

# Hospitality Versatility Around the Globe A Case Study on Trends and Skills in the Service Sector in Italy

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**Abstract:** *Increasing role of services is often described as tertiarization of the economy, that is, the increased share of the services sector employment and value added. In business and engineering sciences the same phenomena are investigated at the level of company operations, value networks as well as system innovations and system-level transitions. What was described as a service economy fifty or twenty years ago, are not the same ideas of a service economy that are investigated today. This paper provides a broad overview on the increasing role of services: how this phenomenon has been addressed in different fields, including the forest-based sector research. Taking the observation from the research on services and related changes in business and production systems, three developments in the forest-based sector are described: biorefineries, building systems and forest big data exemplify the challenges in assessing the role of services and their outlook. The forest-based sector and its role in the evolving circular bioeconomy can contribute to the development of service economy conceptualisations, but clarification of the core concepts is needed: without an overview on the issues, concepts and models of service research, it is difficult to position the forest-based sector or its services into a wider debate about evolving production modes or what is called as a 'service economy'.*

**Keywords:** Service, Hotel, Hospitality, Development

## I. INTRODUCTION

The increasing role of services is recognized as one of the major trends both in the developed and developing economies. Often this trend is described as an increase in the number and volume of services. Today the services sector contributes 70-80% of employment and value added to the developed economies, and services trade represents 21% of the global trade flows. Manufacturing and services sectors are closely interconnected: the input acquired from external services providers is estimated to contribute 40% of the manufacturing output and, vice versa services cannot be provided without the necessary infrastructures and other material provisions supplied by the manufacturing industries. Furthermore, 40% of all occupations in manufacturing are in fact service-type occupations, such as R&D, management, accounting, legal services, marketing, distribution or after-sales services and 30% of the manufacturing companies themselves also sell services. Overall services are embedded in all economic sectors.

### Existing statistical metrics do not fully reveal

These developments, and technological advances make the assessment ever more challenging due to new types of services and service concepts emerging in the markets. During the past decade, the increasing role of services has also gained interest in the forest-based sector research. Role of the [1] – or bioeconomy services – is expected to increase as part of the economic and productive processes of the future circular bioeconomy. Yet, data and information are lagging to assess services and their potential.

For example, there is a lack of outlook for forest-based tourism, health and recreation services, or the export potential of consultancy, education and training. Furthermore, forestry and sustainable forest management (SFM) provide an important service to society by maintaining and enhancing the ecosystem services. These are the services that nature, or forests as such, provide: wood and other raw materials and products, air and soil quality regulation, carbon



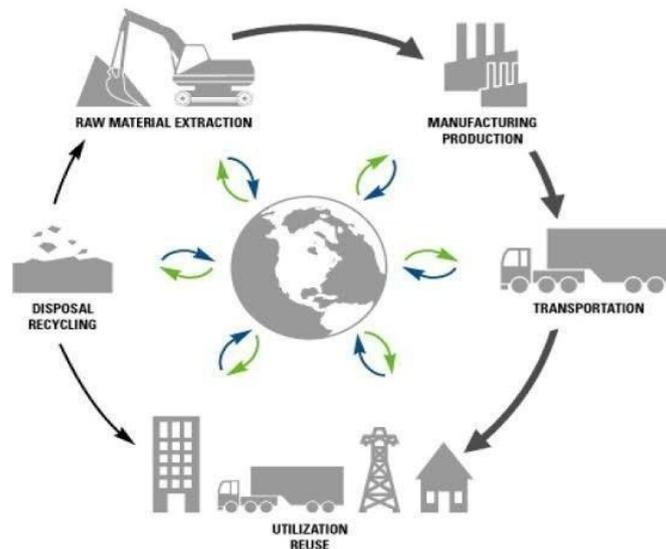
sequestration, habitat and biodiversity, as well as contribution to human health, spiritual and aesthetic experiences. This chapter first summarizes the trends and drivers perceivable in research on services, and then, gives an overview on the [2] and its interest in services. The service economy of today is not the same phenomenon as the service economy discussed over the past decades.

**Role of Service Sector in Modern Economic Development**

The economic development of any country is directly dependent on the advancement and progress of the three sectors of the economy viz. primary sector, secondary sector, and tertiary sector. The primary sector of an economy making direct use of natural resources that are involved in the production and extraction of raw materials from agriculture, fishing, forestry, mining, dairy, etc. and secondary sector also known as the industrial sector is associated with the activities which involve the conversion of raw material into usable products. The majority of India’s population is engaged in the primary sector which in turn is the main reason for underemployment in the country. Though in the last couple of years, manufacturing has been a great focus. Not much growth has been seen in the secondary sector (includes heavy manufacturing, light manufacturing, energy-producing, food processing, etc.) due to lack of infrastructure. So in order to quickly absorb this underemployed population, there is a need to shift to the tertiary sector.

**Five Main Advantages of the Service Sector-**

1. No Inventory: In the service sector, there is no need to built-up a reserve of inventory that needs to be stored in a warehouse. Because the product that you are selling is your skills and expertise wherein you’ll only need to have the necessary equipment required to perform the required services, no warehouse full of inventory needed.
2. Easy to start up: In comparison to other business industries, starting a business in the service sector is relatively easy. Because business in the service sector requires little more than a license, phone, and a person with the required skills and expertise to get up and going. This not only makes it quite easier but also very affordable to get started.
3. Flexible hours: Working in the service sector provides flexibility in the working hours, which in turn allows you to get an opportunity to further increase your skill and education and to accomplish other important tasks at times you might not otherwise be able to.
4. Greater adaptability to changes: The service sector companies are able to adapt to the changes in customer needs much more easily and quickly in comparison to product-based companies.
5. Provides jobs even during economic crises: During an economic dip, when people are cutting down their expenditure and are only paying for basic necessities, the service sector helps to keep the job and bring in the revenue as service sector experts are always in demand.



### Significance of the Service Sector

- Gross Value Added (GVA) at current prices for the services sector is estimated at 96.54 lakh crore INR in 2020-21 and accounts for 53.89% of India's GVA of 179.15 lakh crore Indian rupees. Thus, holds the highest share in the country's Net National Product.

### II. SUMMARY

The service sector provides various facilities such as transportation, banking, electricity, repair, or communication in support of the distribution of the manufactured goods which directly affects the development of an industry in a country. For example-transport systems help to carry laborers, raw material and finished goods to their destination, communication networks are required to make a market for the product and for the industries to prosper, we require banking and electricity.

Moreover, the feedback from the marketplace, fast delivery as well as the ability to customize products are all dependent on the service industry.

- Growth of Agriculture: By providing network facilities, service sectors help in the development of agricultural products such as helping in the transport of raw material and finished goods from one place to another.
- Increase in the productivity of the goods: The service sector helps in providing appropriate technical knowledge/education to the workers as well as provide them with proper medical facilities. Moreover, the service sector also facilitates an organized network of communication and transport systems which helps in increasing mobility and information among the workers. This results in an increase in the productivity
- Provides Good Quality Life: By providing better services in the field of education and health, banking and insurance as well as communication and transportation, the service sector has helped in increasing the quality of life in the country and thus helping in raising the country's human development index (HDI)
- Growth of Market: This sector provides various services catering to the needs of both primary and secondary sectors and thus helps in providing a market for the finished goods as well as raw materials or semi-finished goods for both i.e. agriculture and industries.
- Increase in international trade: India's trade in services recorded substantial growth as the country became globally competitive in ICT services which increased exports manifold and led to an increase in India's trade surplus. Service exports have contributed to the inclusive economic processes by increasing the amount of well-paid jobs and by reallocating labor to a high- productivity sector.

### III. CONCLUSION

The service sector in India has the highest employment generation among all sectors. So it has the potential for great growth and capability to provide highly productive jobs, thus resulting in revenue generation. In order to overcome the problem of job creation, the Skill India program aims to provide market-relevant skills to about 40 crores of people by 2022. It aims to do this mainly by adopting private sector initiatives in skill development programs, and by providing them with the necessary funding. Similarly, the Make in India program aims to boost the manufacturing sector in the country and thus, will cause a multiplier effect in adding to the portfolio of the Service Sector. In these circumstances, the Startup India initiative is a key enabler for both the manufacturing as well as the service industry in India by offering to support innovative startups. Thus, we can say that the service sector is going to play a major role in shaping the future of the country in the coming years.

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