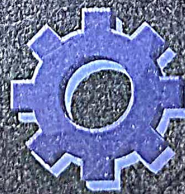




Service Sectors in India

Issues, Challenges & Opportunities



S. Jeyakumar
V. Muthukumar



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A STUDY OF FDI IN SERVICE SECTOR OF INDIA

V. Dheena Dhayan*

INTRODUCTION

Indian economy is classified in three sectors — Agriculture and allied, Industry and Services. Agriculture sector includes Agriculture (Agriculture proper & Livestock), Forestry & Logging, Fishing and related activities. Industry includes Manufacturing (Registered & Unregistered), Electricity, Gas, Water supply, and Construction. Services sector includes Trade, repair, hotels and restaurants, Transport, storage, communication & services related to broadcasting, Financial, real estate & professional services, Community, social & personal Services. Services sector is the largest sector of India.

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction. The services sector in India has remained the most vibrant sector in terms of contribution to national and state incomes, trade flows, FDI inflows, and employment.

STATEMENT OF THE PROBLEM

A large proportion of Indian population is still engaged in agriculture sector and the next largest employer is service sector where banking, insurance, trade, hotels & restaurants and community, social & personal services are the

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**APPLICATION OF PARETO ANALYSIS IN MICRO,
SMALL, MEDIUM, AND LARGE TOURISM ENTERPRISES
TO SOLVE THE DECLINE IN CUSTOMER
EXPERIENCE ISSUES**

Cheryl Venan Dias*

Venan Bonavnture Dias**

INTRODUCTION

Decision making is the ultimate challenge in any industry especially the service industry which deals with personal contact with the customers. Such decisions may influence the perception of a customer about the service provided. Managing such perceptions is not possible without having a strong quality team that helps to identify glitches in service delivery and ultimately can also affect the organisational objectives. Management needs tools to help them maintain the consistency in quality of service and increase productivity and there is help available in the vast literature related to quality management (Andersson, Manfredsson, & Lantz, 2015; Chan, Lau, Ip, Chan, & Kong, 2005; Holmlund, 2007; Ishikawa, 1985; Kiran, Mathew, & Kuriakose, 2013; McLoughlin & Towers, 2005). It was the Japanese who introduced various quality management tools, which are part of the management jargon, every board meeting will not be complete without the mention of JIT, TQM, Workgroups, Quality Circles, and the favourite fish bone analysis. All work together to solve problems related to operations in one way or the other. This paper takes a closer look at a blended approach where in Cause and Effect, becomes the antecedent to Pareto Analysis. While in the production industry the word 'defects' may be dominant while in the service industry 'service quality' or 'customer experience' takes the center stage. Though the hospitality industry may have both aspects of production and service, the travel and tourism industry considers the latter with priority. The ability to produce the same 'customer experience' time and again becomes a priority for this industry. An unhappy customer or one who did not

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