



The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
BUSINESS ECONOMICS AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **COMPETITIVE CHALLENGES OF INDIAN TOURISM AND HOSPITALITY INDUSTRY – AN ANALYSIS**

**DR. P.A. SATHYANARAYANA\* ; DR. J. SURESH KUMAR\*\***

\*Post-Graduate Department and Research Centre in Commerce  
Guru Nanak College Chennai 600042

\*\*Dept. of Management Studies  
Hindustan University Chennai 603103

### **ABSTRACT**

*'Competitiveness' refers to the ability and willingness to compete and two most important underlying criteria of competitiveness are 'Profitability' and 'Productivity', that is, increased competitiveness is reflected in sustained growth in productivity and profitability. Since 'productivity' and 'profitability' are vital for all organizations, industries, sectors and nations, it indicates that the concept of competitiveness is equally applicable to each of these entities and so it is a must that they appreciate the conceptual framework of competitiveness and the various forms that it takes, (commercial competitiveness, market competitiveness etc.) along with the fact that it is a complex ongoing process affected by a range of factors / inputs. Although, 'competitiveness' in parlance of business and industries is not a new phenomenon and is usually discussed in terms of – the decisions it makes, the resources it has, and the environmental factors which surrounds the business, but lately, the trend of categorizing and evaluating nations on the basis of their competitiveness has become a norm among economists, policy makers, business executives and investors. Liberalization, Privatization and Globalization (LPG) have worked together for reducing protection and creating a rapidly changing competitive environment resulting in fierce international competition 'in' and 'for' the world-market. With this, there has been a growing realization that avoiding the rigors of competition is not possible and developing strategies for enhancing sustainable competitiveness has emerged as a 'must do' exercise for all. However, the context of 'competitiveness' might vary for business, industries and nations, depending on their objectives, form, nature and functions i.e., from completely social to hardcore commercial. This article is based on the part of the research study which has been submitted for the award of doctor of philosophy. The objective of this research article is to bring out the Competitive challenges of Indian Tourism and Hospitality Industry. This study employs secondary data with descriptive analysis. The secondary data were collected from journals, magazines,*

*publications, reports, books, dailies, periodicals, articles, research papers, websites, company publications, manuals, booklets etc. Thus, Hotel companies expanding globally have to confront varying traditions, structures and attitudes to property investment and valuation in different countries. The global companies are forced to look for common set of standards in the future but at present they are lacking it and they are so far from that level of standardization.*