A REVIEW OF ADVANCES IN HOSPITALITY AND TOURISM INDUSTRY

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Abstract : The article emphases on the revision of the role and significance of innovation, its classification, the problems of its application in the hotel industry with emphasis on the application of sensory advertising implements in the growth of the innovative marketing blend within the hospitality industry. Also, presents an e-Tourism application for supporting tourists in a region. The application mentions the tourist attractions that are involved to him/her based on the tourist preferences and the current situation in the region. Fascinations and their reports & pictures are extracted from accessible Internet sources (like Wikipedia, Wikivoyage, Panoramio). They are ranged by the special recommendation service of the application. It is essential that those seeking careers as successful professionals develop a strong business foundation and customer service skills. Around main themes are to be essential to promote the hospitality and tourism industry. This kind of education will be supportive to identify both the improvement and some cracks in this field, thus use to establish a more efficient, effective, and responsible tourism research to support practical work.

IndexTerms - **Hotel industry, Hospitality industry, innovation, e-tourism.**

I. INTRODUCTION

The extremely good environment of the hospitality industry efforts to examine for new ways and elements of efficient performance. One of the core trends in this sphere is the development and application of a diversity of innovations and new elements that can serve as a powerful impetus for the development of the hospitality industry. Improvements of all kinds are needed for both the possibility and affordability of hotel enterprises. There is a wide collection of factors affecting the request and growth of innovation, i.e. consistent industry problems, specific mentality of customers, cultural and national quirks of the customers liking hotel services, etc. (Pine& Gilmore,1999). Innovative technique in the hospitality industry is established over the facility to generate diverse improvements, which will confirm the successful growth of a hotel (Zaitseva, 2013). The large-scale application of new knowledge, as well as its combinations, generates new services, products and technologies. If a hotel is not involved in any innovation process, its performance will sooner or later diminish and its competitiveness will be lost.

Presented in the paper intelligent mobile tourist guide –TAIS is a mobile application that proactively recommends the tourist attractions around, which is currently better to attend. The recommendation is created on tourist's favorites and present condition in the position area. Attractions are removed from different Internet causes on the fly (e.g., Wikipedia, Wikivoyage, Panoramio). The main idea of the method is that TAIS consists of several services, which are united by the smart space technology for providing the tourist with information according to personal preferences. The authors offered the detailed study of related work and organization of mobile tourist applications. It covers lot of travel-related applications as described in the scientific papers as accessible in Google Play, Nokia Store, and Apple Store. The enquiry displays that portable tourist application growth is a popular research & expansion direction, which combines evidence services and location-based services to provide the traveler actual and suitable information before, after, and throughout the trip.

II. INNOVATIONS IN HOTEL OPERATIONS

The ability to examine customer feedback permits hotels to sustain a certain number of visitors; the key criterion of proficiency is primarily how satisfied the people are with the hotel facilities. The reconsidering analysis of the approach of hotel visitors to the hotel service value conducted in 2000 and 2016 displayed the ongoing understanding of guests to the quality of service. The research published in 2000 by the reputable media company US news & World Report proved that hotels lose the major share of their clients due to the poor quality of service. Those conclusions were based on the response analysis of the question, «Why do hotels lose their customers?". Innovation in the hospitality industry depends on the creation of intangible assets, which means providing the consumer with a benefit worth paying for. In this respect, the immaterial effects may be good mood, divine or cultural improvement or the providing of a unique involvement (Dzhandzhugazova et al.,2016). But, all cataloging measures cannot return the nature and features of innovations in hospitality industry in its totality. We believe that the most suitable in this regard are the following classification criteria: type of innovation, depth of changes, continuity, type of novelty to the existing market and innovation time-to-market

(Romanova & Chernova, 2015). It should be noted, however, that few innovations may be characterized using only one of these criteria; most innovations manifest two or three. Mobile applications are the new age means through which content and travel-related services can be offered directly. With such a pace of advancements in the technology, the websites offering static information are expected to lose value for the travellers who look forward to value addition in the form of:

• Opinions/reviews by the users.

• Concentrated localized information, accessible from anywhere around the globe.

III. E-TOURISM AROUND THE WORLD

The electronic commerce is well-defined as the activity of sale and marketing for goods and services finished an electronic system such as, for sample, the Internet. It includes the electronic data transfer, the distribution organization, e-marketing (online marketing), online transactions, electronic data variations, the automatic inventory of used management schemes, and automated data gathering.

E-Tourism (electronic tourism) is a part of electronic commerce and unites one of the fastest development technologies, such as the telecommunications and information technology, hospitality industry and the management / marketing / strategic planning. The specific activities of the E-Tourism assume the existence of the tour operators, of the travel agencies and other entities with interests in tourism field in virtual space through a specialized portal. The phenomenom itself has implications for both travel consumer and for tour operators, travel agents.

E- tourism involves for the final consumer the following aspects: e-information, ebooking (hotels, transportation, etc.) and electronic payment.

E-Toursim is first of all based on the distribution of information, but the main purpose is direct selling, eliminating the physical and time barriers turning to e-commerce technologies. For example, in hotel industry we can talk about the booking methods using the functional booking systems, also about the real time booking systems. The potential of the direct sale is large, based on a series of advantages for the tourism suppliers, such as: automatization, eliminating the travel agents commissions, reducing the reservation costs through internet booking to the traditional methods, in the same time increasing the reservation volume due to the new access methods of the Web (PDAs, mobile phones etc.)

The benefits of e-Tourism:

- it is the most efficient way to communicate with target markets and disseminate the information
- it is a quick and easy way for the consumers to buy touristic packages
- it offers the opportunity to improve services to consumers
- keeping consumers' individual references in terms of promoting the touristic products.
- it reduces costs and increases the efficiency for internal functionality and procurement

IV. E-TOURISM WITH NEWER OPPORTUNITIES

Buhalis and Law expresses that tourism industry's success relies to a large extent on its ability of efficiently delivering accurate, relevant, and up-dated information to all its stakeholders. The expansions in E-tourism have in offer now newer chances to mark tourism purposes. The potential is there of creating 'Virtual Co-operation', where the probable tourists can surf through websites having individual facilities in a destination as well as develop their Citation: Sastry GVR, Sushil (2018) Tourism Industry Depends on the Technological Mixing: A Study of Invention Integration Enhanced Presentation with Lending and Insurance Goods.

Tourism happens to be amongst one of the prime economic activities in the global scale. It has grown at one very fast pace in the last 50 years or so. Since the time of Second World War, tourism has emerged as one of the vital most socio-economic activities, mainly in those countries where development was less, and had modern service based industry economy.

Today's tourism is the result of the mixed effort of many constituents of it. Actually this industry is a combination of services and output of various services and industries. Sahoo stated that in this world where globalization is predominant, the most important role that internet plays for the information distribution has moved up beyond imagination within past few decades.   Hence, as tourism is an industry with no fence or boundary for its growth and expansion has used this communication mode for the worldwide distribution of sales and information.

The industry of travel and tourism is moving in the online mode increasingly, and hence this industry needs reacting accordingly, more so in the developing states. The evaluation of the services of mobile tourism is extended through the usual trend as the experts say. There are three main trends that are identified. One, the destination managers have to mingle and engage with the social-networking online community.

IMPROVEMENTS IN THE HOSPITALITY INDUSTRY

S.No.	Innovation type	Description	Specific ways to implement in hospitality industry
1	Material and technical innovations	Creating new materials, products, services and technologies, new ways to deliver services, improving the old ones.	Expanding the range of specialized and equivalent accommodation facility types according to the needs of tourists.
2	Economic innovations	The emergence of new markets caused by the introduction of new products or technologies, the creation of new ways to buy and sell goods, and economic processes following the innovation process.	Expanding the hospitality industry organizations from the center to the periphery, erasing "blank spots" in the geographical space of the hospitality industry.
3	Organization and management innovations	New solutions and approaches in managing or organizing the working process.	Implementable in the form of improving the hospitality models used by organizations (European, Asian, American, Eastern European models)
4	Legal innovation	New laws or regulations introduced, as well as significant changes in the existing ones	Simultaneously implementing the international conventions and national legislation in the field of hospitality, integrating the national legislation into the system of international law
5	Social innovations	New ideas and solutions with the purpose of addressing the social and cultural challenges which the society faces.	Implementing new concepts based on the expanding types of tourism (business tourism, educational tourism, eco-tourism, pilgrimage, etc.).

Innovation Types In Hospitality Industry

CHANGES IN TOURISM SECTOR AND HOSPITALITY INDUSTRY

The increasing number of young customers remains highly internet savvy also are more willing and who are ready to opt for e-commerce. This aspect may not be as conducive with the older customers, who remain wary of visiting the websites for shopping. Modern-day voyagers see luxury more and more in the division telling of having an understanding rather than in luxury things. So in order to provide all these facilities to the guests, the hotel industry has to follow the recent trends. One as follows;

Concept hotels (Special Purpose Hotels) are usually the small hotels which have naturally between 10 and 100 rooms in unique backgrounds with upscale places. Featuring eye-catching, colorful interior design, each hotel typically has a bar, buffet restaurant and swimming pool. Free Wi-Fi is also available in the lobby Travel agents working online; advertising agents in online sections and the reservation systems of inter-organizations are certain areas that have completely changed the look of tourism industry. The rising awareness due to globalization and the availability of consumers that are technology enabled to process transactions as well as access information easily across different countries have managed to remove the cultural and linguistic boundaries.

V. EMERGING TRENDS IN HOSPITALITY

5.1. PROMOTE F&B REVENUE

Throughout the different scenario has meant that many Hotels have ongoing re working their approach. One of the strategies adopted is pushing up revenues from F&B (Food & Beverage) as well as Banqueting functions. This has started paying dividends with some of the Hotels reporting increase in F& B revenue by 20 to 25% year on year. Going forward F&B revenues are likely to play a key role in the revenue stream of the Hotel.

5.2. PERVASIVE WELLNESS

Pervasive wellness funding to rise to the expansion of new hotel designs and other procedures specializing in weight loss and total wellness designed to transform you during and after your stay.

5.3. HEALTH CAMPS

Health camps Signals broadens to include overall wellbeing, health as the centre of a holiday experience becomes more desirable. Hotel chains are re-branding around wellness, recognizing the concept and focusing on fitness .India's health and wellness tourism is expected to generate revenues of INR320bn in 2016, after increasing at a growth rate of 25.6% over the next 4 years.

5.4. SANCTUARY AND PROTECTION:

Outstanding to time forces and an increasingly complex, consistent world mean customers search for more reachable places where they can escape and relax in protection away from the stresses of the day to day. Hotels will be offers a tech-free experience. Lodgers leave plans at the front desk and the in room entertainment is the fireplace.

5.5. SUPPORTED LIVING

Hotels will developed a gradually attractive option for electronically helped long-stay existing as a buffer between the post-retirement and pre-nursing home-based life stages. People aged over 60 currently hold more than 50% of the wealth in developed societies would like to assisted living developed as a residential alternative to nursing home care option for seniors because of its emphasis on resident choice, dignity, independence and privacy.

VI. EMERGING TRENDS IN TOURISM

SEDENTARY LIFESTYLE

It has been observed that contemporary travelers being bored by the sedentary lifestyle and mounting work pressure are yearning for leisurely activities and they are more eager in having new and unique experiences.

6.2. WILLING TO APPLY THEIR VACATIONS

Travelers are willing to utilize their vacations to the utmost to rejuvenate. Traditional travel sector which include adventure travel, nature tourism, cultural and heritage tourism and vacationing with family are still popular with the tourists.

6.3. THRILLING PRACTICES

Tourists are also admiring several non-traditional activities such as birding, mountain biking, cruise travel, festivals and special occasions, the thrilling experiences will offer splendid memories at tourism place

6.4. THE GROWTH OF E-TOURISM

The internet has modernized the face of travel industry, with its massive impact among the tourists. Travelers influencing their decision-making and is the fundamental force behind personalization and customization. Now a day they also prefer online bookings and reservations nowadays. These immense changes brought by technology to buy a standard tourist package proposed by a tour operator

6.5. EMERGING TRAVEL AGENCIES

Airlines, travel agencies and other travel professionals are merging with each other with the objective that bigger is better. Moreover, the growing competition among the airlines has resulted in opening up of new routes and most of the new routes to the US

are more focused to the Western countries

VII. CONCLUSION

Innovative knowledge in hospitality are an obvious change of their provision. This method may be expressed as a new service product, technology, or individual elements of its implementation; as the arrangement of hotel operations; as new approaches to the management or marketing of the hotel. Innovative technologies in the hotel industry board the effective satisfaction of the essentials of consumers and the rise in the competitiveness of services association. The paper offerings intelligent travelling tourist application for providing the tourist with attraction everywhere based on his/her preferences and present situation in the region. Proposed service-based architecture consists of several services that interact with each other using the ontology for semantic interoperability support. The smart galaxy machinery is used to deliver information allocation between different application units. Trends in awareness of hoteling and costs pattern of persons are changing regularly day by day. Numerous changes are resulting as per the economic condition of the entities. Online agencies must extend the range of services with additional products and services; The Portals must concentrate also on some aspects less known by consumers, such as weather information, atypical landscapes visits or monuments.

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