

Research Article

## **Travel, Tourism and Hospitality Industry in the 21st Century: Future Sustainability Development**

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### **Abstract**

Tourism has evolved into a sophisticated business and an important component of the global economy, with a substantial workforce in international trade. It has had a gradual and considerable impact on both the global and Indian financial situations. The tourism sector is India's most dynamic tertiary activity and a multibillion-dollar industry. Tourism is perceived as a sector that can help drive development, generate foreign exchange, increase employability, and contribute to the social growth and development.

The most significant aspect of tourism is the cultural exchange that takes place between the various ethnicities who visit the country, as well as the culturally diversified interface that will pave the way for universal peace, congruity, and harmony. Travel and tourism in the twenty-first century has a significant impact on, and is influenced by, a wide range of political, economic, socio-cultural, and environmental challenges. The sustainability of travel and tourism is at the crossroads of economic, social, and environmental parameters is one subject that has resonated strongly with public opinion, travelers, and tourism sector partners alike.

The future of tourism in India is undoubtedly bright, but there is still a long and challenging path ahead of it. The key to India's full tourism potential will be the development of high-quality services and facilities in a sustainable manner. This paper looks into the future of tourism & hospitality in India, technological requirements and improvements, and the rise of the tourism industry, all of which can contribute to the molding of our society.

**Keywords:** Tourism, Economic Development, Employability, Culture Exchange, Sustainability, Sustainable Development.

## **1. INTRODUCTION**

Tourism and Hospitality Industry is seen as a rising industry. Many worldwide economic operations consider it to be an important segment. Tourism and Hospitality is undeniably one of those global businesses that pays close attention to numerous aspects such as environmental protection, socio-economic development, and the enrichment of socio-cultural relationships. They are the significant part of the worldwide economy. National and international tourist management in the twenty-first century is more difficult than in earlier centuries. Because many challenges have global implications and are similar to many locations, public and private tourism groups must work together to address them.

To make this industry more dynamic, the various tourism products and activities must be administered with the utmost efficiency. In the twenty-first century, it is critical to be aware of current tourism practices around the world, such as zero carbon emission, carbon trading, carbon neutralization, recycling, and waste management; global partnership with national and international membership, retention of skilled staff, multi-skilling workforce, business integration, customer loyalty Programme, guerrilla marketing through brand image, and so on.

The Tourism and Hospitality industries arose in the nineteenth and twentieth centuries. Industrialization paved the door for a reduction in daily and weekly working hours, as well as social rights for vacations. Three major businesses will dominate the twenty-first century: information technology, telecommunications, and tourism & Hospitality. In the last two decades, the industry has increased by 500 percent. With the Tourism & Hospitality industry growing at a rapid

pace, qualified tourism experts are in high demand. When compared to other industries, Travel & Tourism was able to create new tourism prospects even when the rest of the economy was struggling.

## 2. OBJECTIVES OF THE STUDY

- To understand the concept of Tourism & Hospitality.
- To study the current trends in Tourism & Hospitality.
- To introspect the technological advancement in Tourism and Hospitality.
- To study the growth of tourism & hospitality industry in the 21st Century
- To understand sustainable development of tourism and its objectives

## 3. METHODOLOGY

The descriptive research design was utilized for this study, which aimed to explore, evaluate, and assess future developments in the tourism & hospitality business. This study was done utilizing information from secondary sources such as textbooks, journals, E-books, research papers, and online sources.

## 4. REVIEW OF LITERATURE

**Sandra Ricart Casadevall (2019)** the phrase "sustainable development" became a prominent buzzword in today's development debate, according to the authors. Despite its widespread use and acceptance over the years, many people still have issues regarding the concept's meaning and history, as well as what it contains and suggests for development theory and practice. The goal of this study is to add to the SD discussion by describing the paradigm and its implications for human thinking and action in the pursuit of long-term development. Key players such as the United Nations (UN), governments, the private sector, and civil society Organisations must do more in terms of policies, education, and regulation on social, economic, and environmental resource management to ensure that everyone is aware, conscious, cultured, and compliant with sustainable development..

**Sarfraz Hashemkhani Zolfani, et al (2015)** examine the current state of research on sustainable tourism, as well as to identify and conclude a broad, in-depth, and organized review of published scientific publications in recent decades, one of the most prominent subjects among academics researcher has been sustainable tourism. The goal of this paper is to provide a classification scheme as well as a comprehensive literature review and evaluate sustainable tourism definitions and applications.

The report of **Huang, Ren-Yi & Chang, et al (2019)** examines the evolution of sustainable tourism from 1900 to earlier 2016, based on a literature evaluation and types of articles collected from five internet databases using the single keyword "sustainable tourism." The number of publications on sustainable tourism has increased dramatically since 2006, according to this survey, which looked at 641 papers. Furthermore, these papers are dispersed among 125 journals, with the majority of them appearing in 23 academic journals. Despite the fact that this study has accomplished a lot, there is still room for improvement. Finally, they offered a conceptual framework based on our examination of 3247 keywords, which included 13 classification criteria. They also developed an intriguing conceptual framework with a visual effect for operationalizing the coverage of sustainable tourism. Any researcher may quickly pick the most popular and relevant journal to submit to if they need it, as well as receive a basic idea of its applications to date and get a complete picture of sustainable tourism, based on their findings.

**Streimikiene, D (2020).** The study examines scientific literature in order to identify the most important forms and variables for improving tourist competitiveness by achieving economic, social, and environmental goals for the development of tourism destination areas. The large systematic literature study yielded the following intriguing results: Tourism and Hospitality is one of the world's most growing and dynamic industries. It is critical to plan and promote tourism in a deliberate and sustainable manner by seeking compromises between society's socio-economic & environmental goals. The management of sustainable tourism development must maintain a high level of satisfaction for visitors' demands, provide a significant experience for consumers, raise their awareness of environmental issues, and spread sustainable tourism practices among them. This article examines the significance of the tourist sector's long-term development goals through the perspective of improving its competitiveness.

**R. Patel (2012)** this study explains how tourism is now emerging as a major industry on the planet, with some even considering it to be the primary industry. Tourism demand has changed as a result of demographic, socio-structural, and socio-cultural changes, and tourism service providers are faced with a substantial need to adapt. In the early years of the new millennium, these persistent challenges have substantially expanded and exacerbated. War and tourism,

harsh weather, the rising globalization of tourism, and the ageing of society have all demonstrated the inherent fragility of tourism as a boom & bust sector.

**Schumpeter (1934)** One of the driving forces of development is innovation, which is defined as the introduction of a new product or the highlighting of a different feature of an existing product, the development of new systems and techniques in the manufacturing process, and the availability of new resources and assets in the supply chain. In his book titled "The Theory of Economic Development, author was the first researcher to adopt the notion of innovation. In the book stated above, innovation referred to a product that isn't yet well-known by customers, as well as changes made to a product or additional features.

In their research work "Specialization as a Trend in Modern Hotel Industry," **Pavia Nadia and Grzini Jasmine** came to the conclusion that product management is always at the top of the list for increasing hotel competitiveness.

**Brako, Prince & Joseph, Sebastian. (2016).** the tourism and hospitality sector is a thriving and never-ending industry. It covers a wide range of industries, including cruises, lodging, theme restaurants, and food and beverage services and production. Hospitality is nothing more than caring about other people and making them feel at ease. Customer pleasure is at the heart of hospitality. In India, tourism is the most significant and flourishing business, and it is a key global contributor to the Indian economy. India is ranked 11th in Asia Pacific and 62nd in the world's most appealing destinations. Society is constantly changing, and trends in travel, tourism, and hospitality are no exception. Significant changes in the economy, society, and lifestyle have had an impact on tourism and hospitality. Because they have more disposable cash and free time to travel, market saturation is increasing, and consumers are becoming more demanding.

**Globetrender (2017)** explained that emerging generations preferred for one-of-a-kind, personalized, and sustainable travel experiences may result in a shift away from increasingly typical and conventional sun, sea, and sand, and attraction-based tourism. When it comes to vacation decisions, for example, social media and peer recommendations appear to have a significant impact. They enjoy vacations where they can take risks and have new experiences, as well as trips where they can relax.

**Petermann Thomas & Christoph Revermann;** argued that the expansion of the Hospitality Industry is directly linked to the growth of the senior citizen population and

**Maria-Cristina, Sidonia, Ravar, et al (2013)** claimed that having workshops on creativity conducted on hotels and customers always assists in the growth of hospitality industry

**Anawade P.A and Dr. Bendale Shilpak (2016)** examined and attempted to concentrate on the changes in spending patterns that have occurred as a result of current trends in the hotel industry in rural areas.

**Kyrlakids Alex (2015)** argued that India and China will both achieve the same growth in the tourism and hospitality sectors, and that both countries will be the top tourism and hospitality countries, leaving France, the United Kingdom, and Japan behind. Both countries will emerge as top tourism brands around the world, in addition to strengthening their local tourism markets.

**Kharas (2017)** stated that the world is witnessing a massive and rapid development of the global middle class, owing mostly to increased wealth in developing and emerging economies. In the years ahead, this huge increase in middle-class purchasing power and use will almost certainly play a significant role in the global economy. However, with rapid expansion and development in emerging countries contrasted with moderate growth in industrialized nations, the tourism industry may need to consider potential competing interests.

**Kingman, (2012),** according to his research, is one of the primary industries that will benefit from an ageing population that is more ready than earlier generations to seek out leisure-oriented experiences. Tourism focusing on more established markets has been regarded as a high-return and high-growth opportunity for the industry. Individuals aged 65 and above in the United Kingdom, for example, increased their spending on international travel between 1999 and 2011, while those aged 16 to 34 dropped their expenditures.

**Peters, M., and Pikkemaat, B. (2006)** According to the author, every sector must consider significant strategic aspects in order to achieve long-term growth and development. Innovation, advancement, and new service development features are important components in the tourist sector, where the market is very competitive. Due to conflicting product categories and substantial market growth and development, the tourism sector is undergoing

significant transformation. Changes and transformations compel Organisations in the service sector to innovate because innovation is expected to play a vital role in improving and enhancing the quality of service in the tourism industry.

## **5. RESULTS & FINDINGS**

Global hospitality and tourism are growing at a breakneck pace, resulting in increased spending by both tourists and service suppliers. Tourism has shown to be one of the world's most resilient economic sectors, employing millions of people while also establishing bonds between people of all cultures and origins, debunking stereotypes and battling fear and scepticism (Rifai, 2016).

The hotel and tourist industry has developed a variety of issues that are expected to fuel a future profitable and powerful business. Various conversations have focused on issues such as tourist safety and security, the employment of high-end technology to meet current and future demand, and the promotion of cultural diversity, to name a few.

The industry's future prospects are promising, since existing patterns that are statistically translated point to a robust surviving industrial hospitality and tourism & hospitality sector around the world. Which is the significant contributor to India's economy. Furthermore, both direct and indirect competition will continue to develop in this business. The constant opening of new hotels that provide more personalized services and amenities, as well as the introduction of new, cheaper, and more engaging lodging consumer concepts thanks to digital platforms like Airbnb, is revolutionizing the hospitality sector as a whole and threatening the traditional hotel industry's survival.

Tourism and travel businesses are known for their meticulous planning and concern for their consumers. To attract more visitors, consider a variety of appealing hospitality services as well as tour options. It will improve the link between travel and tourism in the long run. People that are continually exploring and posting can be found everywhere, from Instagram to Facebook. These tech visitors, consciously or unknowingly, are marketing for us at no expense.

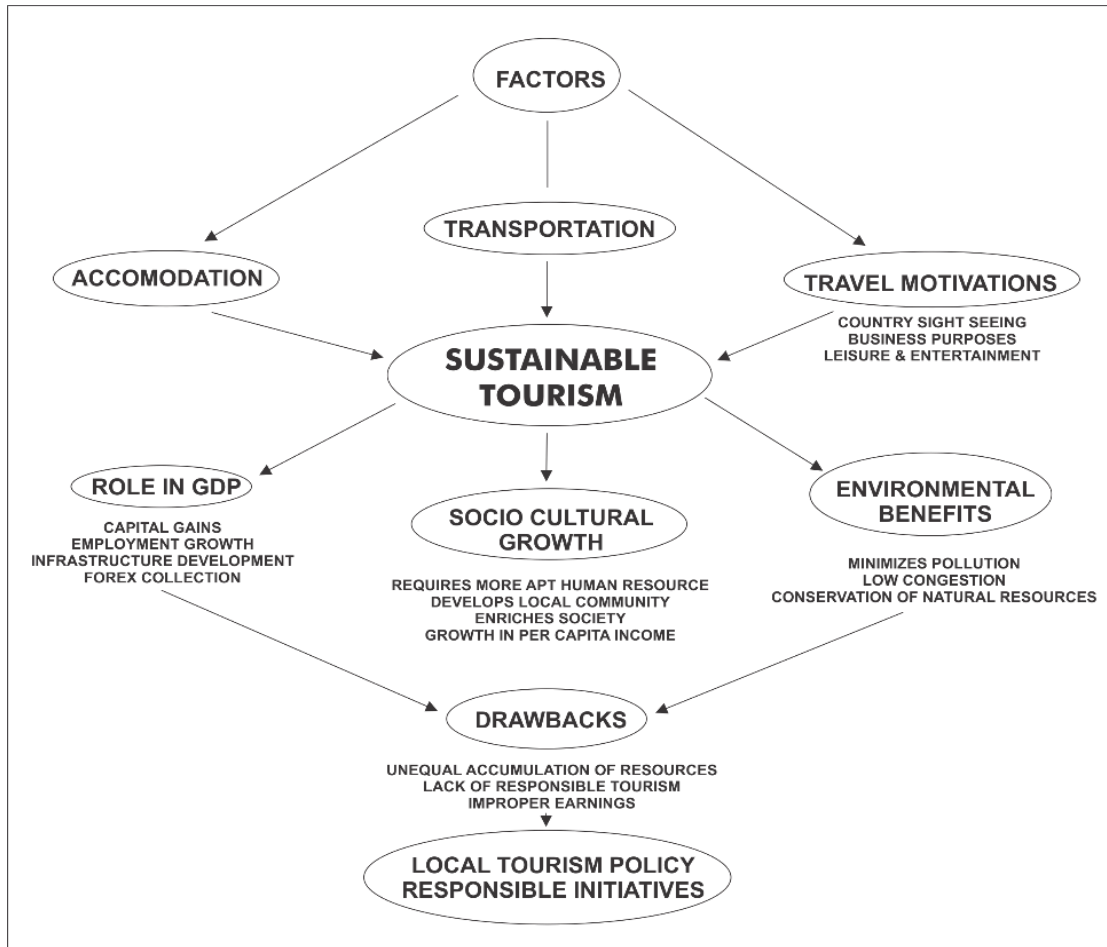
### **5.1 TRAVEL AND HOSPITALITY INDUSTRY IN 21<sup>ST</sup> CENTURY**

Over time, the nature, forms, characteristics, needs, and demands of tourists for travel have evolved dramatically. Travel has evolved into a more refined, structured, and hassle-free experience. Because of rising disposable money, technological advancements, simplified travel requirements, and more global connectedness, this rapid transition is unavoidable. As a result, it is growing at a far quicker rate, and every country is now involved in the international tourism industry, either directly or indirectly. United States of America, France, Spain, Germany, and China are the top five countries in the world, leading the race and dominating the global tourism business.

Tourism is a forward-thinking industry that is more concerned with current issues such as cross-border terrorism, international border conflict, natural resource and energy conservation, pollution and waste management, globalization, urban development, information management, technology and communications, market and workforce, and other concerns.

Third-world and emerging countries will dominate tourism and hospitality in the twenty-first century. It is regarded as the most important source of employment. Tourism is a global concept that relies heavily on intermediaries such as attractions, lodging, transportation, infrastructure, the environment, human resources, education, trade and commerce, and the economy. Despite its complexity, a large number of tourism potentials must be realized in the new millennium. To manage the increase in tourism arrivals, tourism professionals must be more efficient and professional. In the twenty-first century, tourism is an emerging business that is reaching new heights. Due to destination marketing and customization of tourism products, the flow of tourists has changed dramatically and unstopably, laying the groundwork for significant changes in the destination image. With the increase in the number of tourist destinations, development agencies have improved the infrastructure and superstructure to meet the needs of international and domestic tourism at both the public and private levels. Although, in the transit and destination zones, reliance on natural resources is increasing, it is expected to be doubled or tripled in the near future.

## 5.2 TOURISM AND HOSPITALITY SUSTAINABLE DEVELOPMENT GOAL FOR THE FUTURE



Many experts have defined sustainable tourism at various times. The idea of sustainable development proposed by the United Nations Environmental Program (UNEP) in 1987 gave birth to sustainable tourism development. Many definitions and explanations are developed by various scholars on sustainable tourism. The following definitions of sustainable tourism are more accepted by the academicians and sustainable tourism practitioners.

"Tourism that assesses full account of its present and future economic, social and environmental effects, tending to the requirements of visitors, the industry, the environment and host communities"- UNWTO.

Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones. - Global Sustainable Tourism Council (GSTC)

### 5.3 DIMENSIONS OF SUSTAINABLE TOURISM

It is suggested that more focus be placed on visitor education when it comes to their interactions with local populations. The hosts should be treated with more respect and understanding. Furthermore, housing entrepreneurs should consider not just the current needs of their customers, but also the future needs of the local community. They must realize that they will not be able to survive as a desirable tourist destination unless they cooperate with the host society and consider the environment. The conceptual idea of sustainable tourism has three dimensions such as green tourism, responsible tourism and ecotourism.

**Green Tourism:** - Refers to making travel environmentally beneficial by appreciating and protecting the destination's flora and fauna. Green tourism promotes the use of renewable energy, resource conservation, pollution-free environments, and ecological and environmental preservation.

**Responsible Tourism:** - Consumers' choices on consumption patterns of various destination products and services, modes of transportation, types of lodging, and tourist behavior at the destination are all examples of responsible tourism. Responsible tourism refers to travelers' careful utilization of diverse resources from the host community.

**Eco-Tourism:-** Ecotourism is a type of sustainable tourism in which visitors prefer to visit natural regions with the goal of learning about the destination's flora, fauna, and geological aspects. The primary goal of ecotourism programmes is to increase awareness and appreciation of the destination's environmental and cultural aspects. For all ecotourism programmes, community participation and socioeconomic development are also important.

The notion of sustainable tourism was created with a set of very precise goals in mind. The most important goal of sustainable tourism is socio-cultural and environmental sustainability. The UNWTO has highlighted the following areas as general sustainable tourism objectives.

#### 5.4 DRIVERS OF TRAVEL AND TOURISM IN 21ST CENTURY

The development and growth of tourism economies in 21st century will be affected by factors such as:

**Globalization and Competition:** - Globalization and localization are two synchronous but seemingly opposing trends that are currently occurring at the same time. The globe is becoming increasingly divided between 'macro' and 'micro' development. Every country is now inextricably linked to the global economy, and no country can hope to achieve overall prosperity without engaging in both established and emerging markets. Due to greater competition, tourists have more options and a better value for money in today open and globalized world economy.

**Cultural Capital:** - As income and intellectual achievement improve, culture is becoming a more important driver for a location. The sum total of attitudes, knowledge, awareness, and abilities incorporated within a place's and a nation's arts and legacy is referred to as a destination's cultural capital. One of the most important aspects of a country's brand is its culture and history legacy, which is a crucial indicator of people's willingness to travel to a destination and the growth of tourism.

**Events:** - Because of the increased accessibility of places, tourism sites all over the world are becoming more accessible. Tourists are now routinely exposed to and influenced by a variety of events, including natural disasters, sporting events, and gala events. The number of international and domestic tourists to host countries or destinations is increasing with each passing event, such as the Olympic Games or the football World Cup. The social cachet of destinations is shaped through cultural events such as the Kumbha Mela in Allahabad, the Hajj in Saudi Arabia, and any International Festival.

**Prosperity and Affordability:** - Guests regard vacations as an indulgence product, according to the Future Foundation. The desire for vacations is fueled by the affordability of products and the prosperity of tourists. Tourist prosperity is the consequence of rising salaries, which have increased in the last two decades, while affordability is the product of lowering commodity prices. Tourists who can easily afford luxurious lodgings yet go by economy transportation are one example of this. Tourists are saving money in order to be able to stay in the country for a longer period of time, while wages rise and prices decline. This traditional pattern of economic activity is becoming increasingly popular around the world.

**Accessibility:** - Technological advancements in all industries are accelerating, and the globe of travelers is decreasing like never before. The accessibility of the Internet to the general public has torn down barriers, allowing tourists to choose a tourist destination from anywhere in the world and beyond. The tourist market has grown as a result of the internet economy of travel and tourism, as well as the rise of economies of scale. Traveling is lot easier these days, with more direct flights connecting two unique sites, giving tourists more options. The world is wide open to tourists, visa limitations are easing and the world is becoming more accessible to everyone.

#### 5.5 LONG TERM TOURISM TRENDS PROJECTED BY WORLD TOURISM ORGANIZATION (UNWTO):-

- In recent decades, tourism has undergone diversification and expansion, transforming into one of the world's largest and most secure economic industries.
- Despite infrequent stuns tourist arrival has indicated virtually uninterrupted and continuous growth from 277 million in 1980 to 528 million in 1995 and 983 million in 2011.

- The number of foreign tourist arrivals is expected to climb by 3.3 percent annually on average from 2010 to 2030, according to *Tourism Towards 2030*, a UNWTO long-term view and assessment of future tourism trends. This equates to an annual rise of 43 million foreign tourists, increasing the total number of visitors to 1.8 billion by 2030.
- In the past, emerging-market destinations have grown at a faster rate than advanced-market destinations, and this tendency is projected to continue in the future. Arrivals to developing nations are expected to expand at double the pace of arrivals to advanced economies (+4.4 percent per year) between 2010 and 2030.
- As a result, emerging economies' market share has increased from 30% in 1980 to 47% in 2011 and is predicted to reach 57 percent by 2030, based on more than one billion international tourists.

## 6 RECOMMENDATIONS

When it comes to tourism and hospitality, sustainable development principles are generally used when they are deemed beneficial.

Entrepreneurs in the hospitality business (i.e., those who provide lodging services) propose environmentally friendly solutions for a variety of reasons, the most important of which is cost. From a marketing standpoint, it might also be viewed as a benefit. Customers — visitors — may be drawn to specific destinations by eco-labels. By bringing outsiders into the destination society, tourism may harm local communities.

On the other hand, tourism can contribute to the preservation of cultural assets. Historic sites are being refurbished and conserved to attract visitors, even though they will be preserved in their original settings for future generations.

It is suggested that more focus be placed on visitor education when it comes to their interactions with local populations. The hosts should be treated with more respect and understanding.

Furthermore, not only the current demands of their consumers, but also the future needs of the local community, should be taken into account by accommodation entrepreneurs.

They must realize that they will not be able to survive as a desirable tourist destination unless they cooperate with the host society and consider the environment.

## 7 CONCLUSION

Applying sustainability principles is the most effective way to protect tourism places from social, cultural, and environmental damage. Tourism may enhance income and be a source of prosperity for the local community if it is well planned. Tourism may be perceived as an easy way to get financing because tour operators may attract capital from banks and investors. By minimizing trash creation and water and energy use, sustainable initiatives can help reduce operating expenses. However, because more qualified people are required, human capital will expand as well. A reputation for sustainability strengthens the brand value of touristic businesses and their market position, making them less vulnerable to short-term market and economic volatility. Although implementing sustainable development principles in this manner is costly, it can pay off in the long run.

Tourism is seen as a rising industry. Many worldwide economic operations consider it to be an important segment. To make this industry more dynamic, the various tourism products and activities must be administered with the utmost efficiency. It is extremely necessary in the twenty-first century to be aware of current tourism practices all around the world. In the third world and developing countries, three main industries will dominate the twenty-first century: information technology, telecommunications, and tourism. It is regarded as the most important source of employment. It is regarded as the most important source of employment. To manage the increase in tourism arrivals, tourism professionals must be more efficient and professional. Tourism is a developing business that is reaching new heights in the twenty-first century. Globalization and digitalization have made it more available to a greater segment of the global population than ever before, resulting in equal economic prospects for rising and developed countries around the world.

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