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# Exploring Opportunities and Practical Realities in The Tourism and Hospitality Industry

**S. Yoganand**

*Research Scholar in Management*

*Dhanalakshmi Srinivasan University, Samayapuram, Trichy*

**Dr.U. Vijayashankar**

*Research Supervisor*

*Dhanalakshmi Srinivasan University, Samayapuram, Trichy*

## Abstract

*Tourism is a big source of income to the nations and will generate an astronomic figure of 126 million employment opportunities within 10 years. Statistical forecasts indicate that the travel and tourism sector will contribute to the world economy in terms of GDP which in 2022 to 2032 will be well over 5.8% an increase of about 11.3 or USD 14.6 trillion. In order to promote expansion of the tourism sector, there is need to have a competent workforce providing good customer service. Consequently, this paper seeks to give a concise discussion of the tourism business, its future potentials, and the tourism industry in India. The research relies on narrative review as the research method analyzing and synthesizing the relevant literature, reports, and research on the topic. The six examples of hospitality trends listed below are but a few illustrations of job openings that abound in the tourism and hospitality industry. Nevertheless, tourism business has issues of attracting and retaining qualified employees.*

**Keywords:** Outpacing, Emphasize, Struggle, Workforce, Retain

## Introduction

Through tourism, the world ranks one of the biggest industries that have been growing at a very high rate, others being technology and telecommunications. It has a wide range of activities, services and industries in it including attractions, transportation, accommodation, entertainment as well as hospitality. The full economic contribution of travel and tourism has hit 9.5% of world GDP providing 266 million jobs in the world, or 8.9 percent of the total employment sector. Although international tourism is affected by economic and social factors such as the global crisis, the study by the ILO Global Dialogue Forum on New Developments and Challenge presents a project that international tourism will be able to offer 296 million jobs to the world economy by 2019. Souvlakia Mohapatra, the Managing Director of Atmosphere Hotels & Resorts, estimates in 2023 that domestic Indian tourism will have a renaissance and global immigration is expected to rise with the G20 presidency of India. Delegates must be treated to an Indian experience never experienced before hence the hospitality and tourism industries

must take this opportunity to offer this to the delegates. This review highlights a number of studies done on job opportunities and realities of the tourism and hospitality sectors to address questions regarding employment in the provided sectors and the jobs available. The review lists down an eclectic collection of scholarly materials, non-scholarly materials, and media materials to give answers.

### **Employment opportunities and Realities**

The tourism sector has a reputation of being labour-intensive, thus providing a mass employment opportunity to many and diverse people including women, young people and migrants. Indeed, there are numerous nations, such as India, that direct their economies to rely heavily on tourism to offer jobs to people. In the case of India, India is one of the best employment producers in the tourism industry with up to 25 million people employed in the hotel sectors, the transportation industry as well as tourism attractions. However in spite of the number of jobs created in the tourism industry, particularly in the hotel industry, the transport industry and tourist attraction places, there are still many challenges in employment in the tourism industry. These are erratic employment, low job status, excessive working hours and even insufficient payment and this may render it hard to attract, and maintain qualified employees in the companies. In its turn, it can negatively affect the growth and development of tourism sector. Considering that the service delivery mechanism in the tourism industry mainly depends on employees being its cornerstone, there is a strong need to consider such challenges and establish a viable workforce in the tourism industry. This necessitates managers to handle the employees in a fair and just manner besides making sure that employees can access training and facilities that they require to deliver high quality services to the tourist. The purpose of this review paper is to offer brief details about employment opportunities and challenges in the tourism and hospitality industries and its importance to the concerned stakeholders including academicians and policy makers and business owners. In this way, it aims at giving its part in making a sustainable workforce in this critical sector.

### **The Scope of Tourism in India?**

The tourism sector is likely to contribute largely in the Indian economy in the next ten years. It is estimated that the industry will offer jobs to approximately 53 million individuals and also generate 512 billion dollars to the Indian GDP by the year 2029. Moreover, the annual turnover of the tourism sector in India is projected to reach \$250 billion of global economy by 2030, which will result into creation of about 137 million jobs and bringing about a foreign exchange revenue of \$56 billion. Such statistics demonstrate that the tourism sector can contribute greatly to the growth of the Indian economy and provide opportunity to people.

### **The Future of Tourism Industry?**

The travel and tourism business is an ever-evolving sector that is striving to keep abreast with these alterations in the tastes and habits of the travelers. Over the last few years, emerging trends of travel have cropped in, which are changing the nature of the industry and making it more accessible among the general population. As the digital technology is still redefining our way of life and work, it has equally affected the travel industry greatly. Nowadays, tourists are able to make travel, hotel and tourism bookings online in the comfort of their homes and the travel itinerary can be managed easier than ever than by using the mobile apps. Moreover, due to the current COVID-19 pandemic, contactless technologies in the travel industry are being implemented at unparalleled rates. Customers are requesting touchfree and contactless services on all fronts, including check-ins, payments, and so forth, and companies are complying with the demands by introducing new technologies like facial recognition, mobile payments, and digital keycards.

## **The Future of Tourism in India?**

Securities and Exchange Board of India (SEBI) holds 1.2 billion dollars (8430 crores). It will also accommodate approximately 53 million workers by 2029. It is expected that the figure of international visitors will experience an increase to 30.5 billion by 2028. By March 2021 there could be 171 countries that request e-visas. The recent report issued by the World Economic Forum on the Travel and Tourism Competitiveness Index shows that India was at 54 out of 117 countries in 2022. Nonetheless, the industry even then is likely to create over 45 million jobs in India by 2025 as per the different estimations. This demonstrates that there can be a great potential of the creation of jobs in the travel and tourism sector. The industry offers very diverse employment to the students, starting with hotels, restaurants, travel agencies, tourism information centers, museums, national parks, palaces, religious sites and even with retail stores, photographic studios as well as farmhouses. The travel and tourism sector can serve various individuals with skills and interests with such a wide variety of employment opportunities.

## **The Tourism Sector will Experience Growth in 2023**

The quote by Souvagya Mohapatra makes it clear that the G20 Presidency in India is important and that it has potentials on the travel and tourism industry in the nation. The list of events and year round activities that will be held in 50 locations and involve over 200 gatherings will benefit the hospitality and tourism industry. With its great infrastructure and the tourism attractions it is displaying to the world, India is gaining popularity as MICE (Meetings, Incentives, Conferences and Exhibitions) destination, owing to its well-developed infrastructure and tourism nearby attractions. The FHRAI and other Regional Hotel Associations have already brought the Central Government into the notice of the Champion Sector in Services Scheme (CSSS) initiated to market the business of international conferences in India by the ministry of tourism.

The objective of this initiative is to increase the number of foreign visitor arrivals, increase employment opportunities and hence, foreign exchange revenues. Both the Central and state government, should also look at supporting the development of tourism industry by formulation of policies that favor establishment of PPP (Public-Private Partnership) mode of infrastructure development in accordance with international standards. These will aid in strengthening once again the Indian country in terms of the top tourist destination and even expand the industry.

## **Realities in the Travel and Tourist Industry: Six Trends for the Hospitality Sector in 2023**

The realities in the travel and tourist industry: 6 trends that will shape the hospitality sector in 2023. Over the past years, the hotel business has encountered numerous challenges, including the emergence of online travel agents and other accommodation opportunities as well as the COVID-19 pandemic. With these obstacles, the industry has demonstrated tremendous stability and dynamism and it has kept up with the evolving situations and discovered new methods of remaining competitive. The increasing emphasis on sustainability and eco-friendliness has become one of the most important tendencies in the industry over the past few years. Hotels are also making a shift towards being more eco-friendly and some of the trends they are taking include minimized water use, decreased waste, and utilizing renewable energy. Moreover, the guests are becoming more focused on finding hotels that are more eco-friendly, and many of them are willing to pay a higher price in order to explore more eco-friendly hotels. Another trend that has become evident in recent years is that there is the so-called bleisure travel which is the business and leisure travel. The result of this trend has been an increasing demand of hotels with both business and recreational facilities including meeting room, high-speed internet and athletic amenities.

## 1. Embracing the Nomad Worker

Hospitality operators (travel industry) stand a massive opportunity of absorbing the newest generation of digital nomad remote workers who combine work with a travelling experience in different places around the world. The bigger companies, like PwC are going with hybrid working schemes, whereas smaller ones, including Airbnb, are adopting work-anywhere policies. Although it is agreeable that some professions are not performable at home through distance, the knowledge and services economy is less restrictive. The lockdown restrictions have created a geometric rise in the application of videoconferencing and the collaboration working applications. To access this opportunity, a hotel operator should not only have high-quality Wi-Fi. The situation has changed, and the new breed of remote employees is seeking community, coexistence with peers they share interest in, and a more balanced way to live. Nevertheless, they do not desire to be surrounded by tourists as they work under deadlines. The times of rude hotel business centers no longer exist. There will be innovative co-working spaces and suites will be redesigned to include a desk/office design that can be converted to customized meeting rooms. Moreover, the holiday destination can also enjoy a great opportunity to create tailored marketing campaigns in order to draw working nomads. Ideally, it would have tourism boards and hospitality businesses collaborate in improving the message and making the claims made believable and practical to implement.

## 2. The Continued Growth of Wellness Tourism

Being a guru in the hospitality industry, there are several questions that are posed by hotels, which would like to join the trend of health and wellness tourism. Nevertheless, positioning oneself in this market is a difficult task that needs a lot of care. Wellness and medical practitioners availability depends sometimes on the location and most hotels may not afford to employ them on full-time basis. Moreover, the existing competition in the market is fairly intense, thus it is necessary to carry out an extensive research effort on the local competition before committing to any serious financial decisions. Rather, it would be wiser to consider smaller new developments that could make health-conscious visitors interested without having to spend much. To illustrate, this can be done by providing more healthy selections to the minibar or sleep and wake up practices that adhere to the circadian cycles. One does not have to establish a costly vegan restaurant or even spend millions of dollars in a spa to be considered a wellness-oriented hotel. However, research has also revealed that health-conscious clients are also likely to have higher overall spending and can afford to use the yoga and personal training services. Moreover, they will prefer in-house F&B products to local competitors.

## 3. Using Technology in the Spa and Wellness Industry

The application of technology in spa and wellness business. This is what the Covid pandemic combined with the emergence of wearable fitness technologies has brought about. This is one of the opportunities, as well as threats, of the spa and wellness business.

## 4. Implementing Intelligent Technology in Hotels

The connection between technology and hotel industry is one-sided. Rather than leading the technological pack, we are inclined to embrace technologies that are aimed at commercial real estate, airports and homes and apply to them smart hotels. But this is not so much the case in the hotel environment where individualized service and finding a friendly welcome are demanded in much more plentiful quantities. As an example, in case I am visiting, why not offer me to check in via a smartphone app at the moment when I am sitting in my taxi outside of the airport? Like any other job, customer-through out jobs such as these require exceptional soft skills and have the

potential to result in professional and financial reward. These are the kind of jobs that our industry should come up with in case we want to attract and retain the required talent. It is one of those occupations that one who loves people can like and develop themselves in it.

### **5. “Transformative” Marketing Occurs**

Most people refer to the hospitality industry as the wider so-called Experience Economy, the term that was created by Pine and Gilmore in the late 1990s. They have however come up with the idea of the “Transformation Economy” in which the experiences transcend being enjoyed to deep personal change. The implication of this shift to hotel marketing concerns hotel marketing. I expect a change in message that will be more centered around the possibility of change with the help of travel experiences, especially regarding the sphere of health and wellness. Messaging is also bound to get more and more customized in the luxury market. Further technological developments on the digital side provide a chance to introduce this sort of strategies with relative simplicity.

### **6. Whether the Brand Explosion of the Hotel will be long-lasting**

It is agreeable that the travel and tourism industry creates employment opportunities including the hotel industry. The employment can be working in the hotels, in the transport, selling souvenirs, and showing tourists around. The industry keeps changing and new job opportunities can appear especially in terms of technology and digital marketing. It should be noted, though, that the COVID-19 pandemic has affected the travel and tourism industry tremendously, causing the loss of jobs and a shift in the nature of the industry functioning. This is an important trait that will make the industry adapt and innovate to design new jobs and serve people, who were hit by the pandemic.

### **Conclusion**

Tourism and travel industries are on the forefront of the present world economy bringing revenue, employment opportunities as well as enhancing balance of payment. Moreover, these sectors can lead to social and cultural diversity through the development of attractive job opportunities to the disadvantaged groups including the disabled and women. The forthcoming G20 presidency, to be held in India, is an opportunity in itself to the hospitality and tourism industry to offer a memorable traveling experience to relevant personalities who visit India, which will contribute to the marketing of India as a luxury traveling destination globally. Thus, everyone concerned in these industries needs to take advantage of this opportunity and ensure that they give the visitors their promoters. The travel and hospitality sectors have created so many employment opportunities to the people across the world in many sectors including accommodation, food and beverage, transport, tourism agencies and recreation. As these industries expand, additional employment will be offered particularly in places that have stable political environment, shorter working hours, new technology, good wages, and pleasant atmosphere.

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