Odisha, the modernization of the hotel business is quite recent. The B.N.R Hotel in Puri and the Oberoi Palm Beach Hotel in Gopalpur were the only hotels in the state prior to independence. Even after Bhubaneswar was designated as the capital of Odisha, it lacked hotels for over 30 years before Hotel Prachi, the city's first hotel of any caliber, was erected there in 1977. Now, the sprawling, quickly growing city of Bhubaneswar can boast of many respectable hotels. The hotel industry's product has recently undergone continuous updating and improvement. It would have been a completely different tale if the growth of the hotel industry in Odisha had kept pace with the growth of tourism. During this time, Puri also received some high-quality hotels. Some names are Mayfair, Toshali Sands, Chanakya BNR, Holiday Resorts, Coco Palm, Gandhara, Sea Gull, Shakti International, Golden Sands, Aveda Chariot Resort, Ananya Resorts, besides the legendry Puri Hotel. Good hotels have been built in Rourkela, Paradip, Gopalpur, Cuttack, Jeypur, Rayagada and other industrial towns and tourist places.

There are various factors are responsible for the growth of hospitality industry in odisha. It will be discussed below:

Location advantage: All tourist places and pilgrim places are situated nearer to Bhubaneswar. Bhubaneswar is considered the capital of the state. It has all the communication facilities which are required by tourists. Anyone who is residing in Bhubaneswar can reach their destination within 2-3 hours. Most of the places are well connected with the train and other mediums of communication. Tourists can have sightseeing along with their journey and a variety of new places they can explore in between their beginning point to destination.

Facilities for accommodation: Now-a-days there are lots of accommodation facilities created and available for tourists. Most of the accommodation facilities are well equipped with the necessary amenities required by visitors. Visitors can choose to stay for either a longer or shorter period as per their plan and convenience. Most of the accommodation facilities information are also available online. Any visitor can access them anytime from anywhere.

Economical: Travelling to Odisha is also economical, which could be considered as a forcing factor for visitors. Every traveler always thinks about the cost benefit approach whenever choosing a place to visit. It obvious for a traveler to gain maximum benefit on whatever he/she going to spend. In that case Odisha could be considered as a very good destination which is available at a cheaper rate.

Safety and Security: Odisha as tourist destination provides all types of security to their visitors. Every traveler needs security and safety while travelling on road by their car, by rail, even at tourist place from the local goon. Because of good administration of law enforcement department visitors may face less problems. Still if there is any problem tourists can immediately file a complaint at the nearest police station so that complaint can be handled immediately.

Encouragement of sports tourism: Odisha is proudly encouraging our national game, Hockey. Odisha promoting Hockey and hosted Hockey world cup. Most sports lovers enjoy sports as well as visiting many places during their stay.

Encouragement of eco-tourism: Eco Retreat Odisha has expanded its base to seven beautiful locations in Odisha – Konark, Putsil, Sonarpur, Daringbadi, Bhitarkanika, Satkosia and Hirakud with a total inventory of about 220 luxury tents, to provide an unparalleled glamping experience to tourist.

Marketing mix of hospitality industry in Odisha

Sl no	Marketing mix elements of Hospitality Industry	
1	Product	<p>Accommodation: Highlight the unique features, amenities, and quality of accommodations available in Odisha, such as hotels, resorts, guesthouses, and homestays.</p> <p>Dining and Cuisine: Showcase the diverse culinary offerings of Odisha, including traditional local dishes and regional specialties.</p> <p>Experiences and Attractions: Promote the various tourist attractions, cultural events, festivals, adventure activities, and natural beauty that Odisha has to offer.</p>
2	Price	<p>Pricing Strategies: Develop competitive pricing strategies that consider the target market, seasonality, and the value provided by the product or service.</p> <p>Packages and Discounts: Create attractive packages, deals, and discounts to encourage bookings and attract customers during off-peak seasons</p>
3	Place	<p>Distribution Channels: Utilize various distribution channels, such as online travel agencies (OTAs), travel agents, direct bookings through websites, and partnerships with tour operators, to reach a wide range of potential customers.</p> <p>Accessibility: Emphasize the ease of access to Odisha through convenient transportation options, including airports, railways, and well-connected road networks.</p> <p>Collaboration with Local Businesses: Collaborate with local businesses, such as restaurants, tour operators, and transportation providers, to offer comprehensive travel packages and enhance the overall visitor experience.</p>
4	Promotion	<p>Digital Marketing: Leverage digital platforms, including social media, search engine optimization (SEO), content marketing, and online advertising, to create awareness and engage with potential customers.</p> <p>Traditional Marketing: Utilize traditional marketing methods, such as print advertisements, brochures, radio, and television, to target specific demographics and regions.</p> <p>Public Relations: Engage with media outlets, travel bloggers, and influencers to generate positive publicity for Odisha's hospitality industry.</p> <p>Events and Collaborations: Organize or participate in events, trade shows, and exhibitions related to travel and tourism to showcase the offerings of Odisha.</p>
5	People	<p>Customer Service: Train and empower staff to provide exceptional customer service, ensuring positive experiences and customer satisfaction.</p>

		Local Culture and Heritage: Encourage staff to showcase the local culture, traditions, and hospitality of Odisha, providing guests with an authentic and memorable experience.
6	Process	<p>Reservation Process: Implementing an efficient and user-friendly reservation system, whether online or through other channels, is essential. This includes streamlining the booking process, providing clear information on availability, room types, rates, and any additional services.</p> <p>Check-in and Check-out Process: It involves providing a smooth and efficient process that minimizes waiting times, ensures accurate documentation, and offers a warm and welcoming atmosphere.</p> <p>Service Delivery Process: This can include housekeeping services, room service, dining experiences, concierge services, and any other services offered by the establishment. Ensuring consistency, timeliness, and attention to detail in these processes is essential for guest satisfaction.</p>
7	Physical evidence	<p>Visual Appeal: Pay attention to the aesthetic appeal of properties, dining areas, and public spaces, creating a positive impression for guests.</p> <p>Online Reviews and Testimonials: Encourage satisfied customers to leave positive reviews and testimonials, which serve as valuable social proof for potential customers.</p>

By effectively utilizing the marketing mix elements and focusing on the unique aspects and offerings of Odisha's hospitality industry, businesses can attract and retain customers, enhance their brand reputation, and contribute to the growth of tourism in the region.

Obstacles for hospitality industry in Odisha

Climatic condition: Odisha faces severe climatic changes in different regions. experiences a recurring pattern of extreme weather conditions, including severe heat waves, heavy rain, and flooding, as well as destructive cyclones. These events have significant impacts on various essential services such as communication, power, and water supplies. It's unfortunate that Odisha is facing such challenges annually.

Lack of tourist places: It's unfortunate to hear that apart from Puri, Konark, and Bhubaneswar, other tourist spots in the region have been unable to attract a significant number of visitors. There can be several factors contributing to this situation.

Lack of Infrastructure: Insufficient infrastructure, including transportation, accommodation, and amenities, can deter tourists from visiting lesser-known destinations. Immediate attention should be given to improving connectivity, developing quality accommodations, and ensuring essential facilities such as clean water, sanitation, and healthcare.

Limited Marketing and Promotion: Effective marketing and promotion are essential to attract tourists. Lesser-known tourist spots may not have received adequate attention in terms of advertising and promotional campaigns. It is crucial to invest in marketing efforts, both domestically and internationally, to highlight the unique attractions and experiences offered by these destinations.

Heritage and Cultural Significance: Identifying and promoting the heritage and cultural significance of these lesser-known spots can help attract tourists who are interested in history, art, and cultural experiences. Preserving and showcasing local traditions, festivals, crafts, and historical sites can create a compelling narrative that draws visitors.

Diversifying Tourism Offerings: Beyond the well-known attractions, it is important to diversify the tourism offerings in the region. This can involve developing adventure tourism, ecotourism, rural tourism, and wellness tourism, among others. Conducting surveys and engaging with potential tourists can help identify niche markets and design experiences accordingly.

Community Involvement and Empowerment: Engaging local communities and empowering them to participate in tourism development can have a positive impact. By involving community members in tourism-related activities, such as homestays, guided tours, and cultural performances, the destinations can offer authentic experiences and create a sense of ownership among the locals.

Infrastructure and Service Quality: Ensuring the quality of infrastructure and services is crucial in attracting and retaining tourists. Focus on improving facilities like roads, signage, hygiene, and hospitality services can enhance the overall visitor experience. Training programs can be organized to enhance the skills of local service providers and promote professionalism in the tourism sector.

Collaboration with Travel Agencies and Tour Operators: Collaborating with travel agencies and tour operators is essential to include lesser-known destinations in travel itineraries. Building partnerships and offering incentives to tour operators to promote these spots can lead to increased tourist footfall.

Lack of sustainability and Responsible Tourism: Emphasizing sustainable practices and responsible tourism can create a positive image for the destinations and attract conscientious travelers. Developing guidelines for eco-friendly tourism activities, waste management, and conservation efforts can contribute to the long-term viability of tourist places.

Conclusion:

This article can conclude that though there are different obstacles in the growth of the hospitality industry but still there are some improvements. Slowly the hospitality industry is going to shine and contributing more to GDP.

References:

1. Bowen, J. and Morosan, C. (2018), "Beware hospitality industry: the robots are coming", *Worldwide Hospitality and Tourism Themes*, Vol. 10 No. 6, pp. 726-733. <https://doi.org/10.1108/WHATT-07-2018-0045>
2. Gibson, S. (2007). 'Abusing our hospitality: inhospitableness and the politics of deterrence: in *Germann Molz, J. & Gibson, S. (eds.) Mobilizing Hospitality* (pp.159-176), Aldershot: Ashgate.
3. Harrison, J. S. (2003). Strategic Analysis for the Hospitality Industry. *Cornell Hotel and Restaurant Administration Quarterly*, 44(2), 139–152. <https://doi.org/10.1177/0010880403442013>
4. https://www.google.co.in/books/edition/New_Dimensions_In_Tourism_H_Industry_3_V/WOLbEOR_kEC?hl=en&gbpv=1&dq=dimensions%20of%20hospitality%20industry&pg=PP1&printsec=frontcover
5. <https://indianindustryplus.com/2017/11/18/hotel-industry-in-odisha/>
6. <https://www.hotelierindia.com/operations/the-next-big-hospitality-hotspot>
7. <https://indiasomeday.com/en/travel-to-orissa/#:~:text=At%20the%20recently%20excavated%20sites,the%20Diamond%20Triangle%20of%20Orissa.>
8. H.C. Hsu Carthy, Powers T, marketing Hospitality, third edition, John wiley & sons, 2006.
9. Ottenbacher, M., Harrington, R., & Parsa, H. G. (2009). Defi ning the hospitality discipline: a discussion of pedagogical and research implications. *Journal of Hospitality's Tourism Research*, 35(3), 363-383.
10. Ruel, H. and Njoku, E. (2021), "AI redefining the hospitality industry", *Journal of Tourism Futures*, Vol. 7 No. 1, pp. 53-66. <https://doi.org/10.1108/JTF-03-2020-0032>
11. Reid. Robert D., Bojanic David C., Hospitality marketing management, 4th edition, John wiley & sonz, 2006.