SYNCHRONIZATION OF EMERGING TRENDS IN HOSPITALITY INDUSTRY AND SERVICE QUALITY

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ABSTRACT
This study is undertaken to understand the emerging trends in the hospitality industry. It is also an attempt to comprehend the effects of service quality on the changing trends and evaluate the importance of service quality in aiding competitive advantage to hotels. As the hospitality industry becomes more competitive, it is obvious to retain clientele as well as increasing profitability and therefore hotel’s management strive to improve guest satisfaction and long-term revenues. This paper has made a theoretical contribution to the issues related to service quality and emerging trends and provides a base for further studies for Indian hospitality industry.

KEY WORDS: Industry, hospitality, trends, service, quality.