



INTRODUCTION TO TOURISM ,HOSPITALITY & HOTEL INDUSTRY.

A) Tourism & its Importance

Tourism is one of the world's fastest growing industries and a major source of foreign exchange and employment generation for many countries. It is regarded as one of the most remarkable economic and social phenomena of the past century. It is also a process involving people and is about people, i.e. knowing people better. It also creates long term relationship between consumer and provider.

The term tourism seem to have been derived fro the word, tour which in turn has been derived from the Latin word “TORNOS” which means “Internal Compass” or wheel signifying circular motion. Circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist. **Tourism may be defined as the movements of people from their normal place of residence to another place (with the intention to return) for the sole purpose of leisure and pleasure.**

Thus it include the following four points

- Tourism involves the movements of people from one location to another outside their own community.
- Tourism destination provides a range of activities, experiences and facilities.
- The different needs and motivation of the tourist requires satisfying and these in turn create a social impact.
- The tourism industry includes a number of sub-sector which as a whole generates income within the economy

There are basically three phases in tourism

- a) The beginning (When the tourist separates/moves out of his home).
- b) The middle(the period of his movement when he comes across new places for experiencing change)
- c) The end(process of returning to home after the end of the tour)

Factors that promoted Tourism

1) Coastal areas, including beaches, marine areas and wetlands:

Well developed beaches have the appeal and the carrying capacity for volume tourism. Marine parks and wetlands with their fragile ecosystem are better suited for adventure and special interest tourism.

2) Mountains and wilderness areas:

High mountains, forests, moors, deserts, lakes and rivers are mostly visited by tourists interested in nature or special activities such as climbing, trekking and cross-country skiing.



3) Inland rural areas:

Agricultural lands, forests, lake shores and riverbanks can provide appropriate location for country-side retreats and special interest tourism such as farm and village stays.

4) Urban areas:

Culture, monuments, special events (sponsored festivals) and special facilities for conventions and exhibitions can attract great number of tourists.

5) Small Islands:

Natural resources such as coral reef, mangroves, seagrass beds and forests in addition to the coastal and wilderness aspects of a small area may make islands especially attractive destination areas.

Types Of Tourism

Incentive tourism: Incentives tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding. A salesman who is awarded with a nice holiday package for accomplishing the target sales is a perfect example of incentive tourist.

Health or medical tourism: Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate. Hordes of medical tourist fly to South Africa from overseas countries to undergo plastic surgery.

Business tourism: Tourist travelling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centres that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.



Education tourism: Tourists travelling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

Adventure tourism: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

Cultural tourism: These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the travelled country.

Eco- tourism: Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

Leisure tourism: These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

Religious tourism: Religious tourist travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

Sport and recreation tourism: These sorts of tourists either take active part in or just watch sports events. Some of such popular sport events are



the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River Canoe Marathon.

Backpacking or youth tourism: This group of tourist is of young age and they travel with minimum luggage and on a limited budget. But they are very passionate and love excitements and adventures, while travelling. They generally have no specific travel schedules and tend to travel independently.

Special Interest tourism : They nurture particular passion in different things like bird watching, nature, fishing during the Sardine Run, food and wine or attending the Cape Town Book Fair.

Industries Related To Tourism industries.

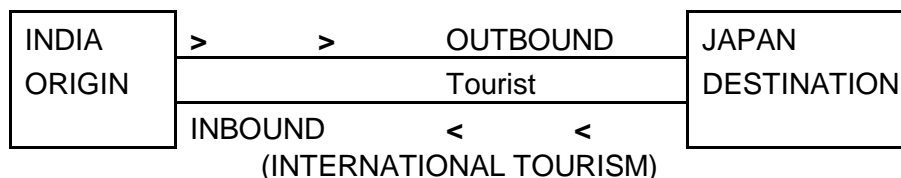
1) <u>Accommodation</u>	2) <u>Transportation</u>	3) <u>F&B Outlets</u>	4) <u>Retail Store</u>	5) <u>Activities</u>
Hotels	Ships	Restaurants	Gift shops	
Recreation				
Motels	Airlines	Kiosks	Souvenir shops	
Business				
Resorts	Railways	Bars	Art/Craft shops	Sports
Casino Hotel	Autos	Vending Machine	Shopping malls	

Tourism can be categorized as international and domestic tourism.

International Tourism: When people visit a foreign country it is referred to as international tourism. In order to travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange etc. International tourist may be inbound or outbound.

Inbound: This refers to tourist of outside origin entering a particular country.

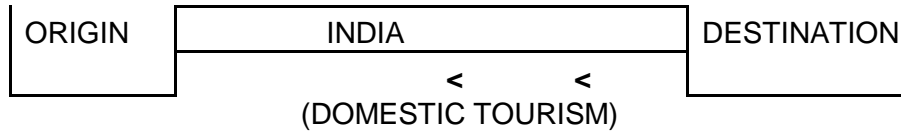
Outbound: This refers to tourist travelling from the country of their origin to another country.



Domestic Tourism

The tourism activity of people within their own country is known as domestic tourism. Travelling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checkups and foreign exchange. In domestic tourism a traveler generally does not face much language problem as currency exchange issue.





IMPORTANCE

Tourism can contribute to the economic growth of a country in the following ways:

- 1. Generating Income and Employment:** Tourism has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.
- 2. Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in every country. This has favorable impact on the balance of payment of the country.
- 3. Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
- 4. Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
- 5. Promoting Peace and Stability:** Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

Concepts

The concept of tourism adopted by the international Association of Scientific Experts in Tourism was put forward by the Swiss Professors Hunziker and Krapf as follows:

“Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”

On the analysis of the above definition, we find the following features of tourism:

- 1) Tourism arises from the movement of people to, and their stay in, various destinations.
- 2) There are two elements in all tourism –the journey to the destination and the stay.
- 3) The journey and the stay should take place outside the normal place of residence and work.



- 4) The movement to destination is of temporary character with the intention to return within few days. A tourist is expected to spend a minimum of 24 hrs in the destination.
- 5) Destinations are visited for purpose other than taking up permanent residence or employment.

B) Hospitality & its Origin

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 as not only your guest but also the guest of the complete family of the hotel. Hospitality is genuine smiling face.

Hospitality can be termed as deliberate, planned and sustains efforts to establish and maintain mutual understanding between an organization and public i.e. Business of making and keeping friends and promotion and atmosphere of better understanding.

Hospitality activity covers everything i.e. providing attentive and courteous services facilities and amenities to travelers meetings & greeting him at the door, providing efficient and caring services of food and beverage to him in the room i.e. providing "A home away from home" and making his visit a memorable and pleasant experience.

Providing hospitality should make his guest feel at home and use pleasant tone of voice.

Smilingly offer him assistance whenever possible. Never ignore the guest or abrupt no matter how busy we are, anticipate his needs and want and provide the same without his asking them.

ORIGIN

The origin & development of the hospitality industry is a direct outcome of travel & tourism. There are many reasons for which persons may travel: business, pleasures, further studies or any other reasons. When a person travels for a few or more days, he may carry his clothes with him, but it's not possible for him to carry his food & home. Thus two of his three basic needs food and shelter are not taken care when he is travelling. This is where the hospitality industry steps in.

Before the wheel was invented people undertook journeys on animals such as horses, camels and elephants. In those days, they used to travel in groups called caravans for safety. At night fall they avoided travel due to the fear of wild animals and bandits, so they looked for a place that could provide them with water, fuel to cook food and above all, security from wild animals and bandits. Thus inn keeping can be said to be the first commercial enterprise and hospitality. 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. Guest stayed in large communal rooms with no sanitation and privacy.

In the third century AD the Roman Empire developed an extensive network of brick paved roads throughout Europe and Asia Minor and a chain of road side lodges was constructed from Spain to Turkey. Till the industrial revolution of the 1700s no significant improvements were 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 an European castle. These elegant new establishments adopted the French word for mansion "HOTEL"

Throughout the 1800s Americans in keepers improved their services and continued to build larger and more amply equipped properties and most of these properties were located near seaport towns.



C) Hotels, their evolution and growth:

The term hotels were used in England in about 1760. Hotel or inn is defined by British law as a “**place where a bonafied traveler 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.

- a) Food & Beverage Services
- b) Room Services
- c) Uniformed Services
- d) Laundry Services
- e) Use of Furniture's and Fixtures.

HOTELS AND THEIR EVOLUTION & GROWTH	
1650	Pascal opened a café in Paris and Coffee House in London
1794	City hotel (73 Rooms) at 115 Broadway, New York. First building special made for a hotel.
1829	Tremont house .Adam and Eve of modern hotel industry was opened at Boston(170 Rooms)
1889	Cesar Ritz introduced luxury hotels such as Savoy, Carlton and Hyde park hotels ltd.
1890-1899	Fredrick Gordon and Sir Blundel Maple launched Gordon Hotels and Fredrick hotels ltd.
Late 19th Century	Famous Waldorf Astoria in New York.
18.1.1908	Buffalo Statler by Ellsworth Statler in U.S Considered to be the birth of commercial hotels
1927	Stevens Hotels in Chicago ,later renamed as Hilton Hotels(3000 Rooms)
1950	2 New concepts a) Motels and b) International chain operation
Hotel Rossia or Rossiya	Moscow(Remained largest hotel of world for quite sometimes)
West Inn Stanford	Singapore (Remained tallest building for quite sometimes)
1930 depression in world economy	Decline in Hotel industry
World War Period	Upsurge in hotels

D) Brief introduction to hotel core areas with special reference to front office.

- 1) **Housekeeping:** Responsible for the cleanliness maintenance and the aesthetic standards of the hotels. Housekeeping provides laundered staff uniform room and



restaurant linen and fresh and dried flower arrangement .The different section of housekeeping are:

- **Housekeeping control desk:** This passes information to housekeeping staff working at various parts of the hotel.
- **Linen and Uniform Room:** Coordinates with laundry for the supply of clean linen and uniforms.
- **Horticulture:** Trends all landscape gardens and nurseries.
- **Flower shop:** Where flower are produce and prepare for decoration in rooms, lobbies or buffet table and sold for customers.
- **Lost and Found section:** To deposit misplaced guest belongings.
- **Guest room cleaning brigade:** Who clean and maintain all guest rooms for sale ,and the public area brigade who are responsible for the cleaning of front office lobby, restaurant and other areas.

- 2) **Food & Beverage:** A restaurant is a commercial establishment committed to sale of food and beverage. A restaurant may be a licensed part of a hotel operation; where by the sale of the restaurant contributes to the sales performance of the hotel, or a franchised operation within the hotel premises. Basically Restaurant provides tables and chairs for customer to eat from an attached kitchen .They are equipped with crockery, cutlery, linen and decor which may vary in quality and concepts in keeping with the objections of the establishment. In addition to basic purpose restaurant may provide the following facilities.

Bar, Children party facilities, entertainment, Home delivery services, outdoor catering.

- 3) **Kitchen:** A kitchen is a place where food is prepared while kitchen in large have independent section to deal with various aspects of food preparation due to sheer volume of activity. Smaller kitchen would club section or have multi skilled cooks to carry out several roles. Kitchen personnel's coordinates closely with restaurant, room service, bars and banquets for the supply of food orders. The various sections of a kitchen are

Butchery, Garde Manger, Pantry, bakery and confectionary, Hot Range, Grill, Skill rooms, soup section, Satellite kitchen.

- 4) **Front Office:** The front office may be regarded as the **show window** of the hotel and hence must be well designed in the first place and maintained in a well organised and orderly manner. Regardless of how the hotel is organised, the front office is always an essential **"focal point"**. Front office is the name given to all the offices situated in the front of the house ,that is lobby ,such offices where the guest is received ,provided information, his luggage is handled ,his accounts are settled at departures, and his problem ,complains and suggestion are looked after. The front desk is the **link between the guest and the hotel and represents the hotel to the guest** and is a **liaison between the hotel management and the coordination of all guest**



services. It serves as a main channel of both way communications i.e. from hotel to guest and guest to hotel.

Front office is one of the two **major departments which produce revenue** in a hotel, the other being food and beverage. Out of two, front office generates nearly 60 to 70 % of revenue for a hotel and is responsible for achieving high occupancy of the hotel. One of the major functions of the front office is selling accommodation.

Through these departments hotels help in **developing the economy of the country and earn foreign exchange for the nation**. Front office is like a dispensing post to handle complaints and suggestion of the guest. Front office is indeed the **nerve centre**, the hub and the **heart of the hotel**. It coordinates with other departments of hotel in order to provide more efficient service to the guest.

Various section of Front Office Departments

- **Reservation:** Booking of rooms in advance.
- **Reception:** Responsible for receiving the guest, allocating and assigning room and registering of a guest and is also a source of information for government offices such as FRRO etc.
- **Information:** Provide information about the hotel, its services and amenities, city, town, country, travel and transport, bank, and receiving and distribution of mail and message, packets, room key etc. to the guest.
- **Bell Desk:** Responsible for luggage handling etc.
- **Cash and bills:** Responsible for maintaining and recording guest accounts and bills and folio of guest and either cash or credit settlement of guest folio at the time of departure.

Journey of Indian and International hotel chains.

Indian Chain

- 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 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 the World War 2 the Grand Hotel became a byword for good service and elegant comfort in hotels.
- 7) **Leela Chain of Hotels:** The chain is owned by Capt. Cp. Krishnan Nair of Kerala. USP of the chain is Butler service where Butlers trained by former members of royal House of Windsor Pamper the guest of the hotel. It has hotel at Mumbai and Goa and Leela Palace at Bangalore.

International Chains.

- 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 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 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.^[3] Its brands include Candlewood Suites, Crowne Plaza, Even, Holiday Inn, Holiday Inn Express, Hotel Indigo, Hualuxe, InterContinental and Stay bridge 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 their 4,000th hotel, the Marriott Marquis in Washington, D.C.

- 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.

Some common terms of earlier hotel

The primitive lodging houses or inns originated essentially to cater to these needs of the travelers. Throughout the world they were known by different names.

- 1) **Chalet:** Is a type of building or house, native to the Alpine region in Europe. It is made of wood, with a heavy, gently sloping roof and wide, well-supported eaves set at right angles to the front of the house.
- 2) **Mom & Pop:** Family hotel i.e. run by the family members and were called "Mom & Pop in England.
- 3) **Inns:** Public houses in early times in England were called inns. Normally the term 'inns' was meant for the finer establishment catering to nobilities and clergy. **In France these were called 'HOTELLERIES'.**
- 4) **Taverns:** The house frequented by common man to do business as well as gather to drink alcoholic beverages and be served food, and in some cases, where travelers receive lodging mostly found in Europe.
- 5) **Cabarets:** A restaurant in France providing food, drink, music, a dance floor, and often a floor show. The audience, often dining or drinking, does not typically dance but usually sits at tables. Performances are usually introduced by a master of ceremonies. The entertainment is often (but not always) oriented towards adult audiences
- 6) **Ryokan:** is a type of traditional Japanese inn that originated in the Edo period (1603–1868), when such inns served travelers along Japan's highways. A typical Ryokan has a relatively large entrance hall, with couches and chairs where guests can sit and talk.
- 7) **Caravan:** is a group of people traveling together, often on a trade expedition. Caravans were used mainly in desert areas and throughout the Silk Road, where traveling in groups aided in defense against bandits as well as helping to improve economies of scale in trade.
- 8) **Dharamsalas and Saraai in India.**
- 9) **Paradors in Spain.**



- 10) Pousadas in Portugal.**
- 11) Coffee house in America.**
- 12) Mansionis and Hospita in Switzerland.**
- 13) Phatnal in Greece**
- 14) Relay Houses in China.**
