

Versatile Hospitality Industry Across Globe A Case Study on Modernisation and Modification in Hospitality Standards in 'Japan'

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Abstract: Derived from the Latin word "hospes", meaning host (one who provides lodging or entertainment for a guest or visitor), hospitality has its roots in ancient history. The ancient Greeks used the word "xenia" to define the sacred rule of hospitality: the generosity and courtesy shown to those who are far from home or associates of the person bestowing guest- friendship. Away from home, surrounded by strangers and yet feeling welcome. Although the original concept of hospitality has remained largely unchanged since its origins (meeting travellers' basic needs such as providing food and accommodation), the idea of building hotels for the sole purpose of hosting guests emerged alongside technological advances and better means of transportation towards the end of the 18th century. Since then, the sector has been in constant expansion due to the very concept of hospitality being applicable to any sector that deals with customer service and satisfaction. Along with the overall economy, the global hospitality industry has enjoyed a spurt of massive growth over the last decade since the end of the financial crisis. According to the World Bank, the global economy has grown at a pace of more than three percent per year up until the global pandemic hit in 2019/20. Due to pent up demand during the beginning of the pandemic there was an acceleration of the global economy in 2021 of 5.5 percent growth, however it is set to decelerate to 4.1 percent in 2022 and 3.2 percent in 2023, arriving back at pre-pandemic levels.

Keywords: Product, Industry, Service, Guest

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