

Versatility in Hospitality Industry Around the Globe A Case Study on Trends and Skills in the Service Sector in Malta

Aditi Lolekar¹, Chetan Motwani², Nandini Roy³, Ashish Nevgi⁴

Student, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India¹

Assistant Professor, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India^{2,3}

Coordinator, Thakur Institute of Hotel Management, Thakur Shyamnarayan Degree College, Mumbai, India⁴

Abstract: *The tourism sector is influenced by many factors, which affect not only the tourism economy but also induce changes in tourists, transforming their behavior. Hotel establishments, Part of the tourism system, operate in an environment that suffers influences and is highly competitive. Due to this, it is important to have strategic planning that allows anticipating changes or threats, namely paying attention to consumers' needs and expectations. The goal of this study is to analyze consumer behavior regarding hotel establishments, identifying trends that are influencing the sector, from the demand perspective. Methodology – An online questionnaire was applied to guests of hotel establishments, with 305 valid answers. The questionnaire was developed in line with the decision-making process, by identifying the motivation, planning process, reservation, satisfaction, recommendation, and perspectives on the future of the hospitality industry. It also includes questions to draw the socio demographic profile of the consumer. Univariate, bivariate, and multivariate analysis of the collected data was performed through the SPSS software. Findings – Results suggest that the Internet is relevant for tourists to plan and book their stay, and the most significant attributes for their decision-making are service quality, price, and location. It was further concluded that technology and personalization are the areas that create more expectations in the consumers concerning the future of hotel establishments. Considering the characteristics of the new generations, namely the millennials, who have higher technology requirements, hotel managers should consider a greater integration of technology in their establishments to increase the quality of the guest experience and, consequently, their satisfaction. In addition, it is recommended that hotel establishments not only sell rooms but an experience, which should be more personalized and integrated with the local community. Contribution – The empirical study allowed obtaining a broad view of how consumers behave in the pre and post-experience, as well as knowing the attributes that they consider important for the choice of accommodation, and their satisfaction. This analysis allows managers to deepen their knowledge about their clients, better understanding how they plan and book their stay, as well as identify the strengths and weaknesses of the accommodation, useful for understanding where they should allocate or withdraw resources..*

Keywords: Tourism, Travel, Food

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