



Introduction to tourism

Tourism and Its Importance

Tourism is an activity of the movement of people that deserves the praise of all human beings. It can further be called activity of movement of people (visitors) and activities of the provider (the person or agency which supplies various services and products to the visitors) during the course of the travel. Tourism is a temporary movement of people to destinations outside of the place where they normally live and work and their activities during their stay at these destinations. Further tourism can also be called not only the activities of the provider to a visitor but it is also a process involving people and is about people, i.e. knowing people better. It is not only a short time process but is a long term relationship between consumer and provider. This means that the knowledge, skill, and attitude are important factors in providing standard services and products matching his requirements. Hence tourism can be called as the process of organised travel. Tourism is the theory and practice of travelling. Tourism is a structured break from routine life. It involves a separation from everyday life and offers an entry into another moral and mental state, where expressive and cultural needs become more important.

Definition of Tourism

Tourism is an activity that is very generic in nature and as such has no standard definition. Many people and many organizations have defined tourism in various ways. Some of the common yet important definitions can be found below.

- 1) Tourism is defined as “the inter-relationships arising from the interaction of a) tourists, b) the suppliers, c) the government of the host destination and d) the residents of the host area destination, in the process of affecting and catering to tourists”.
- 2) Tourism as a product can be defined as “An amalgam of three main components a) Attractions of the destination b) The facilities of destination and c) The accessibility of it”

Importance of Tourism

The tourism industry is important for the benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes towards more economic activities but also generates more employment, revenues and play a significant role in development.

1. Economic Progress

The tourism industry aids and supports foreign exchange reserves. It benefits our country in generating foreign currency. Every year a large number of tourists visit India and other places. They visit places; stay and shop in our country. All this contributes to a significant amount of foreign currency generation. Despite the global recession, Indian tourism grew 6.9 % to approximately \$42 billion in the year 2010.



2. Source of Income

Tourism is a continual source of income for public & private income. The government charges various forms of tax that is called government revenue. The income generated through these taxes is the public income. The profit earned by a seller, by selling items like local artifacts, handicraft items, etc, to the tourists is called private income. Tourism also helps in employment generation. It created jobs specifically in the hotel industry, hospitality industry, service sector, entertainment, and transportation industry.

3. Development of Infrastructure

Have you ever noticed how the look and status of a place change when it is declared a tourist place? Actually, tourism aids and encourages infrastructure development by making way for dams, roads, connectivity, airport improvements, and any other activity that helps a tourist in visiting a place in a much better way!

4. Societal Progress

Tourism is a wonderful method for cultural exchange. It also encourages societal progress as tourists learn to show respect, tolerance, and love for each other when they visit new places.

5. Cultural Heritage

Tourism helps explain the beauty, art, history, and culture of our country. Different people visiting any country take beautiful cultural concepts along with them and spread those concepts to others while visiting other places in the world. Similarly, the local skills, languages, and art get wide exposure through tourism. For example, Chokhi Dhani in Jaipur.

6. Educational Significance of Tourism

Tourism has been of great importance for education always. Study tours, short time courses, educational exchange programs, all these are a part and parcel of International Tourism resulting in better knowledge about host countries. Even sports exchange programs can be considered under this.

7. Tourism and Environment

Tourism also has spillover benefits such as preservation of environment which covers up an area of historical sites and cultural values. PATA (Pacific Asia Travel Association) and WTO (World Tourism Organization) have laid down laws for its preservation and conservation. India has given a new lease of life to endangered species of animals by making laws on forbidding the hunting of lions, deers, peacock, and many other birds and animals. India has also set up a separate ministry of environment and forests to monitor the use of land from the environment point of view.



Hospitality and its origin

Introduction

Hospitality is treating people like you would want to be treated when you are traveling. In other words, it means making a tourist feel totally welcome not only as your guest but also as the guest of the complete family of the Hotel. Hospitality is a genuine smiling face.

Hospitality can be termed as a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and the public i.e., the business of making and keeping friends, and promoting an atmosphere of better understanding. The Oxford English Dictionary defines it as “the act or practice of being hospitable; the reception and entertainment of guests, visitors or strangers”. The word hospitality is derived from the Latin word “Hospitalitas”

Very frequently we hear phrases like “He is always hospitable to his visitors”, “We are grateful to friends for their hospitality in putting us up while we were on holiday”, “She is so inhospitable that she grudges giving us anything to eat or drink when we visit her”, etc. All such statements are suggesting a positive or negative attitude of welcome towards visitors; friends or strangers. Hospitality activity covers everything, providing attentive and courteous services, facilities and amenities to a traveller, meeting and greeting him at the door, providing efficient and caring service of food and beverage to him in his room i.e., providing “A Home away from Home”, and making his visit a memorable and pleasant experience.

Reception, welcome and, the treatment of a guest or a stranger in the most friendly manner is Hospitality. In most of the countries all over the world, a guest is received with a great amount of courtesy and warmth and is provided with entertainment. The basic concept of Hospitality is to make the guest feel that he has come amongst friends and that Guests Are Always Welcome. Although the basic concept of hospitality has remained the same, yet with the passage of time and development of technology and science, the needs and wants of travellers have changed greatly thus providing numerous services and facilities in terms of accommodation and other basic needs such as food and beverages. In olden days kings, lords, maharajas, landlords, and sometimes the panchayats used to provide food and shelter to travellers and their animals free of charge and it used to be a benevolent activity. But with the passage of time, it has not only remained a benevolent activity but has also become a flourishing business.

A part of hospitality activity is being attentive, alert, and cordial with the guest without forcing yourself and your ideas on him, and at the same time being very polite and cooperative. All those working in the hospitality industry have one common objective ‘Creating an image of friendly reception and treatment’ for guests and visitors.

As front office personnel, the hotel staff, in order to provide hospitality, should make



his guests feel at home and use a pleasant tone of voice smilingly, and offer his assistance wherever possible. Don't ignore the guest, and don't be abrupt no matter how busy you are, anticipate his needs and wants and provide the same without him asking them-this should be the motto.

Origins Of Hospitality Industry

Early travelers were either warriors or traders or people in search of knowledge and there were no hotels. Warriors and conquerors pitched their tents for accommodation while traders and persons traveling for knowledge placed a high value on hospitality and sometimes traded their merchandise for lodging.

Inn keeping can be said to be the first commercial enterprise for hospitality and one of the first services for which money was exchanged. Inns of the Biblical times offered only a cot or a bench in the corner. Guests stayed in large communal rooms with no sanitation and privacy. The rates were, of course, reasonable. The company was rough. Travellers shared the same quarters with their horses and animals.

King James Version of the Bible mentions that Mary and Joseph were turned away by a Bethlehem innkeeper because there was "no room at the inn". According to Biblical scholars the innkeeper may have meant that the room was unsuitable for a woman about to give birth to a child. At that time, and probably for several centuries after that, men and women shared 'the same accommodation accompanied by their horses and livestock. The stable where Mary and Joseph spent the night was probably almost as comfortable as an inn and at the same time certainly more private than the inn itself.

In the 3rd century AD, the Roman Empire developed an extensive network of brick-paved roads throughout Europe and Asia Minor, and a chain of roadside lodges was constructed along the major thoroughfare from Spain to Turkey. Till the Industrial Revolution of the 1700s, no significant improvement was made in the inns and taverns and they were not very suitable for aristocrats. To accommodate wealthy travelers, luxurious structures were constructed with private rooms, individual sanitation, and comforts of a European castle. These elegant new establishments adopted the French word for mansion-'Hotel'. Their rates were beyond the reach of an ordinary person.

In America, early inns were modeled after European taverns with sleeping quarters shared by two or more guests.

Herman Melville in his novel Moby Dick has mentioned a seaman who checked into a room of a nineteenth-century inn and the next morning woke up to find out that he was sharing the bed with a cannibal. Sharing beds was a very common practice in early American and European inns. Throughout the 1800s American innkeepers improved their services and continued to build larger and more amply equipped properties and most of these properties were located near seaport towns.



The tendency of Americans to travel more provided inspiration to lodging operators. The nation's democratic spirit also led to the development of comfortable and sanitary lodging within the reach of an ordinary person.

Hospitality Industry can be broadly defined as the collection of businesses providing accommodation and/or food and beverages to people who are away from home.

Hotels, Their Evolution and Growth

Hotels

As per the Hotel Proprietors Act, 1956, a hotel is an "Establishment held out by the proprietor as offering food, drink and if so required, sleeping accommodation, without a special contract to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities provided and who is in a fit state to be received." As a result of this definition establishments such as Hospitals, Hostels, Apartments and Prisons, although provide accommodation to people yet do not come under Hotels.

Various definitions of Hotel

Common-Law states that a "Hotel is a place where all who conduct themselves properly, and who being able to pay and ready to pay for their entertainment, are received if there be accommodation for them, and who without any stipulated engagement as to the duration of their stay or as to the rate of compensation, are while there, supplied at a reasonable cost with their meals, lodging and other services and attention as are necessarily incident to the use as a temporary home."

A hotel may be called as an establishment where the primary business is to provide to the general public lodging facilities and which may also furnish one or more of the various services such as food, beverage, laundry, uniformed services etc. Hence, a hotel can also be called as home multiplied by commercial activities.

According to the Encyclopaedia Britannica, the word 'Hotel' is of ancient origin, but its use in English for a house offering lodging and food for travellers is recent. The Hostlers of London took the name of Innkeeping in 1473. The word 'Hostler' or 'Ostler' has come to mean an inn servant.

The term 'Hotel' was used in England in about 1760. Hotel or inn is defined by British law as a "place where a bonafide traveller can receive food and shelter, provided he is in a position to pay for and is in a fit condition to be received".

A hotel or an inn may also be defined as an establishment whose primary business is providing lodging facilities for the general public and which furnishes one or more of the following services

Food and Beverage service

Room service

Uniformed service

Laundry service and

Use of furniture and fixture etc.

In legal terminology, a hotel is an inn and is required under common law to offer to its visitor's lodging, food and protection to their baggage. Hotel service is generally



based on these three fundamental necessities of life. In addition to these, a modern hotel provides its visitors with many luxuries of modern urban city living, all under one roof.

History Of Hotels And Accommodation Industry And Their Development

The early history of accommodation for travellers can be traced back to the Greek word 'Xenia', which not only meant hospitality but also the protection given to a traveller from discomforts. The city was bound to offer hospitality. In Sparta city, although due to rigorous customs visitors were not encouraged, yet goddess Athena was considered as the protector of strangers and hence her name was 'Xenia Athena'.

In this period travellers were mainly diplomats, philosophers, intellectuals and researchers. Guests were invited to stay with noblemen. In ancient Olympia, buildings constructed with the aim to accommodate strangers can be seen. They were called 'Leonidio' and were built in 4th century BC. The concept of hospitality can also be drawn back to ancient times. Mention of it is found in 'Iliad' and 'The Odyssey' by Homer.

During the seventh and eighth centuries, it was the monasteries that supplied hospitality to strangers and, as no charge was made for the accommodation, all travellers were expected to contribute according to their means to the Abbey funds. As more people began to travel they grouped themselves together, not only for the company but for mutual protection from highwaymen and robbers. Consequently, travellers arrived in groups at a monastery and it was often difficult to accommodate them all. In the early 19th century the concept of a hotel room was a sitting room in the front, a bedroom behind it and a storeroom to keep trunks behind the bedroom and this century is known as "Golden Age of Hotel of Hotels in Great Britain and the World", To overcome this, separate lodging houses called 'Inns' (a Saxon word) were built. The word 'Inn' came to mean a 'Lodging House' and until the passing of the Hotel Proprietors Act in 1956, it was the legal term for 'Hotel' and hotel proprietors were legally referred to as 'Common Innkeepers'. 'Common' in this sense referred to Common Law.

In the thirteenth and fourteenth centuries, manor houses, being hospitable places, willingly gave accommodation to travellers. As no payment was expected, travellers tipped the servants as a 'thank you' for the generous hospitality received-thus the practice of tipping was born.

When high taxes crippled the generosity and hospitality of the owners of the manor houses, many became commercial inns. During Elizabeth the First's reign, posting houses were established and travellers, in addition to getting refreshment were able to change horses before continuing their Journey.

The turn of the century saw an era that was called the 'Belle Epoch' when the grand and luxurious hotels flourished. A few hotels are still operating today. In London



and some other cities attempts have been made to recapture some of the grandeur of the past era in the making of modern hotels, and bring back the memories the grand hotels of olden days.

The next stage in the cycle of evolution of the hotel industry was the coming of the motor car. It enabled people to visit those parts of the country which could not be reached by railways. This gave birth to inland resorts and the hotel industry began to flourish.

International air travel has helped create the modern 'stop-over' hotel. With the increase in this form of travel, the number of hotels built close to airports has multiplied.

Another trend in hotelkeeping is the motel which is the twentieth-century version of the old 'Coach Inn'. People travelling the country by car, stopping overnight here and there, require not only refreshment for themselves but also safe parking for their cars. Post Houses developed by the Trust Houses Forte Group are in fact the modern version of the old coaching inns. Great Britain is considered as "Motherland of the Hotel Industry."

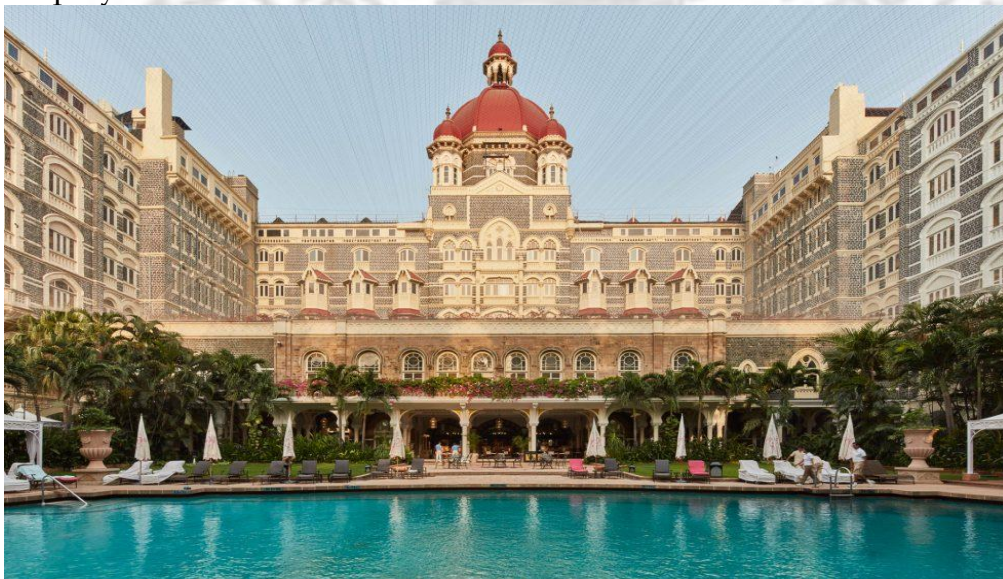
The journey of hotel chains

Indian

1) **Pallanjee Pestonjee (1840)**: Started 1st luxurious hotel in Bombay. It was famous for its excellent cuisine, beers and wines and its excellent management. Later he opened another hotel at Fort in Bombay.

2) **Auckland Hotel (1843)** was established in Calcutta. Later it was renamed as Great Eastern Hotel in 1858 and later renovated for a sum of Rs 10 lacks.

3) **Esplanade Hotel (1871)**: Was built in Calcutta by John Wakson (Britisher) a silk drapery merchant. The hotel has 130 rooms.





4) Taj Group of hotels: In 1903 JRD Tata constructed the Taj Mahal Hotel in Bombay the flagship hotel of Indian hotels company. It was the 1st hotel of international standard and repute, built by an Indian for Indians.

5) Welcome Group: It is the hotel division of I.T.C Ltd. ITC entered into the hotel business in 1975 with the opening of Hotel Chola Madras. The logo represents a traditional Indians welcome in the form of 'Namaste' in an open doorway with the slogan "Nobody gives you India like we do" The motto of welcome Group is "We enjoy people".

6) Oberoi Hotels: Rai Bahadur M.S. Oberoi started his hotel career as a clerk in 1922 at Faletti's Cecil Hotel in Shimla. Later Mr. Ernest Clarke sold his share to Mr. M.S Oberoi who under the deed of dissolution dated August 14, 1943, became the sole, absolute and exclusive owner of Clarke's Hotel, Shimla and Delhi. Mr. Oberoi later took over the Grand Hotel at Calcutta on lease and by the end of World War 2 the Grand Hotel became a byword for good service and elegant comfort in hotels.

International

- 1) **Accor:** It is a French hotel group, which operates in 92 countries Headquartered in Paris, France, the group owns, operates and franchises 3,600 hotels on 5 continents representing several diverse brands, from budget and economy lodgings to luxurious accommodations in exotic locales.
- 2) **Best Western International:** Operator of the Best Western Hotel brand is the world's largest hotel chain, with about 4,200 hotels in over 110 countries. The chain, with its corporate headquarters in Phoenix, Arizona operates 2,163 hotels in North America alone.

3) Carlson Rezidor Hotel Group: Is an international hotel company, with headquarters in Minneapolis, USA and Brussels, Belgium. The Carlson Rezidor Hotel Group includes more than 1,300 hotels in operation and under development in over 100 countries, employing over 88,000 staff. The hotel brands include Radisson Hotels, Radisson Blu, Country Inns & Suites, Park Inns, Park Plaza Hotels & Resorts, Hotel Missoni and newly announced brands Radisson Red.

4) Four Seasons Hotels: Is a Canadian international luxury, five-star hotel Management Company. Travel + Leisure magazine and Zagat Survey rank the hotel chain's 98 properties among the top luxury hotels worldwide

5) Hilton Hotels: It an American global hospitality company. It is owned by the Blackstone Group, a private equity firm. The company owns, manages, and/or franchises a portfolio of brands which includes Waldorf Astoria Hotels and Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, Doubletree (DoubleTree by Hilton), Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn and Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. It was founded by Conrad Hilton in Cisco, Texas and was headquartered



in Beverly Hills, California.

6) Hyatt Hotels: It is an American international company and operator of hotels. The Hyatt Corporation was born upon purchase of the Hyatt House, at Los Angeles International Airport on September 27, 1957. In 2014, Hyatt was named one of the best 100 companies to work for (placing 95th), according to Fortune.

7) InterContinental Hotels: It is a British multinational hotels company headquartered in Denham, UK. It is the largest hotel company in the world measured by rooms (with 687,000 as of February 2014) and has over 4,600 hotels across over 100 countries. Its brands include Candlewood Suites, Crowne Plaza, Even, Holiday Inn, Holiday Inn Express, Hotel Indigo, Hualuxe, InterContinental and Staybridge Suites.

8) Marriott International: It is an American diversified hospitality company that manages and franchises a broad portfolio of hotels and related lodging facilities. Founded by J. Willard Marriott, the company is now led by President and Chief Executive Officer Arne Sorenson. Today, Marriott International is the largest hotel company with more than 4,000 properties in over 80 countries and territories around the world, with additional 195,000 rooms in the development pipeline. In June 2014 Marriott International opened its 4,000th hotel, the Marriott Marquis in Washington, D.C.

Hotels, Their Evolution and Growth : Introduction to Tourism, Hospitality ; Hotel Industry 3
Marriott Marquis, Washington DC

9) Shangri-La Hotels and Resorts: It is a Hong Kong based company that runs the "Shangri-La", "Kerry" and "Traders" brands of hotels. The five-star lodgings of the chain can be found across Asia, the Middle East, North America, Oceania and Europe. The first hotel of the group was the Shangri-La Hotel Singapore, opened in 1971.

10) Starwood Hotels and Resorts Worldwide, Inc. is an American hotel and leisure company headquartered in Stamford, Connecticut. One of the world's largest hotel companies, it owns, operates, franchises and manages hotels, resorts, spas, residences, and vacation ownership properties under its nine owned brands.

Hotel Core Areas

Here are various departments of a hotel which help in the smooth and efficient operation of the hotel. All these departments work in close liaison for the hotel to operate in good condition so as to achieve management's predefined goals and objectives.

The major four departments of hotels are:



Housekeeping Department

Food and Beverage Service Department

Food Production or Kitchen Department

Front Office Department

These four departments are the operational departments of the hotel known as the Core Areas of the Hotel.

But not only the operational department but the secondary department also plays a significant role to ensure general administration of hotel and they are:

Sales and marketing

Personal and human resources

Account and finance

Security and engineering

Purchase and store

Departments

1. House Keeping Department

The housekeeping department is responsible for the management of guest rooms and the cleanliness of all public areas of the hotel. A close liaison between housekeeping and front office is essential so that the information about a guest-rooms are kept up to date. In simple words, Housekeeping means up-keeping the house.

2. Food and Beverage Service Department

Food and beverage department are one of the main service oriented and crucial department of the hotel. It renders the services of prepared food items, beverages, and tobacco in a hospitable way to the customer as per their demand.

The food and beverage department put forward the world-class service of food and drink. The services that food and beverages provide maybe a coffee shop, bars, lounges, specialty restaurants, banqueting, and room service, etc.

3. Food Production Department

A kitchen is a well designed closed area with skillful chefs and all necessary equipment, tools, and utensils liable for preparing food items as per guest orders followed by standard recipes. It is a skilled food production team that prepares food items as per the guest's orders. It prepares food according to the menu and there are two types of menu.

4. Front Office Department

The front office department is the most visible department in a hotel. The focal point of activity within the front office is the reception desk. The reception desk is usually the place in which the guest makes the first impression of the hotel. It is also the communication center of the hotel. Since it is the first and last point of guest contact with the hotel spends a lump sum amount of money to make it look more luxurious



and beautiful. We can see in most of the hotel's front office or the entrance point of the hotel is decorated and made luxurious in every way. It is also the communication center for the hotel operation. The front office department plays an important role in the image building of a hotel.

The reception desk includes front office cashier, information, and registration section. The other section of the front office is a telephone operator, reservation, and business center. Every section of the front office has its own functions.

