

## Indian hospitality sector is poised for growth

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Despite the economic slowdown, the Indian hospitality sector is poised for development thanks to the emerging tier II and III cities and the burgeoning IT, BPO industries in the teaming metros like Chennai.

By 2015, it is estimated that the hotel segment will invest around Rs 448 billion in the hospitality sector ensuring additional capacity of 1.8 lakh rooms with 40 international brands set to foray resulting in employment opportunities for 2 lakh trained persons annually across the country.

The topography of Chennai and other chief cities in TN will also witness a buzz of activity, say sources in the South India Hotels and Restaurants Association.

Presently, the sector is able to obtain a supply of 27,000 trained persons per year and this figure is likely to decline by one third due to 'attrition' to other sectors viz IT and BPO sectors.

To obviate this problem and to ensure the sector in south India is truly professional, the SIHRA has commenced professional development program-mes for hotel staff.

By 2013, the Concept Hospitality has proposed to expand its footprint of its brands — The Fern and The Fern Residency in India, collectively adding about 1,000 rooms.

Also, Starwood Hotels & Resorts Worldwide, Inc has plans to operate 1,000 rooms, spread across 51 properties in India by 2013 with the opening of its 170-room Four Points by Sheraton in the National Capital Region of Delhi.

The group has recently launched Aloft Coimbatore Singanallur, bringing its hotel count to 33, with 18 more properties underway in the country.

The Aloft Coimbatore Singanallur is a 167-room hotel owned and managed by Auromatrix Holdings Pvt Ltd.