

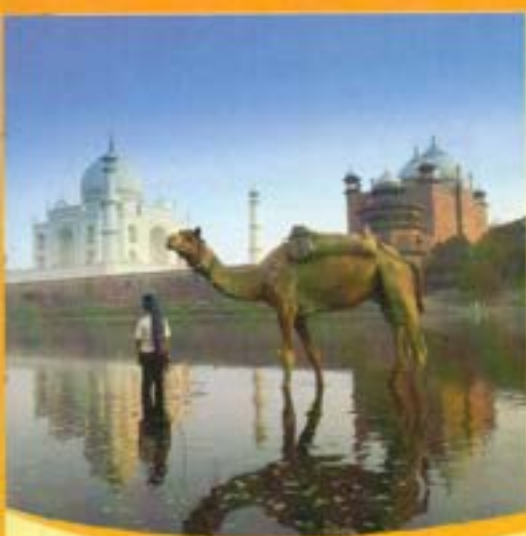


**Indian Institute of Catering Technology and Hotel Management
&
Bharath College of Science and Management
Thanjavur -5, Tamil Nadu, South India**



NATIONAL SEMINAR - IHITDIS - 2018

"IMPACT OF HOSPITALITY INDUSTRY ON TOURISM DEVELOPMENT IN INDIAN SCENARIO"



ISBN No 978-93-80509-34-1

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**IMPACT ON HOSPITALITY INDUSTRY ON
TOURISM DEVELOPMENT IN INDIAN SCENARIO**

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Mrs. PUNITHA GANESAN, M.A.,
Secretary
Member, Senate,
Bharathidasan University



Message

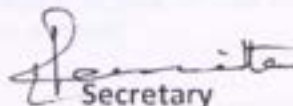
Greetings to all experts and delegates from India,

I am delighted to learn that the Indian Institute of Catering Technology and Hotel Management, Thanjavur is organizing a One Day National Seminar on "Impact of Hospitality Industry on Tourism Development in Indian Scenario" (IHITDIS – 2018) on 30th March 2018 and a Souvenir is to be brought out to mark the occasion.

IICTHM has proven track record of committed contribution on importing quality education to students with emphasis on values and skill building, I congratulate the dynamic Principal, Faculty members and Organizing Committee members for the bold, initiative to organize such a seminar in this Institution.

I hope this innovative seminar would help to increase the understanding of the concepts may the hospitality industry lets promote the tourism sector in India.

I wish the seminar all success.


Secretary

Bharath Group of Institutions
Thanjavur.

TAMIL UNIVERSITY

THANJAVUR



Date: 27.3.2018

Message

I am very much pleased to know that a One Day National Conference on "Impact of Hospitality Industry on Tourism Development in Indian Scenario" is to be held on 30th March 2018 at Indian Institute of Catering Technology and Hotel Management, Thanjavur.

I extend my warm greetings and felicitations to the management, organizers and all participants.

I wish the Conference all success.

(M.Thirumalai)



BHARATH INSTITUTE OF MANAGEMENT

Sponsored by K. Nadimuthu Memorial Educational Trust &
Approved by AICTE and affiliated to Bharathidasan University
(A Unit of Bharath College of Science and Management)

Date :



Message

I am happy to learn that the Institute of Catering Technology and Hotel Management is organizing a national seminar on "Impact of Hospitality Industry on Tourism Development in Indian Scenario", through the "Society" friendly founder established a cluster of academic Institutions in Thanjavur, the first one in his mind was "Catering Technology and Hotel Management". The Institute has successfully completed two decades of Yeoman Service in the chosen discipline. This national level seminar on the relevant theme will give an opportunity to the participants to make a threadbare analysis about Indian Hospitality industry and its impeccable role in the promotion of tourism. I appreciate the college secretary for the encouragements given, the Principal and his dedicated team of teachers for the efforts taken, and the delegates for their visionary zeal in the promotion of Indian Tourism.

I wish the seminar and grand success.

Dr.RM. Chidambaram

Director

Trichy Road, Near New Bus Stand, THANJAVUR- 613 005, Tamil Nadu, S.India. Off. 04362 - 227937, 228081,
Fax : 0091-4362 - 227185, E-Mail : bharathmbainstitute@gmail.com Website : bharathmbainstitute.org

Message

Mr.R.Ramamoorthy,
Tourist Officer,
Thanjavur & Ariyalur District.



I am glad to know that Indian Institute of catering Technology and Hotel Management, Thanjavur – 613005, is organizing one day National Seminar on the topic "Impact of Hospitality Industry on Tourism development in Indian Scenario" scheduled to be held on 30.03.2018.

I am very confident that the theme selected for the seminar will fetch more competencies in the field of Hospitality Industry and Tourism Industry.

I appreciate and congratulate the Principal, Members of Faculty, Research Scholars and the students of the august Institution for their excellent contribution for the successful conduct of this National Seminar.

I wish the seminar a grand success.

Mohammed
TOURIST OFFICER
THANJAVUR

Message



'Greetings from State Institute of Hotel Management & Catering Technology, Tiruchirappalli'.

I feel proud to participate with your prestigious Institution on this occasion on 30th March 2018.

It is my privilege to greet the Management, the Principal, Staff Members and students of your Institute and I wish them all for the success of the Programme.

Thanking you,

V. Baskaran, B.Sc., DHMCT, M.B.A.,
Principal,
SIHMCT,

Message



I am glad to learn that Indian Institute of Catering Technology and Hotel Management, Thanjavur is hosting a National Seminar on **"IMPACT OF HOSPITALITY INDUSTRY ON TOURISM DEVELOPMENT IN INDIAN SCENARIO"** on 30th March 2018. The title is apt and the intent is purposeful considering that the most global of industries viz., Tourism is at present faced with tremendous opportunities and challenges in good measure.

Hospitality is the sine qua non of Tourism and, a feeling amongst tourists that 'INDIA IS THE MOST HOSPITABLE TOURIST DESTINATION' should be the objective to which all components of tourism industry should converge and contribute. Hospitality need not be confined to the Accommodation Sector though it usually connotes so. As Saint Thiruvalluvar wisely warned us *"a guest (a tourist in our country) might be put off with even an inappropriate facial expression just as Anichcham wilts when we smell it"*. I mean, Hospitality starts long before a tourist lands in the destination and lasts long after one leaves it. However, hotels and other units of the Accommodation sector truly make a tour experience memorable as they truly define hospitality and can make up for any perceived shortcoming in other services. In fact they should always be prepared to.

I emphasize this only to remind ourselves of our tradition of hospitality, which presently should be bolstered by the ever advancing technology. **Hospitality is a matter of the heart matching the head in creating the tour experience that elevates our brand image in the international tourism spectrum.** While the creative intellect of the current generation is amply demonstrated in every sphere of life, training them to achieve **superior standards of hospitality without a drain on the resources** is the biggest responsibility everyone from the policy making level to the service delivery level should focus on. Hospitality is our forte and it must remain so.

The need to **serve and preserve** resources in their pristine glory to ensure sustainable tourism urges us to bank heavily on the friendly warmth and simple lifestyle

which preclude waste. **Technology should add a new dimension to tradition.** Technology that does not trample upon tradition is what Tourism and Hospitality sector should identify and adopt. Wise tourism promotion should leverage the power of hospitality at every service encounter to sustain itself and support all and any that depend on it.

As it has always been, Hospitality is the common thread that connects diverse forms of tourist destinations and so has the onus thrust on it to perform flawlessly - always and every time. The need to employ more human resources than any other component for a given investment makes Hospitality indistinguishable from tourism.

Every unit, small or big, in the Hospitality sector should position itself in the market in such manner as to leave a unique impression in the minds of the tourists so that its **star-rating does not matter**. I am sure the eminent speakers in the seminar will throw light on these aspects and the inevitable urgency with which we should address the **shortage of Human resources in the industry** and guide avid learners to steer clear of hurdles and face challenges with vigour.

I wish the seminar a grand success.

Dr.R. KANNAN,
Associate Professor & Head,
Department of Hotel Management and Catering Science,
Madurai Kamaraj University College,
Madurai – 625 002.
E-mail : saru.kannan@gmail.com



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Dr. T. VEERASAMY, M.A., M.Phil., Ph.D.,

Principal

Date :



Message

It gives me an immense pleasure to wish this Seminar grand success. I hope that during this one day National Seminar on "Impact of Hospitality Industry on Tourism Development in Indian Scenario", the issues concerning Hotel Management related field will be deliberated by the participants of the Seminar threadbare and the recommendations which will emerge out from the deliberations will yield fruitful results for better management of Hotel Industry across the country.

I congratulate the Organizing Committee and Staff members of the Indian Institute of Catering Technology and Hotel Management for commendable work in organizing this National Seminar.

I wish this Seminar great success.

Dr.T. Veerasamy
Principal



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Date : 26.03.2016.

1993-இல் அமரர் இரா. நா. கண்ணன் அவர்களால் நிறுவப்பெற்ற "இந்தியன் தினிள் டிரயூட் ஆப் இகாட்டரிக் உட்கொலேஜ் இன்டர் இயூறட்டல் இண்டஸ்ட்ரீஸ்" நிஜமன் தலைநகரம் மற்றும், நரணிமல்கும் இயற்றிய இயல் அக்கமில் கராச்சிசாரம், பண்பாடு, கலிஞர் இநாம்பல், பயணிதீதல், இணைக்க உட்ப இணைக்க இயான்தி கண்ணையி சிறந்த இயையல் இயன்இயையல் பயிற்சியுடன் சூடு நிரவகரமாகும்.

இந்திரிசுவகம் "Impact of Hospitality Industry on Tourism development in Indian Scenario"

இன்ற தலைநகர் நடத்தும் இசுவக கருந்தரங்கம் இன்றம காலக் இசுவக கல் சிறந்ததனத் துறை இளர்ச்சிக்க இய இணைக்க இணைக்க இணைக்க இயையல் இயையல் இயையல் இயையல் இயையல்

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CONTENTS

S.NO	NAME	TITLE	PAGE NO.
1	S.A.Balraj & RichaDoss	ISSUES AND CHALLENGES OF HOTEL MANAGEMENT STUDENTS IN INDIAN SCENARIO	1
2	Rajasekaran & Dr.R.Kannan	MANAGING SUSTAINABLE TOURISM DEVELOPMENT IN ANDAMAN AND NICOBAR ISLANDS	4
3	S.Meera	PROBLEMS FACED BY TOURISTS: WITH SPECIAL FOCUS ON HOSPITALITY INDUSTRY	8
4	Dr.M.Parimala Fathima & P.Lalitha	TOURISM EDUCATION – SOCIOLOGICAL AND PHILOSOPHICAL PERSPECTIVE	12
5	K.Nageshwaran	VITAL ROLE OF AUTHENTIC FOOD PREPARED BY CATERING STUDENT TO ATTRACT TOURIST	15
6	P.Prem kanna	SUSTAINABLE DEVELOPMENT IN INDIAN TOURISM SECTOR: PESTLE & SWOT ANALYSES	19
7	Dr.M.Poornavijay Bhoopalan	A STUDY ON SEASHORE IS ONE OF THE PILLARS OF TOURISM –AN OVERVIEW	23
8	S.Suganya	SEASONALITY AND IT'S IMPACT ON TOURISM	26
9	N.Sasikumar & M.Panimalar Roja	IMPACT OF EMOTIONAL INTELLIGENCE ON HOSPITALITY IN TOURISM INDUSTRY	30
10	K.Karthick	A STUDY ON SUSTAINABLE TOURISM PROMOTION OF HILL TOURISM IN TAMILNADU	35
11	Dr.B.Sudha	A STUDY ON MARKETING OF SERVICES WITH REFERENCE TO HILL RESORTS IN YERCAUD IN TAMILNADU	38
12	A.Apsara Saleth Mary	THE ROLE OF THE HOTELS IN MICE TOURISM AND ITS SIGNIFICANCE FOR DESTINATION PROMOTION	42
13	M.Subburajan & C.S.Hemavidhya	INTERDISCIPLINARY APPROACHES TO HOSPITALITY & TOURISM	47
14	Ramsay Lewin	ISSUES AND CHALLENGES OF HOTEL MANAGEMENT STUDENTS IN INDIA	50
15	Chef. M.S. Rajmohan & Dr.R.Kannan	CHETTINADU – A PROMINENT HERITAGE TOURISM DESTINATION IN TAMILNADU	53

S.NO	NAME	TITLE	PAGE NO.
31	B.Tamilselvan	MOTIVATION OF STUDENTS IN THE FIELD OF HOSPITALITY	114
32	S.John Abraham	MOTIVATION OF STUDENTS IN THE FIELD OF HOSPITALITY	118
33	J.Shanu & Y.Libisha	"CHALLENGES AND OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT"	122
34	J.Sirajunisa	THE IMPORTANCE OF COMMUNICATION , INFORMATION , TECHNOLOGY IN THE FIELD OF TOURISM	126
35	M.Gomathy	DEVELOPMENT OF TOURISM IN INDIA	129
36	C.Swaminathan	IMPACT OF HOSPITALITY INDUSTRY ON TOURISM DEVELOPMENT IN INDIAN SCENARIO	133
37	B.Sugapriya & M.Mohamed Faizal	MANAGING SUSTAINABLE TOURISM DEVELOPMENT- GUJARAT TOURISM	138
38	Ezhilarasi Mahadevan & Dr.Raj Kumar	A STUDY ON THE IMPORTANCE OF EMPLOYABILITY SKILLS IN INFORMATION TECHNOLOGY SECTOR - PERCEPTION BY THE EMPLOYEES	143
39	K.Prabu & A.Musthafa	"AUTHENTIC FOODS ADMIRE THE TOURIST"	150
40	K.Pakutharivu & J.Sathiyapriya	CULTURAL TOURISM – A STUDY	154
41	K.Rajan	DEVELOP A TOURISM BUSINESS	157
42	R.Arul Swaminathan	ADVENTURE TOURISM IN INDIA – OVERVIEW	159
43	P.Arivu	HEALTH TOURISM- A REVIEW	164
44	R.Munees	THE INDIAN HOSPITALITY INDUSTRY-A STUDY	168
45	P.Santhosh & G.Praveen Kumar	TOURISM IN GOA	172

S.NO	NAME	TITLE	PAGE NO.
46	J.Sathyapriya & K.Vijay	TOURISM IN INDIA	176
47	P.Panneer Pandi	SUSTAINABLE TOURISM	179
48	S.RamPragadeesh & E.Tamilselvan	SECRETS OF A CRUISE KITCHEN – AN OVERVIEW	183
49	A.Elavenil & T.Karthik	ROLE OF GOAN DISHES IN THE PROMOTION OF TOURISM	187
50	R.Krishnaveni	TOURISM IN KERALA	190
51	S.S.Sivagurunathan	TRADITIONAL FOOD OF KONGU NADU PROMOTE TOURISM	195
52	Ezhilarasi Mahadevan & Dr. Raj Kumar	EMPLOYABILITY SKILLS THE NEED AND CHALLENGES AN INDIAN SCENARIO	198
53	Dr.R.Saminathan & K.Kumar	EMPLOYEE STRATEGIES FOR MANAGING STRESS AT WORKPLACE- A STUDY	202
54	C.Puviyarasan & R.Manikandan	ROLE OF TOURISM IN PROMOTING HOTEL INDUSTRIES IN INDIA - SOME EMERGING ISSUES	206

ISSUES AND CHALLENGES OF HOTEL MANAGEMENT STUDENTS IN INDIAN SCENARIO

Prof. Mr. S.A. Balraja & Prof. Mrs. Richa Das,

Dr. Narayana Degree College of HMCT, 1-4-176/1, Kishtamma Complex,
Suchitra Road, Old Alwal, Secunderabad – 500010. Andhra Pradesh

Abstract

The objective of this topic is to identify the limitations and constraints faced by the Hotel Management students across India in current scenario. The main factors behind this issue are as follows:

- ✓ Lack of Communication and Command on Universal language.
- ✓ Impact of family background and society.
- ✓ Indian Culture.
- ✓ Social Awareness
- ✓ Mushrooming of Unauthorized Hotel Management Institutes.

Hospitality is a long running tradition in India, with roots embedded deep in the diversified ethnic varsity from the endeavoring Himalayas to Trivandrum (Thiruvananthapuram) and from deserts of Rajasthan to the Far East Meghalaya. India offers unique opportunities for every individual preference and holds a special place in the International world of Hospitality. It has magnificent Historical sites and Royal cities, Misty mountain retreats, rejuvenating landscapes with colorful people, rich cultures, cuisines and festivals.

Aims & objective

Theme:

Issues and Challenges of Hotel Management Students in Indian Scenario.

Aim:

To identify the issues and challenges that Hotel Management students in India are facing today.

Objectives:

- 1) To study and understand Issues of Hotel Management students
- 2) To study and understand challenges of Hotel Management students.
- 3) To study and understand strategy and policies of Hotel Management Industry.

QUESTIONNAIRE FOR STUDENTS