

Coursera Capstone
IBM Applied Data Science Capstone

**Opening a New Hotel for Tourism in the most populous
cities of India**

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1. Introduction

Historically, the concept of hospitality is about receiving guests in a spirit of goodwill—especially strangers from other lands. Hospitality implies warmth, respect and even protection; it builds understanding and appreciation among cultures. The Latin root *hospes* is formed from *hostis*, which means “stranger” or “enemy.” Related words are *host*, *hospital*, *hostel* and *hotel*.

Today, hospitality also refers to a segment of the service industry that includes hotels, restaurants, entertainment, sporting events, cruises and other tourism-related services. As such, the hospitality industry is important not only to societies—but to economies, customers and employees.

2. Business Problem

About 10.89 million foreign tourists visited India in 2019, an increase of 3.1% from the year before. Forex earnings from inbound tourists rose 8.2% to Rs 2.2 lakh crore in the past year. The growth was 9.6% in 2018 and 15% in 2017, according to figures from the ministry and Reserve Bank of India.

Since the domestic and international tourist inflow has been increasing every year, there is a bright future for the hospitality industry in India. Hotels are definitely one of the fastest-growing sectors in the tourism sector and it is truly justified as accommodation is the key part in the development of any country or region’s tourism. Tourism and Hotel Industry always go hand in hand and the presence of enough hotels also adds value and quite a lot of factors and punches it within the region’s economy. The Existence of a Hotel isn’t enough to single-handedly boost a region’s tourism but they also give out a symptom of health tourism.

3. Target Audience

This can be considered as a country wide project so this project will concern not only the ground level stakeholders like Hotel Chains, people in hospitality business, event managers but also the government institutions like the state tourism department and hospitals as they also want the country’s revenue to grow from tourism and hospitality business.