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8

Challenges of Technology in tourism and Hospitality Industries

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Abstract:

Hospitality industries are usually outlined as a system of innovation and production systems. Technology has played a vital role in achieving the process by generating an associate economy for the traveler. Internet technology is important as a result of it will drive security and effectiveness. The hospitality industry's scope includes a spread of corporations that give services and facilities like accommodation, food and drink, amusement, gaming, and related product. The hospitality industry could also be a broad class of fields inside the business with lodging, food and drink service, event designing, theme parks, transportation, cruise line, traveling, airline, and extra fields inside the tourism business. The paper is concentrated over understanding new developments that had influenced modern-day tourism business and hospitality industries. This article additionally discusses the ideas of technology in the tourism business and hospitality industries. Tourism business and hospitality industries and problems and challenges of technology in it, we understand that new technology ideas have modified the techniques. Currently, tourism business and hospitality are largely dependent on technology. The objective of this study is ideas of technology in the tourism business, and hospitality industries and potential edges of the tourism business industries finally examine the challenges and rising problems in the tourism business sector. This report illustrates the issues and challenges that corporations within the tourism business and hospitality industry can expertise.

Keywords: *Data technology, Challenges, Technology, Issues, Tourism*

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Introduction

Technology has remodeled the lives of the numerous folks who supported the method it's modified their way of doing things. Hospitality and tourism business is one in every sector that has witnessed bigger changes caused by technology. It's not stunning that this business is hierarchical among the only performing business around the world. Technology has contributed a great deal towards this success. Technology is preponderant inside the hospitality and tourism business industry's success regardless of having some flaws, as proven inside the paper.

In step with the United Nations World tourism business Organization (UNWTO), the tourism business entails people's movement to countries or places outside their usual surroundings for personal or business/professional functions. These folk's area units are known as guests. Usually speaking, a traveler is assessed as a (same) day traveller if their trip does not embody associate nightlong keep associated a holidaymaker if it will embody a nightlong keep the purpose of their trip is usually for business, leisure, or personal reasons, except to be used by a resident entity inside the country or place visited.

Thus, the tourism business is usually defined as a result of the set of industries that facilitate by providing infrastructure and products and services and alter move for varied functions and move to places of leisure and business interests. The tourism business is all concerning providing necessary means to assist tourists throughout their step.

Review of Literature

The tourism business is one of the only performing activities, each at regional/domestic and international level. In step with the tourism business council (2004), the tourism business contributes to around 10% of GDP. This rate is anticipated to extend by 2014 (World Travel and tourism business Council 2004). The force behind this rising is that the adoption of data technology in its management and operations. Several businesses in the hospitality-associated tourism business incorporate data technology in their companies to stand a reasonable probability of reaping large returns of identical (Garzotto et al. 2004).

Computerized reservation systems area unit associate example of associate data technology system employed in this sector to reach the target customers. Rising business as so much as tourism business and hospitality area unit involved, which means that efforts ought to be directed towards customers' satisfaction (Kummer, 2010, p. 18).

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The link between tourism business and development is one in every one of the issues that have emerged in recent years, and this can often be a significant issue that has brought in governments, international bodies, and completely different business stakeholders. During this case, the road between these two aspects should be drawn effectively to do to away with any contradictions or conflict of interest which may return by valuation inside the hospitality and tourism business could also be a serious issue that must be attended to this is often as a result of the business is wide associated covers an outsize geographic area. The success of any tourism business is incomplete without the role of hospitality that is the vital ingredient of the tourism business.

However, these vital tourism business support services' quality and worth remain below international best practices in Nigeria (Eja et al., 2011). The tourism business is turning into one in every of the foremost profitable growth engines for the worldwide economy, thus leadership inside the arena is being controversial among the most countries, that struggle per annum to attract a lot of and a lot of tourists to their territories. In step with the UNWTO "International tourism business Highlights" report, tourism generates quite five billion U.S. dollars day by day. In turn, total revenues from international tourism business worldwide, as well as traveler transport, were 1.7 trillion US dollars in 2018, with over one.4 billion international arrivals registered across the planet. Of course, the process is formed from several factors that, once analyzed one by one, create the tourism business a lot of attractive.

In step with the WTTC report, as of 2018 (the 2019 report has not been revealed yet), the tourism business employs 319 million people, and it's expected that this figure can reach 421 million by 2029. this suggests that tourism business isn't solely a growing economic engine however additionally associate employment engine in itself, since it's the business with the simplest evolution in terms of job creation, simply behind the producing sector.

Research Objectives

To know the ideas of technology in the tourism business and hospitality industries to review the potential edges of the tourism business industries.

To look at the challenges and rising problems in the tourism business sector

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Methodology

The secondary sources enclosed annual reports, press releases, and capitalist displays of companies; white papers, journals, and licensed publications; and articles from recognized authors, directories, and databases. A secondary analysis was in the main used to acquire key information concerning the industry's offer chain, the total pool of key players, market classification and published sources like Commerce Ministry, Government of the Republic of India, Websites and World Trade Organization, and varied reports revealed in journals and reports.

Issue and Challenges of Hospitality and Tourism

The hospitality and tourism business has been evolving each currently then because of the ever-changing needs of society. Best-known that customer inside the hospitality industry area unit forever stringent unique products and services and this is often up to any or all or any stakeholders to want up the challenge.

In this case, there are heaps of rising problems and challenges inside the hospitality and tourism business industry that has forced stakeholders to travel back to the strategy planning stage and this is often what this paper can in the main concentrate on this can be often one amongst current problems that face the tourism business and hospitality business (Mitchel, 2009, p. 12).

This is often as a result of their service expectations are forever changing which means that they need to be matched within the least prices. It ought to be best-known that the tourism and hospitality industry has been growing in recent years and this is often actually because various economies are on an associate upward trend. As a result, there has been an increase in the demand for accommodation. The rising of the business has brought throughout a lot of challenges that require to be solved by all stakeholders. Labour and skills shortage has been known along with the challenges that face the tourism business and hospitality industry. This has largely been sophisticated by the emergence of the latest technologies and trends that need to be glad and attended to. As a matter of reality, the new surroundings underneath that the business operates demands a replacement approach to labor and skills (Economy Watch, 2011, p. 27).

This has given the business a huge challenge as a result of they have to satisfy the necessities for complete bright skills and labor within the least prices to remain customers. In extreme cases, the industry has been forced to develop these skills and skills at large prices. A rise in construction prices could also

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be a challenge that the tourism business and hospitality industry have continued to face in recent years (Quinion, 2005, p. 21). It ought to be best-known that the demand for complete spanking new facilities has been rising because of an increase inside the number of customers.

Conclusion

In this paper, the hospitality & tourism business could also be a particular technology activity that, apart from basic service of food and beverages, offers a variety of social, cultural, and health services thus on satisfy the desire and needs of customers. New needs, demands, and needs of customers have semiconductor diode to the emergence of recent trends in hospitality offerings style. Health and spa hotels, store hotels, all comprehensive hotels, slow food restaurants, and wine and lounge bars are just some of the most trends, and winning hospitality managers can produce politics of development following new necessities and also the wants of the world market. Business and development policies of freelance hotels, edifice chains, restaurateurs, and bar owners should be headed towards tourists, guests, and customers through a spread of specific and attractive hospitality services. New data of staff and managers within the hospitality industry could be a requirement for making a brand new service, satisfied customer, and competitive advantage within the tourism market sector.

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