

# Hotel Industry in India- Swot Analysis

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## Abstracts

The Indian hospitality industry has emerged as one of the key industries driving growth of the services sector in India. The fortunes of the hospitality industry have always been linked to the prospects of the tourism industry and tourism is the foremost demand driver of the industry. The Indian hospitality industry has recorded healthy growth fuelled by robust inflow of foreign tourists as well as increased tourist movement within the country and it has become one of the leading players in the global industry.

The industry is likely to experience robust growth on the back of rising disposable incomes and favorable industry statistics. The market is estimated to reach US\$ 30 billion by 2015.

## SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

## REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

## Contents

### OVERVIEW

### SWOT ANALYSIS

#### STRENGTHS

1. Advantage India
2. Demand Supply mismatch
3. Government Support

#### WEAKNESS

1. Cost of Land
2. Skilled Manpower Shortage
3. Poor Infrastructure
4. Disposed to political events
5. High seasonality

#### OPPORTUNITIES

1. Rising Income
2. Open Sky benefits
3. Recovering market trends
4. Increase in the market share
5. MICE
6. Investment in Hospitality Institutes

#### THREATS

1. No Uniformity in Taxes & High Tax Structures
2. Fear of meltdown
3. Increasing Competition

## Figures & Tables

### LIST OF FIGURES AND TABLES

Figure 1 % Share of India in International Tourism Receipts of the world (1997-2010)

Figure 2 Worldwide tax regime for Hotel Industry

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