

Hospitality Industry

Inbound Logistic

Food and beverages
Quality Control
Storage and inventory management



Operations

Accommodation services
Event planning
Housekeeping



Outbound Logistic

Maintain Quality
Meals service
Room bookings



Sales And Marketing

Advertisement
Offers , promotions & discount
Booking platforms



Services

Doctor on call
Feedback policies
Car rental services

Key drivers

Revenue segments

1. Room tariffs
2. Meals
3. Meetings/Parties

Cost segments

1. Consumables
2. Employee salaries
3. Bills

Key Players



- Marriott International
- IHCL(Taj Hotels)
- Hyatt Hotels
- Elh(Oberoi group)
- Others

PESTEL analysis

Political

Tax policies, Government regulations affecting tourism, safety and health.

Economic

Economic growth driving travel and hospitality demand, monetary policy , employment rate.

Social

Travelers are from different classes and large groups, millennials prefer to compare the price of hotels and the amenities before checking into a hotel.

Technological

Online booking platforms, Data security and privacy concerns, Integration of IoT, mobile apps, and intelligent room features.

Environmental

Environment policies, waste disposal, climate change, Impact of climate change on travel plans and infrastructure.

Legal

Employment laws affecting workforce management, copyright & patent laws, safety laws.

Porter five forces

Bargaining power of suppliers(+)

Bulk purchases and large number of suppliers providing similar products can lead to competition and drive prices down.

Threat of Entry

High capital requirements, brand presence, and infrastructure create barriers.

Threat of substitutes(-)

Airbnb and other short-term rental platforms provide alternative accommodations

Bargaining power of buyer(-)

Rise of online booking platforms and comparison websites have increased price transparency and options

Competitive rivalry(-)

Intense competition driven by pricing, quality, and marketing efforts due to high fixed costs and perishable inventory.

Industry Challenges

- Reduced Business Travel: The shift to remote work has led to a decline in business travel.
- Skilled Labor Shortage: There is a scarcity of skilled employees in the industry.
- High Workforce Turnover: Retaining a quality workforce has become challenging due to high turnover rates.
- Profitability Pressure: Maintaining profitability is difficult as guest expectations for offerings and service quality continue to rise.

