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HOSPITALITY AND TOURISM RECENT TRENDS AND FUTURE DIRECTIONS- A STUDY

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Abstract

More attention from academics has recently been directed toward the increasing hospitality and tourism industries. There is a great deal of room for growth in the hospitality and tourism industry, which might lead to improved economic conditions, more job possibilities, and a more pleasant society as a whole. The prime objectives of the study are to explore factors that influence hospitality and tourism industry and to provide future directions for growth. The existing study was exploratory and primary in nature. The findings of the study stated that hotel and tourism sector are a booming industry and by applying ANOVA and Chi-square test the findings of the study stated that all the variables understudy namely, "Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding, Electronic Marketing, public relations" are positively correlated with each other.

Keywords: *Hospitality, Quality, Satisfaction, Service, Tourism*

Introduction

Researchers' focus has recently shifted to the rapidly expanding hotel and tourist sector. The hospitality and tourism sector has enormous potential for fostering economic expansion, the creation of new employment opportunities, and the amelioration of societal conditions. Hospitality is frequently categorised as a subset of tourism or grouped with other forms of travel (S. Chen, Han, Bilgihan, & Okumus, 2021). Despite this, most authors treat them as two distinct notions, since hospitality can't exist in the absence of tourism. The hospitality industry is one of the oldest subsets of the service sector (Han & Ryu, 2009). Hospitality is defined as "the warm and generous welcoming and entertaining of guests, visitors," according to the Oxford English Dictionary. According to Walkers (2013), the term "hospitality" comes from an old French term that meaning "taking the care and shelter given to the travellers," which translates to "providing the service." Concepts in the hospitality and tourist industries are evolving quickly as a result of environmental changes and the increasing mobility of consumers (So, King, Sparks, & Wang, 2016). Plus, modern definitions of hospitality emphasise assisting visitors and integrating them into everyday life and discourse. Although it may seem like a frivolous activity, having a clearly defined result is important for the hotel and tourism industry to get in on the game with their customers Wikhamn, (2019). Kandampully et al. (2014) argue, however, that there is currently no widely accepted definition of tourism. Multiple scholars, including Crick & Spencer (2011), Barrows et al. (2012), Walker (2013) & Wood (2013), agree that the hospitality and tourist sector could not exist without its fundamental building blocks (So, Li, & Kim, 2020). Elements include: a warm and friendly greeting, using the guest's name when greeting them, anticipating and responding to their needs, taking care of them, acting politely toward them, showing tolerance toward them, involving them in a variety of activities, and saying goodbye to them with grace and good cheer (So et al., 2020). In addition, the services offered by the service business are essential to everyone, and the hotel and tourism industry pertains to those services specifically, as stated by Kandampully et al. (2014). As the authors point out, the emotional proposal—which necessitates a personal connection with clients, warmth, and generosity—is the most crucial factor in this sector of service provision (Rather, 2018). According to Bagdan (2013), "the hospitality and tourist industry are the service industry," which includes not only the hotel and restaurant business but also the service provided by travel agencies (X. Chen, Wang, Lyu, & Zhang, 2022). However, the scope of hospitality and tourism extends even further (Salem, 2021). It also incorporates exclusive venues such as casinos, hotels, resorts, shows, and other forms of entertainment (Barrows et al., 2012). As a result, historically, the hospitality and tourist business has been closely linked with lodging and food service, and more recently, with attractions, meetings, and other leisure pursuits (NasarAmini Jeloudarlou, Aali, Faryabi, & Bafandeh Zende, 2022).

Review of Literature

(Schuckert, Liu, & Law, 2022) This study investigated academic journal articles published between 2004 and 2013 that dealt with online reviews in the tourist and hospitality industries. This was done because of the growing importance of online reviews in shaping consumer behaviour and influencing the industry's supply. "Following a keyword-driven search and content analysis, 50 articles were deemed useful and organised into five categories. The results showed that (a) over half of the articles analysed are concerned with hotels and use empirical methods based on secondary data, (b) more focus has been placed on the relationship between online reviews and online purchasing, and (c) opinion mining of online reviews, motivation to post reviews, and the role of reviews are evenly distributed." Along with discussing important subject and methodological trends, this paper also helps clarify the state of the art and its limitations.

(Y. Chen & Advisor, 2021) Decision-makers in China's booming tourist industry increasingly rely on the findings of tourism-related studies because of the growing complexity of tourism planning, marketing, and product creation. The goal of this research is to catalogue and evaluate the existing literature on China-related hospitality and tourism studies published in six top academic publications. The findings of this form of research will be useful in establishing a more efficient, effective, and also accountable tourist research to support to the practical work by highlighting both the progress made and the shortcomings in this field.

(Ivanov, Gretzel, Berezina, Sigala, & Webster, 2020) The purpose of this paper is to provide a thorough overview of the literature on robotics in the hospitality & tourism industries, as well as to highlight knowledge gaps and suggest new avenues for study. This paper examines 131 works from 1993-2019 that were located using Quantitative frequency and cross-tabulation analysis, as well as qualitative thematic analysis, are provided for the publications in each of the seven categories. Most of the data comes from Asia and the Pacific. Publications in only four databases and one search engine were used for this investigation. Research was limited to English-language sources. Opportunities for people eager to publish in the sector are highlighted, and they are expected to grow. Importantly, new research is expanding the scope of study for tourism and hospitality scholars beyond robot engineering and their application by service providers. The paper uncovered an abundance of potential uses for robots in the hotel and tourism industry. To ensure that robots and humans can work together to enhance the service experiences within the services cape, service providers must critically consider the ways in which robots affect the services cape and how the cape must be changed or re-imagined. To our knowledge, this is the first comprehensive examination of the academic literature around robots in the tourist, hospitality & transportation industries.

(Law, Buhalis, & Cobanoglu, 2014) This research aims to establish the development of ICT through a survey of papers were published in tourism & hospitality-based publications in between 2009 to 2013. Three of the most popular databases were used to locate and analyse 107 journal articles. The publications were divided into two sections, one for consumers and one for manufacturers and other suppliers. According to the findings of a content analysis, the hospitality and tourist sectors utilise ICT in distinct organisational silos and for varied purposes. This in turn is indicative of their widespread use in production settings. Commercial ramifications are considered. Industry professionals can use the content analysis to get insight into cutting-edge methods, and make informed choices about how to best take advantage of emerging technologies. This paper's unique addition is a thorough analysis of the literature published in tourism and hospitality publications over the past year, from the viewpoints of both the buyer and the seller.

(Line & Runyan, 2012) By evaluating hospitality marketing research that was published in four of the most famous hospitality periodicals from 2008 to 2010, the aim of this study is to identify significant trends and gaps in the field. All told, 274 publications are examined and sorted using characteristics such as research area, industry focus, method of analysis, and more. Notable developments in both content and approach are explored. Key developments in the field are summarised, and recommendations on where the field should go next in terms of research are made. We wrap up by outlining a methodological structure for future studies in the field of hotel marketing.

Research Gap:

There is dearth of studies that combined study the topics of hospitality and tourism and provide future directions for potential scholars. Therefore, the existing study made an attempt to overcome the gaps and proposed research on hospitality & tourism recent trends & future directions.

Objectives of the study

- To explore factors influencing the hospitality & tourism sector in Delhi/NCR.
- To quantitatively analyse factors influencing the hospitality & tourism sector in Delhi/NCR.
- To provide future directions for the development of hospitality & tourism industry.

Hypothesis of the study

H01: There is no significant factors influencing the hospitality and tourism sector in Delhi/NCR.

Ha1: There is significant factors influencing the hospitality and tourism sector in Delhi/NCR.

H02: There is no significant factors quantitatively analyse the hospitality and tourism sector in Delhi/NCR.

Ha2: There is significant factors quantitatively analyse the hospitality and tourism sector in Delhi/NCR.

Research Methodology

The existing research is primary and exploratory in nature and sample size of 373 responses obtained from structured questionnaire. The variables under study are as follows:

S.No.	Description of the study
1.	Emotions and satisfaction
2.	Perceived value and satisfaction
3.	Service Quality
4.	Performance evaluation
5.	Management, planning and strategy
6.	Relationship Marketing
7.	Branding
8.	Electronic Marketing
9.	Public relations
10.	Demand, pricing and selling

Result and Discussion

Demographic Analysis

Demographic Analysis			
Gender		Frequency	Percent
Gender	Male	192	51.47
	Female	181	48.52
Age	Less than 18	46	12.33
	18-25	153	41.01
	25-30	24	6.43
	30-35	120	32.17
	35 and above	30	8.04
Marital Status	Married	180	48.25
	Unmarried	193	51.74
Education Level	Matriculation	49	13.13
	Intermediate	123	32.97
	Graduation	156	41.82
	Post-Graduation	34	9.11
	Others	11	2.94
Income Level	Less than Rs. 15000	23	6.166
	Rs. 15000- Rs. 20000	49	13.13
	Rs. 20000- Rs. 25000	213	57.10
	Rs. 25000 and above	88	23.59

The majority of respondents, as shown in Table 1's analysis of demographic characteristics, are males between the ages of 18 and 25, who are not married, have a bachelor's degree, and make between Rs. 2000 and Rs. 25000 per year.

Correlations										
		Emotions and satisfaction	Perceived value and satisfaction	Service Quality	Performance evaluation	Management, planning and strategy	Relationship Marketing	Branding	Electronic Marketing	Public relations
Emotions and satisfaction	Pearson Correlation	1	.105*	0.090	0.092	0.004	.180**	.761**	0.092	.105*
	Sig. (2-tailed)		0.043	0.082	0.077	0.936	0.000	0.000	0.077	0.043
	N	373	373	373	373	373	373	373	373	373
Perceived value and satisfaction	Pearson Correlation	.105*	1	.299**	.238**	.212**	.319**	.124*	.238**	1.000**

	Sig. (2-tailed)	0.043		0.000	0.000	0.000	0.000	0.017	0.000	0.000
	N	373	373	373	373	373	373	373	373	373
Service Quality	Pearson Correlation	0.090	.299**	1	.440**	.252**	.343**	.122*	.440**	.299**
	Sig. (2-tailed)	0.082	0.000		0.000	0.000	0.000	0.019	0.000	0.000
	N	373	373	373	373	373	373	373	373	373
Performance evaluation	Pearson Correlation	0.092	.238**	.440**	1	.403**	.348**	.119*	1.000**	.238**
	Sig. (2-tailed)	0.077	0.000	0.000		0.000	0.000	0.021	0.000	0.000
	N	373	373	373	373	373	373	373	373	373
Management, planning and strategy	Pearson Correlation	0.004	.212**	.252**	.403**	1	.349**	0.051	.403**	.212**
	Sig. (2-tailed)	0.936	0.000	0.000	0.000		0.000	0.331	0.000	0.000
	N	373	373	373	373	373	373	373	373	373
Relationship Marketing	Pearson Correlation	.180**	.319**	.343**	.348**	.349**	1	.202**	.348**	.319**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
	N	373	373	373	373	373	373	373	373	373
Branding	Pearson Correlation	.761**	.124*	.122*	.119*	0.051	.202**	1	.119*	.124*
	Sig. (2-tailed)	0.000	0.017	0.019	0.021	0.331	0.000		0.021	0.017
	N	373	373	373	373	373	373	373	373	373
Electronic Marketing	Pearson Correlation	0.092	.238**	.440**	1.000**	.403**	.348**	.119*	1	.238**
	Sig. (2-tailed)	0.077	0.000	0.000	0.000	0.000	0.000	0.021		0.000
	N	373	373	373	373	373	373	373	373	373
Public relations	Pearson Correlation	.105*	1.000**	.299**	.238**	.212**	.319**	.124*	.238**	1
	Sig. (2-tailed)	0.043	0.000	0.000	0.000	0.000	0.000	0.017	0.000	
	N	373	373	373	373	373	373	373	373	373

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis stated that “Emotions and satisfaction is positively correlated with Perceived value and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship

Marketing, Branding, Electronic Marketing, public relations.” Perceived value and satisfaction are positively correlated with “Emotions and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding, Electronic Marketing, public relations.” Service Quality is positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding, Electronic Marketing, public relations.” Performance evaluation are positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Management, planning and strategy, Relationship Marketing, Branding, Electronic Marketing, public relations.” Management, planning and strategy are positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Relationship Marketing, Branding, Electronic Marketing, public relations.” Relationship Marketing is positively correlated with “Emotions and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Branding, Electronic Marketing, public relations.” Branding is positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Relationship Marketing, Branding, Electronic Marketing, public relations.” Electronic Marketing is positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding, public relations.” Public relations are positively correlated with “Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding.” Therefore, all the variables under study are positively correlated with each other.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Emotions and satisfaction	Between Groups	11.814	4	2.953	3.496	.002
	Within Groups	310.862	368	845		
	Total	322.676	372			
Perceived value and satisfaction	Between Groups	227.158	4	56.790	.	
	Within Groups	.000	368	000		
	Total	227.158	372			
Service Quality	Between Groups	51.031	4	12.758	18.500	.000
	Within Groups	253.779	368	690		
	Total	304.810	372			
Performance evaluation	Between Groups	31.171	4	7.793	13.905	.000
	Within Groups	206.239	368	560		
	Total	237.410	372			
Management, planning and strategy	Between Groups	27.699	4	6.925	10.916	.000
	Within Groups	233.449	368	634		
	Total	261.147	372			
Relationship Marketing	Between Groups	35.881	4	8.970	15.509	.000
	Within Groups	212.843	368	578		
	Total	248.724	372			
Branding	Between Groups	15.108	4	3.777	4.329	.002
	Within Groups	321.117	368	873		
	Total	336.225	372			
Electronic Marketing	Between Groups	31.171	4	7.793	13.905	.000
	Within Groups	206.239	368	560		
	Total	237.410	372			

Anova analysis is documented and stated that all the variables under study, namely, (“Emotions and satisfaction, Perceived value and satisfaction, Service Quality, Performance evaluation, Management, planning and strategy, Relationship Marketing, Branding, Electronic Marketing, public relations”) are positively significant as all variables’ estimated value is less than .005. Hence all the independent variables are significantly influence the dependent variable.

Table 5: documented the chi-square analysis and stated that Pearson chi-square value is significant at .000.

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1492.000 ^a	16	.000
Likelihood Ratio	731.387	16	.000
Linear-by-Linear Association	372.000	1	.000
N of Valid Cases	373		
a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.			

Therefore, estimated value documented that variables understudy are positively correlated with each other.

Hypothesis testing:

After application of ANOVA Analysis and Chi-square test, the findings of the study stated that the null hypothesis is rejected & alternative hypothesis is accepted.

Conclusion and scope for future studies:

By clearly addressing the topic, "What have hospitality and tourism researchers done with regard to the usage of reviews," this study contributes to the body of literature by going over and examining 50 related papers' content in terms of the research topic, contribution and limitations, sample sources, data kinds, and analysis techniques. The purpose of this essay is to support both industry experts and academics in their quest for a deeper understanding of the processes at work when customers read online reviews and utilise that knowledge to guide their purchasing decisions. This study examines the importance of user reviews on e-commerce platforms, the elements that affect users' choices about feedback submission, and the inner workings of the review-aggregating websites themselves. In the hospitality and tourism businesses, it appears that internet reviews are important for marketing, online sales, and reputation management. We anticipate that academics who read this paper will have a better understanding of previous research on the subject of reviews in the hospitality and tourism industries as well as a greater understanding of the potential for further investigation in this field.

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