



HOSPITALITY INDUSTRY

Hospitality industry is a wider term for a broad variety of service industry including hotels, restaurants, catering establishments and many more. This industry is very diverse and global and catering to all the needs of travel related activity it is expected to be US\$3.5 trillion industry in world economy. Hospitality refers to the relationship between guest and host; it also refers to being hospitable.

Some define hospitality as —the business of helping people to feel welcome and relaxed and to enjoy themselves (Discover Hospitality, 2015,) Hospitality is treating people like you would want to be treated when you are travelling in other words it means making a tourist feel totally welcome not only as your guest but also as the guest of the entire family i.e. family of hotel.

making and keeping friends and promoting an atmosphere of better understanding the word hospitality is derived from Latin word —Hospitalitas. Reception, welcome and in general the treatment of guest or a stranger in the most friendly manner is hospitality. In most of the countries all over the world guest is received with a great amount of courtesy and warmth is provided with entertainment. basic concept of hospitality is to make the guest feel that they are always welcome.

Although the basic concept of hospitality has remained the same but with the passage of time and development of technology and science, the need and wants of travelers have changed greatly thus providing numerous services and facilities in terms of accommodation and other basic needs such as food and beverages. Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry.

Origin of Hospitality Industry

The origin and growth of hospitality industry is direct outcome of travel and tourism. Warriors or traders were the early travelers but they did not have hotels to accommodate them. The warriors used tents but the merchants seeking to trade tools, clothing and livestock, traded merchandise for lodging. The inns offered little more than a cot or a bench in the corner of a room or a stable which were unhygienic too. Most of them were private residences of the local residents that offered temporary residence or lodging to strangers run by husband and wife team who provided large halls to travelers where they were supposed to make their own bed and sleep on the floor guests used to stay in large communal rooms where sanitation and privacy were non-existent. After the establishment of money in 6th century BC, inn keeping was one of the first commercial enterprises and hospitality was one of the first services for which money was exchanged.

Throughout the world they were known by different names such as: Dharamshalas and Sarai in India, ryokans in Japan, paradores in Spain, pousadas in Portugal, coffee house in America, taverns and inns in Europe, cabarets and hostels in France, mansionis and hospital in Switzerland, phatnai in Greece and relay house in China.

In the third century AD, Roman Empire developed an extensive system of brick paved roads throughout Europe and Asia minor. Small road side lodges were constructed due to increase in the road transport. During the Industrial Revolution in 1700s, the Europeans began to combine food and beverage service with lodging. No attention was given to sanitation and beds as well as rooms had to be shared with other travelers. These



early European inns were unsuitable for aristocrats. To accommodate wealthy travelers, luxurious structures were erected. These offered private rooms, individual sanitation and all comforts of a European castle. These elegant new establishments later adopted the French name for mansion, hotel'. The rates they charged were very high and well beyond the means of common citizens.

To understand the origin and development of Hotel industry we need to understand its two pillars – Hospitality industry and Tourism Industry.

Tourism

It is the movement of people from their normal place of residence & work for a period of not less than 24 hours and not more than 1 year

According to **Tourism Society of Britain** —Tourism is a temporary, short term movement of people to destinations outside the places where they normally live and work and their activities during their stay at these destinations, including day visit & excursion.

Tourist – it's meaning

someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons.

It can also be defined by UNWTO as —People who travel to and stay in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

International Tourism – When people visit a foreign country, it is referred to as international tourism. In order to travel to a foreign country one requires passport, visa, health documents, foreign exchange etc. Intern

ational tourist may be inbound or outbound:

Inbound -non-residents travelling in a given country, i.e. refers to tourist of outside origin entering a particular country

Outbound - residents of one country travelling in another country i.e. refers to tourist travelling from the country of their origin to another country.

Domestic Tourism: The residents of a given country travelling only within that country. Travelling within the same country is easier because it does not require formal travel documents and other formalities like compulsory health check and foreign exchange etc.

Purpose of Travel

It is important to study here the factors that commonly promote tourism during all periods i.e. what motivates people to move or to travel. Today With disposable income, faster transport and greater time for leisure, people have ventured into new horizons which seemed only dreams till yesterday. Some of the reasons for travelling are as follows:

Sightseeing: This is a strong reason to travel. Sightseeing is visiting places of interest. International culture attracts men and their exploration always fascinates him. Culture includes the away people live the their history cuisines, arts, handicrafts languages etc . tour



operators therefore organize tour packages to meet the need of the clientage.

Leisure: This comes as a strong motivation in highly stressed work life. Leisure is a passive recreation where people just want to put up their feet's and relax. There are many sources of leisure like weather is the major attraction as some like cold weather while others get fascinated by deserts and sea beaches. Spas are creations of new age health conscious people.

Religious travel: This has always fascinated humankind from ancient times. We know of pilgrimages to Jerusalem for the Christians and the Haj to Mecca for the Hindus, etc. This involves large-scale travelling with millions of travelers at a time. Religious travelers observe ambience and have very little needs. Some may have dietary restriction like vegetarian food or foods without some ingredients. They may want prayer rooms and perhaps a priest of their faith on premises.

Business: The movement of people for business reasons has been a great motivator for people to travel from the beginning merchants travelled with their merchandise from one city to another city for trading. We have evidence of trade between Egypt, Phoenicia, and Indus Valley Mesopotamia.

Governmental Travel: Governmental travel has become important to foster better understanding and trade between nations. Today, countries want to maintain good diplomatic relations with other countries to promote trade and culture and goodwill. Regular travelling under exchange programmes takes place to keep in touch and to help each other in the progress of mankind and in improving mutual relationship. Government delegations are normally hosted by the state who may book hotel accommodation to house them.

Education: Education as a reason for travel was a state-sponsored tradition throughout the ancient times. We know that Hindu temples, Buddhist monasteries and Islamic madarsas went beyond religion to educate their people. They provide boarding and lodging to visiting scholars.

Health: Health has become a new reason for travel. The purpose to travel for health is: Many travel to access the best hospitals worldwide for specialized medical, dental and surgical care. This type of travel arisen of the high cost of healthcare in the industrialized nations. People visit health resorts to get into better shape. Spas have converted their natural mineral springs into luxurious resorts to enjoy and rejuvenate their body. Another variant are the health camps where people are introduced to meditation and yoga along with a diet regimen. These camps are truly meant to re-shape the body, mind and soul.

Sports : This has become a huge industry where people travel is common amongst sports person with their tremendous fan following like huge championships, world cups and Olympic games are well organize to take the traveler enjoy the sports.

Overseas education: Similarly, children who left home for international work, education and assignments touch base with their loved ones at Christmas, Thanks giving, Easter or national holidays and religious festivals.

Fairs & Festivals: The sea also motivates people to travel like national and international fairs such as Pushkar Mela, craft Mela, International Trade Fairs, several Expos and festival like Holi Diwali, Eid etc.



Intermediate Accommodation

Intermediate Housing or "IH" means homes for sale and rent provided at a cost above social rent, but below market levels. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and **intermediate** rent, but not affordable rented **housing**.

supplementary accommodation

It consists of all types of accommodations other than the convention type, it may be described as premises that provide accommodation but not the other services which are provided by the hotels. The main distinctive features of supplementary accommodations are:

- Standard of comfort is modest as compared to that of a hotel,
- They can sell accommodation at a very low price,
- There are an informal atmosphere and freedom regarding dress code.

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country; it caters to both the international and domestic tourist traffic.

Types of supplementary accommodations are:

- Dharamshalas or sarai,
- Dak bungalows,
- Youth hostel,
- Dormitories,
- Paying guest accommodation,
- Tourist bungalow etc.

Classification on the basis of Size.

1) Small hotel : Hotels with 25 rooms or less are classified as small hotels. E.g Hotel

Alka, New Delhi and the Oberoi Vanyavilas, Ranthambore.

2) Medium Hotel: Hotel with twenty six to 100 rooms are called medium hotels, E.g

Hotel Taj View, Agra and Chola Sheraton Hotel, Chennai.

3) Large Hotels: Hotels with 101-300 guest rooms are regarded as large hotels E.g. the Imperial, New Delhi, The Park, and Kolkata



4) **Very Large Hotels:** Hotels more than 300 guest room are known as very large hotels E.g. Shangri-La Hotel, New Delhi and Leela Kempinski Mumbai.

Classification on the basis of Star.

The classification is done by Ministry of Tourism under which a committee forms known as HRACC (Hotels and Restaurants Approval & Classification committee) headed by Director

General of tourism comprising of following members are

- ☐ Hotel Industry
- ☐ Travel Agent Association Of India
- ☐ Departments of Tourism
- ☐ Principal of Regional Institute of Hotel Management Catering Technology & Applied Nutrition

This is a permanent committee to classify hotels into 1-5 star categories.

Generally

inspects ones in three years

In case of 4 stars, 5 Star, 5 Star deluxe categories, the procedures is to apply on a prescribed application form to director general of tourism. In case of 1, 2, 3 star category to regional director of the concerned govt of India tourist office at Delhi/Mumbai/Kolkata/Chennai.

1 Star

These are smaller hotels manage by proprietor.

The hotel often has more personal atmosphere .

It is usually located near affordable attraction, major intersection and convenient transportation.

Furnishings and facilities are clean but basic.

Most will not have a restaurant on site but are usually within walking distance .

- The hotel should have at least 10 lettable bed room .
- 25% should have attached bathroom with a bathroom for every four of the remaining room.
- 25% of the bathroom should have western style WCs
- Reception counter with a telephone and a telephone for the use of guest.
- Example: Hotel Ajanta, Bangalore

2 Star

The building should be constructed and the locality and environs including the approach suitable for good hotel.

There should be a reception counter with a telephone.

All public and private rooms should be fully air conditioned and should be well



equipped with support quality

There should be experienced ,courteous and efficient staff in smart and clean uniforms.

Should have at least 10 lettable rooms with at least 75% should attached bathrooms with showers.

- At least 25 % of the rooms should be air conditioned .
- Telephone in each room and telephone for the use of guest and visitors and provision for a radio or relayed music in each room.
- carpets,curtains,carpets,luxury furniture of high standards fittings etc.

3 Star

Typically these hotel offer spacious accommodation that include well appointed staff and decorated lobbies. Bell desk services are generally not available. They are located near business area for immediate approach and environs should be of highest

standard. There should be well equipped ,well furnished and well maintained dining room/restaurant on the premises .

- Should have at least 20 lettable rooms with attached bathrooms with long baths or most modern shower chamber.
- At least 50 % of the rooms should be air conditioned and the furniture and furnishings such as carpets ,curtains etc. should be very good standard..
- There should be a receptionist ,cash and information counter attended by highest qualified trained and experienced personnel and conference facilities.
- There should be provision for reliable laundry and dry cleaning services.24 hrs housekeeping at the hotel should be of the highest possible standard and these should be plentiful supply of linen ,blankets etc which should be of the highest quality available
- Telephone in each room. and telephone for the use of guest and visitors and provision for a radio or relayed music in each room

4 Star

Façade, Architectural features and general construction of the hotel building should have distinctive qualities .

The locality including the immediate approach and environs should be of highest standard.

There should be a receptionist ,cash and information counter attended by highest qualified trained and experienced personnel and conference facilities.

- Should have at least 25 lettable rooms with attached bathrooms with long baths or most modern shower chamber.

At least 50 % of the bathroom must have long baths or the most modern shower

chambers with 24 hrs service of hot and cold running water.

- There should be a special restaurant dining room where facilities for dancing are also available.



- Telephone in each room. and telephone for the use of guest and visitors and provision for a radio or relayed music in each room.

5 Star

Façade, Architectural features and general construction of the hotel building should have distinctive qualities .

The locality including the immediate approach and environs should be of highest standard.

There should be a receptionist ,cash and information counter attended by highest qualified trained and experienced personnel and conference facilities.

- Should have at least 25% lettable rooms with attached bathrooms with long baths or most modern shower chamber.
- At least 50 % of the bathroom must have long baths or the most modern shower chambers with 24 hrs service of hot and cold running water.
- There should be provision for reliable laundry and dry cleaning services. 24 hrs housekeeping at the hotel should be of the highest possible standard and these should be plentiful supply of linen ,blankets etc which should be of the highest quality available.
- Adequate parking space and swimming pool.

1. The hotel must have at least 10 lettable bedrooms.
2. Carpet areas in respect of rooms and areas of bathroom should by and large adhere to the following limits.

Category of hotels /Bathroom

Area standard for Bedroom

5Star/5StarDelux Hotels

Single	180Sq ft
Double	200Sq ft
Bathroom	45 Sq ft

4 Star and 3 Star Hotels

Single	120Sq ft
Double	140Sq ft
Bathroom	36sq ft

2Star and 1 Star Hotels

Single	100Sq ft
Double	120Sq ft
Bathroom	30Sq ft

- Offer both international and Indian cuisine and the food & beverage services should be of the highest standards
- 24 hrs services for reception information and telephone



Heritage Hotels: A recent addition to the hotel industry, in the country, heritage hotels are properties set in small forts, palaces, or havelis, the mansions of erstwhile royal and aristocratic families. They have added a new dimension to cultural tourism.

In a heritage hotel, a visitor is offered rooms that have their own history, is served traditional cuisine toned down to the requirements of international palates, is entertained by folk artistes, can participate in activities that allow a glimpse into the heritage of the region, and can bask in an atmosphere that lives and breathes of the past. Taj lake palace in Udaipur and the Oberoi Cecil in Shimla are example of heritage hotels.

According to **Ministry of tourism**, the heritage hotels are further subdivided as follows:

Heritage: This category covers hotels in residences, havelis, hunting lodges, castles or forts and palaces built during 1935-1950.

Heritage Classic: This category covers hotels in residences, havelis, hunting lodges, castles or forts and palaces built prior to 1935 but after 1920.

Heritage Grand: This category covers hotels in residences, havelis, hunting lodges, castles or forts and palaces built prior to 1920.

C) Classification on the basis of Location/Cientele

1) Downtown Hotel: A downtown hotel is located in the centre of the city or within a short distance from business centre, shopping areas, theatres, public offices etc. The centre of the city may not necessarily be the geographical centre, but it refers to an area that is considered to be the commercial hub of the city.

2) Sub-urban Hotels: As the land cost in the city centre is higher and the space is limited, some entrepreneurs build their hotels near the outskirts of the city. Providing similar facilities as the downtown hotel, these hotels are set in suburban areas and have the advantage of quicker surroundings. Such hotels are ideal for people who prefer to stay away from the hustle and bustle of city.

3) Resorts Hotel: Hotels that are located at tourist destination such as hill station, sea beaches and countryside are referred to as resort hotels. These hotels have a very calm and natural ambience. They are mostly away from cities and are located in pollution-free environs. The room rates in these hotels may range



from moderate to high, depending on the additional service offered.

4) Airport Hotel: Airport Hotels are situated in the vicinity of airport and other ports of entry. Offering all the services of a commercial hotel, these hotels are generally patronized by the passengers who need a stopover en route their journey.

5) Motel: The word motel is formed by merging two words „motor“ and „hotel“. They are located primarily on highways and provide modest lodging to highway travellers. A motel offers facilities such as accommodations, food and drinks, garage facilities, a parking lot, and re-fuelling for vehicles. E.g: Motel Aaram ,Kannur, Kerala

6) Floatels: Floatels are type of lodging properties that float on the surface of water. This category consists of all lodgings properties that are built on the top of rafts or semi-submersible platforms, and includes cruise liners and houseboats. The house boats of Dal Lake (Shikara) in Srinagar in Jammu and Kashmir are some examples of Floatels in India.

7) Rotels: The hotels which rotate on wheel are called Rotels. It is also called Motel on wheels. The best example of rotel in India is Palace on Wheels. It is a luxurious train, fully air-conditioned, and well furnished, with attached restaurant and bar. The fare is inclusive of train ticket, food, alcoholic beverages and sightseeing. This train starts Delhi and covers the tourist places of Rajasthan and Uttar Pradesh including Taj Mahal, Agra, and Mathura.

Other e.g. Are the Deccan Odyssey (Golden Chariot), Maharaja Express, Royal Rajasthan Mahaparinirvan Express and Fairy Queen.

Classification on the basis of Ownership.

1) Independent Hotels: These hotels are on ownership basis and do not have any affiliation or contract through any other property. And also they do not have any tie up with any other hotels with regards to policy, procedures and financial obligation. The advantages in this type of hotel is that they need not maintain a particular image and they are not bound to maintain any set targets, but can independently adopt quickly to the changing trends. They are usually autonomous.

2) Chains: When one hotel realizes that they can offer the same services in other cities, chains of the same hotel are opened in those places. Hotel chain is an enterprise that administrates, through a unique management a number of hotels located in different areas. They can be total or partial owners of the hotel and they manage their administration, marketing and promotion. This gives them the advantages of a large central organisation providing reservation systems, management's aids, financial strength, expertise, manpower, specialities, merchandises and promotional help. Ex Some of the chain companies are Inter Continental Hotel Groups (IHG), Starwood Hotels and Resorts Worldwide, Accor, Hilton Hotel



Management Contracts:

It is a contract between the owner of the property and a hotel operator (management contractor) by which the owner employs the operator as an agent to assume the full responsibilities for operating and managing the hotel. The operator can be a hotel chain with reputed name and market image, such as Hilton, Sheraton, Best Western, Choice Hospitality, etc.

4) Franchise:

It is the authorization given by a company to another company or individual to sell its unique product / services and use its trademark according to the guidelines given by former, for a specified time, and a specified place. Under it the owner operates as a member of the chain, utilizing the brand image, name, and goodwill and obtaining for a certain fee. Some of the franchising companies are Holiday Inn, Choice International, Ramada.

5) Time -Share Hotels:

A new concept of ownership also called vacation ownership or holiday ownership concepts, mushrooming up in resorts areas like hills, beaches, forest. As the name suggest, it entails purchasing a tourist accommodation at a popular destination for a particular time slot in a year which can be week or weeks. Each room or suite is owned by several people who will schedule their visits well in advance with the management office to ensure that the room or suites is available or rent a unit to other vacationers if they cannot avail the facility.

6) Condominium:

Condominium units also called as Condo are purchased outright and owned by the guest as second homes.

Condominium hotels have single owners instead of multiple owners sharing the hotel. In condominium hotels, the owner informs the management company when they would occupy the unit. The management company is free to rent the unit for the remainder of the year, and this revenue goes to the owner.

Owner purchases a unit and has full right of an unit he has purchased and shares the cost common to the complex such as takes, insurance, Maintenance, and upkeep of public areas

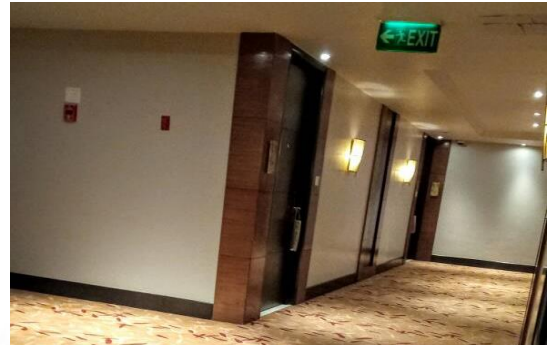
including swimming, pool, health, clubs, parking, security, air conditioning, health, cable, broadband etc.



TYPES OF ROOMS

1. Adjoining Room:-

An adjoining room shares a wall with another hotel room and is connected by a door.



2. **Adjacent room:** An adjacent room is very close to another room but does not share a common wall with it.

3. **Cabana:** A cabana is suited away from the main hotel building, in the vicinity of a swimming pool or sea beach. It does not have beds and is generally used as a changing room and not as a bedroom.

4. **Duplex:** A duplex comprises two room situated on different floors, which are connected by an internal staircase. The suite is generally used by business guest who wish to use the lower level as an office and meeting place and the upper level room as a bedroom. This type of room is quite expensive.



5. **Double Room:** A double room has one double bed for double occupancy. The size of double bed is 4.5feet to 6 feet.

6. **Double-Double Room:** A double -double room has two double beds and is normally preferred by a family or group as it can accommodate four persons together.

7. **Efficiency Room:** An efficiency room has an attached kitchenette for guest preferring longer duration of stay. Generally, this type of room is found in holidays and health resorts where guest stay for a longer time.



8. **Hollywood Twin Room:** It has 2 single beds with a common headboard. This type of room is generally occupied by two guests.

9. **Hospitality Rooms:** A hospitality room is designed for hotel guest who would want to entertain their own guests outside their allotted rooms. Such rooms are generally charged on hourly basis.

10. **Interconnecting Rooms:** Interconnected rooms have a common wall and a door that connects the two rooms. This allows guest to access any of the two rooms without passing through a public area. This type of rooms is a deal for families and crew members.



11. **King Room:** A king room has a king size bed. The size of the bed is 6feet by 6 feet.

12. **Lanai:** A lanai has a veranda or roofed patio, and is often furnished and used as a living room. It has a view of garden, sea beach or waterfall.

13. **Murphy Bedded Room:** Murphy bedded room is a room where the bed is hinged at the base of the head board and swing up into the wall for storage. During the day room can be used as a sitting /living room and at night the bed can be laid for the guest to sleep.



14. **Parlour:** A parlour has a living room without bed and may have sofa and chair for sittings. It is generally not used as a bedroom. European term for this is Salon.

15. **Penthouse:** A penthouse is generally located on the topmost floor of hotel and has an attached open terrace or open sky space. It has very opulent decor and furnishings, and is among the costliest rooms in the hotels, preferred by celebrities and major political personalities.

16. **Quad:** A quad room has four separate single beds and can accommodate four persons together in the same room.

17. **Queen room:** A queen room has queen size bed. The size of the bed is 5 feet by 6 feet.

18. **Studio:** A studio room is a small apartment which combines living room, bedroom, and kitchenette into a single room.

19. **Suite:** A suite comprise more than one room, occasionally, it can also be a single large room with clearly defined sleeping and sitting areas. The decor of such units is of very high standards, aimed to please the affluent guest who can afford the high tariffs of the room category.

20. **Single room:** A single room has one single bed for single occupancy. The size of the bed is normally 3 feet by 6feet.



21. **Siberia:** A term normally used for inferior quality rooms ,such as near the staircase.

