



Narendra Prabhu

Narendra Prabhu
General Manager
Signature Club Resort Bangalore

EXPLORING POTENTIAL

Being the IT capital of India, Bengaluru has a huge potential to attract a vast number of expatriates and delegates. Being a hub for many SEZs and industrial regions, the city attracts a lot of MICE business. Bengaluru also comes up as a market for transit travellers and tourists who are enroute to Coorg, Wayanad, Ooty, and Mysuru. Leading and well-known hospital chains of the world have also made their presence in Bengaluru, which opens the opportunity to exploit medical tourism as well.

Bodigeri, a suburb in North Bengaluru, has been identified as the birthplace of Karnataka's native sport, Kambala, and Karnataka tourism has planned to conduct this event in Bodigeri during January, 2018. The event will attract at least half a million tourists.

KEY CHALLENGES

Some of the key challenges that the hospitality sector in the city faces include more supply than demand, price war due to new entrants, and the concept of serviced apartments. The country's two major financial reforms, demonetisation and the introduction of GST, have brought the market to a standstill, even though they're highly advantageous for customers. Non-availability of skilled workforce is another major challenge that the hospitality market here faces.

BENEFICIAL INITIATIVES

Some essential steps must be taken by the government and key stakeholders to overcome



these challenges. First-time hotel developers should tie-up with experienced or well-known hotel brands, the consistency and quality of service standards must be improved, a cost leadership strategy must be implemented, and awareness must be created regarding advantages of GST and its benefits to the end-consumers.

The state government's initiatives to develop the coastal area, implement traveller-friendly norms, move towards cashless transactions for the comfort of travellers, e-Visa scheme to ease the process of applying for a visa for foreign tourists, invitation to international hospitality brands to open properties in the state, and uplifting the standard of tourist spots in the state will help promote tourism.

“
Being a hub
for many SEZs
and industrial
regions, the city
attracts a lot of
MICE business.”

