4th SEM BTTM-Bachelor of Travel and Tourism Management **UNIVERSITY OF CALICUT**

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INTRODUCTION TO HOSPITALITY BUSINESS **2019 ADMISSION**

Prepared ь,

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SYLLABUS

TTM4B06: Introduction to Hospitality Business

Lecture Hours Per Week: 5 Credits: 4

Objective: To explore various aspects of value creation through hospitality industry.

Module I

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

Module II

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance —Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.

Module III

Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

Module IV

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

Module V

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

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MODULE 1

Correct Ox GLOBAL STUDIES

Module I

The term 'Hotel', evolution & development of hospitality industry and tourism, famous hotels worldwide. Classification of hotels. (Based on various categories like size, location, clientele, length of stay, facilities, ownership)-Classification and categorization of hotels – star classifications, size, location, service, ownership – types of hotels, supplementary accommodations.

The term 'Hotel'

- ❖ A hotel is an establishment that provides paid lodging on a short-term basis.
- The word *hotel* is derived from the French *hôtel* (coming from the same origin as *hospital*).
- ❖ Which referred to a French version of a building seeing frequent visitors, and providing care, rather than a place offering accommodation.

Definition

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".

Evolution & development of hospitality industry and tourism

The origin and growth of the hotel industry can be studies under the following three periods:

- a) Ancient Era
- b) Grand Tour
- c) Modern Era

a) Ancient Era

- This era is marked by the earliest recorded evidence of the hospitality facilities in Europe in 500 BC.
- Ancient cities of Greece also had a large number of commercial places that offered food and lodging facilities to travelers.
- > The inns of the biblical era offered a cot or bench in the corner of a room or sometimes even in a stable.
- Privacy and Personal sanitation had no existence.

- ➤ In the 3rd century AD. Many lodging places grew in Europe and Minor Asia (part of Asia adjoining Europe). These were known as '*Mansions*'.
- The Industrial Revolution in England changed travel from social to business travel.
- The lead-in-organized hotel keeping as we see it today was taken by the emerging nations of Europe, especially Switzerland. Their lodging establishments were called 'Chalets'.

b) Grand Tour

- ➤ The second half of the 18th century, before the French Revolution (1789-99), is referred to as the 'golden era of the era'.
- ➤ In those days, the 'Grand Tour' of the European continent was taken by wealthy families in Britain for educational purposes.
- This tour lasted for several years. It gave a big push to the hotel industry particularly in prominent cities of France, Italy, Germany, Austria, Switzerland, and Ireland.
- This gave rise to the development of the modern hotel industry.
- > The world's first tour operator, Thomas Cook organized a rail tour from Leicester to Loughborough.

c) Modern Era

- ➤ The improvisation in the modes of transport made journeys safer, easier, and faster enabling economical as well as a frequent mass movement.
- ➤ The development of ropeways leads to the growth of many hotels in the Alpine ranges, particularly in Switzerland.
- The two world wars severely affected the hospitality industry.
- ➤ The massive destruction caused by the war and the resulting economic depression proved to be a major setback for the travel business.
- ➤ However, the development of aircraft and passenger flights accelerated the growth of the hotel Industry.

Famous hotels worldwide

1) The Plaza, New York

➤ Opened in 1907 and designated an official landmark in 1969, The Plaza is arguably the most famous hotel in New York.

2) Hotel Ritz Paris

- ➤ Hotel Ritz Paris has set the standard for luxury hotels since its 1898 opening.
- Located by the Tuileries gardens and overlooking Place Vendome.

3) Claridge's, London

- ➤ Opened in 1898, this Mayfair institution has been the London residence of Cary Grant, Audrey Hepburn and Yul Brynner.
- The art deco beauty is also the most storied hotel in England: During World War II, it was the haven for countless dignitaries and heads of state.

4) Raffles, Singapore

- Named after Stamford Raffles, the founder of Singapore, this opulent, colonial-style hotel had surprisingly humble beginnings.
- It was originally built as a small 10-room bungalow.
- ➤ It's now arguably the most famous hotel in Asia and, more than 125 years after opening, was declared a national monument.

5) Taj Mahal Palace, India

- ➤ Built in 1903, the Taj Mahal Palace is Mumbai's first harbor landmark, the site of the first licensed bar in the city.
- It also the first hotel in India to have steam elevators.
- The Taj is renowned across the world for its vast elegance, impeccable service and sheer magnitude: It has 560 rooms, 44 suites and 1,500 staff, including 35 butlers.

6) Beverly Hills Hotel, Los Angeles

The Beverly Hills Hotel, built in 1912, is as glamorous as its A-list clientele.

➤ The hotel, located on Sunset Boulevard, was named the first historic landmark in Beverly Hills.

7) Peninsula Hong Kong

- Known as the "Grand Dame of the East," the Peninsula Hong Kong is the flagship property of Peninsula Hotels.
- In fact, the hotel's name was inspired by its location at the southern tip of the Kowloon Peninsula.
- ➤ Since its opening in 1928, the Peninsula has set the standard for luxury in Hong Kong, from its glossy fleet of green Rolls Royce Phantoms to the private jet available for guest use.
- It's also Hong Kong's oldest hotel and the first to feature pageboys and buffet dining.

8) The Shelbourne Hotel, Dublin

- Located on St. Stephen's Green in the heart of Dublin, the lavish Shelbourne Hotel is Ireland's oldest and most historic hotel, built in 1824.
- Colorful history aside, it's the grandest and most beautiful hotel in Dublin, with its Renaissance-style facade, ornate crystal chandeliers, marble pillars and sumptuous decor.

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Classification of hotels

Hotels can be classified in the following ways;

- 1) On the basis of Size.
- 2) On the basis of Star.
- 3) On the basis of Location
- 4) On the basis of Clientele
- 5) On the basis of Ownership.
- 6) On the basis of Level of Services.
- 7) On the basis of Length of stay.
- 8) On the basis of alternative Accommodation

1) Classification on the basis of Size.

- a) Small hotel:
 - ➤ Hotels with 25 rooms or less are classified as small hotels.
 - E.g.: Hotel Alka, New Delhi and The Oberoi Vanyavilas, Ranthambore.

b) Medium Hotel:

A Hotel with twenty six to 100 rooms is called medium hotels.

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- E.g.: Hotel Taj view, Agra and Chola Sheraton Hotel, Chennai.
- c) Large Hotels:
 - ➤ Hotels with 101-300 guest rooms are regarded as large hotels
 - E.g. The Imperial, New Delhi and The Park, Kolkata
- d) Very Large Hotels:
 - Hotels with more than 300 guest rooms are known as very large hotels
 - E.g: Shangri-La Hotel, New Delhi and Leela Kempinski, Mumbai.

2) On the basis of Star.

- a) 1 Star
 - These are smaller hotels managed by proprietors.
 - The hotel often has a more personal atmosphere.
 - It is usually located near affordable attractions, major intersections, 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 bedrooms.
 - > 25% should have an attached bathroom with a bathroom for every four of the remaining room.
 - > 25% of the bathroom should have western-style WCs
 - Reception counters with a telephone and a telephone for the use of the guest.
 - Example: Hotel Ajanta, Bangalore

b) 2 Star

- The building should be constructed and the locality and environs including the approach suitable for a 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 the support quality
- There should be experienced, courteous and efficient staff in smart and clean uniforms.
- ➤ There should have at least 10 rooms with at least75% 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 radio or relayed music in each room.
- Carpets, curtains, luxury furniture of high standards fittings, etc.

c) 3 Star

- Typically these hotels offer spacious accommodation that includes well-appointed staff and decorated lobbies.
- Bell desk services are generally not available.
- They are located near the business area for immediate approach and environs should be of the highest standard.
- There should be well equipped, well furnished, and well-maintained dining room/restaurant on the premises.
- There should have at least 20 rooms with attached bathrooms with long baths or the most modern shower chamber.
- At least 50 % of the rooms should be air-conditioned and the furniture and furnishings such as carpets, curtains, etc.
- There should be a very good standard.
- There should be a receptionist, cash, and information counter attended by the 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 there 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 radio or relayed music in each room

d) 4 Star

- The locality including the immediate approach and environs should be of the highest standard.
- There should be a receptionist, cash and information counter attended by the highest qualified trained and experienced personnel and conference facilities.
- There should have at least 25 rooms with attached bathrooms with long baths or the 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, telephone for the use of guest and visitors, and provision for radio or relayed music in each room.

e) 5 Star

- The locality including the immediate approach and environs should be of the highest standard.
- There should be a receptionist, cash and information counter attended by the highest qualified trained and experienced personnel and conference facilities.
- There should have at least 25 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 there should be a plentiful supply of linen, blankets, etc which should be of the highest quality available.
- Adequate parking space and swimming pool.

- ➤ 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

3) On the basis of Location

a) 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.
- The room rates in these hotels may be higher than similar hotels in other areas, so as to cover the huge investment made on the land.
- They are preferred by business clientele as they find it convenient to stay closer to the place of their business activities.
- Eg: Hotel Intercontinental, New Delhi and Hotel Le meridian, Pune.

b) 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.
- The duration of the stay of guest in these hotels may be longer than at a hotel located in the city.
- The room rates in such hotels are moderate and may attract the budget travellers.
- Eg: Trident Hotel, Gurgaon and Uppal's orchid, New Delhi.

c) 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.
- These hotels combine stay facilities with leisure activities such as golf, summer and winter sports, etc.
- The occupancy in resorts is normally higher during vacation time and weekends when guest want to take a break from their weekly routine.
- Eg: Taj Fort Aguada Beach Resort, Goa and wildflower hall in the Himalayas, Shimla.

d) 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.
- Eg: Hotel centaur, Mumbai and Radisson, New Delhi.

e) 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

f) 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 rats or semi-submersible platforms, and includes cruise liners and houseboats.
- Some of them provide luxurious accommodation, along with food and beverage facilities to guests.
- ➤ The house boats of Dal Lake (Shikara) in Srinagar in Jammu and Kashmir are some examples of Floatels in India.

g) Rotels:

The hotels which rota te 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 for Rotels are The Deccan Odyssey (Golden Chariot), Maharaja Express, Royal Rajasthan, Mahaparinirvan Express and Fairy Queen.

4) On the basis of Clientele

- a) Business or commercial Hotels:
 - Designed to cater to the business traveller, commercial hotels are generally situated in the city centre.
 - These hotels provide high standard rooms and amenities, along with high speed internet connectivity, business centres, and conference halls.
 - They also provide in-house secretarial services, as well as facilities such as letter drafting, typing, and fax and photocopying of document for the convenience of their guest.
 - The guest amenities at commercial hotels may include complimentary newspapers, morning coffee, cable television and access to channeled music and movies.
 - The duration of guest stay is generally very short at these hotels.
 - The occupancy level is higher during the weekdays and slightly lower during weekends.
 - > The Park and Hotel Intercontinental in New Delhi are examples of business or commercial hotels.

b) Transient Hotels:

- > Transient hotels cater to the needs of people who are on the move and need a stopover en route their journey.
- Located in the close proximity of ports of entry, such as sea port, airport, and major railway station, these hotels are normally patronised by transient travellers.
- They have round –the –clock operational room service and coffee shop, and all the facilities of a commercial hotels.
- ➤ Transient hotels are usually 5 stars, and their target market includes business clientele, airline passengers with overnight travel layovers or cancelled flights, and airline personnel.
- The occupancy rate is usually very high, sometimes more than 100 percent, as room can be sold more than ones on a given date.
- Hotel Centaur and Radisson in New Delhi are examples of transient hotels in India.

c) Boutique hotels:

- These are very small and expensive hotels and mainly cater for elite class.
- They are different from the hotels in that each room has a distinct personality.
- Though the hotel is small but still it has more number of restaurants.
- Each restaurant is decorated keeping in view a theme and food served, the uniform of the staff, the menu, even the way of welcoming the guest commemorates with the theme.
- E.g Shahpura Bagh Palace ,Shapura, Rajasthan.

d) Residential Hotels:

- As the name suggest, residential hotels provide accommodation for longer duration.
- These hotels are generally patronised by people who are on a temporary official deputation to a city where they do not have their own residential accommodation.
- > Guest stay for a minimum period of one month and up to two years.
- The services offered by these hotels are modest.

e) Suite Hotels:

Suite hotels provide the highest level of personalized services to guest.

- The guest rooms generally comprise a living area, compact kitchenette, complete with refrigerator and a microwave, a bedroom attached with a bathroom, and sometimes even a dance floor.
- The facilities are highly customized and may include valet services, personalized guest stationery, high speed internet connection, and in-room safety locker facility.
- These hotels are patronized by affluent people and tourist who are found of luxury.
- Eg: Burj Al Arab, Dubai and Intercontinental the Lalit Goa Resorts.

f) Bed & Breakfast Hotel:

- A European concept, bed & breakfast hotels are lodging establishment generally operated in large family residence.
- These range from houses with a few rooms converted into overnight facilities to small commercial buildings with twenty to thirty guestrooms.
- The owner usually lives on the premises and is responsible for serving breakfast to guest.
- Guest is accommodated in bedrooms and breakfast is served in the rooms or sometimes in the dining room.
- The bathroom may be attached to the guest rooms or may be on a sharing basis.
- As the tariff is generally lower than a full-service hotel at these properties, they are suitable for budget travellers.

g) Casino Hotels:

- Casino hotels provide gambling facilities, such as Luxor hotel and casino in Las Vegas.
- These Hotels attract the clients by promoting gambling, arranging extravagant floor shows, and some may also provide charter flight services to its clients.
- They have state-of-the-art gambling facilities, along with the specialities restaurants, bars, round the clock room services, well appointed and furnished rooms for its guest.
- Nowadays, these hotels are also attracting the MICE (meetings, incentives, conference and exhibitions) segments.
- > The casinos of Las Vegas, USA, are among the most famous casino in the world.

h) Conference Centres:

- The word conference means "a meeting, sometimes lasting for several days, in which people, with a common interest participates in discussions or listen to lecturers to obtain information".
- Thus, a conference centre is a hotel which caters to the needs of a conference delegation.
- These hotels provide rooms to delegates of conferences, a conference hall with the desired seating configuration for the meeting, food and beverage requirements during and after the conferences and other requirements, such as flip charts, white board with markers, and overhead projector with screen, computer, and public address system.
- These are large hotels, having more than 400 guest rooms.
- The services provided are of the highest standards.
- Normally conferences are charged as packages, which include accommodation and meetings facilities.
- Eg: Hotel Ashok, New Delhi.

i) Green hotel:

- Green Hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste.
- The basic definition of a green hotel is an environmentally responsible lodging that follows the practices of green living.

5) On the basis of Ownership.

a) 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.

b) 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.
- Some of the chain companies are Inter Continental Hotel Groups (IHG), Hilton Hotel Corp., Best Western International, Marriott International, Global Hyatt Corp.

c) 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.

d) Referral Groups:

- It consists of independent hotel which have grouped together for some common purpose.
- Though the properties in the referral group may be different from each other but there is sufficient consistency in the quality of service to satisfy guest expectations.
- The member hotels recommend guest to other member hotels.
- > Some examples are Best Western international, one of the largest hotel chains, is the best example of referral groups.

e) 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.
- It is fully furnished rooms with kitchenettes may have a dining hall with a bar.
- More desirable the season, the higher the timeshare fee.
- The price of the property will depend on the week, one intends to buy.
- The guest can choose the peak seasons, semi peak seasons or lean seasons.
- It is also required to pay an annual contribution towards the maintenance of apartments and public areas, electricity, gas, water, safety, insurance etc.
- The owner can also rent out the unit through management.
- The most common time share in India is Mahindra and Mahindra, Nanda Tourist Corporation, Sterling Holiday's Resorts, Avelon Resorts, Hilton Grand Vacation, Marriott Vacation Club International.

f) 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.
- Each owner can occupy or sell his unit independently but is required to follow the rules and regulations laid by the management.
- In some cases the management can help the owner in renting out the properties.

- They take full responsibility of the owner's unit's safety and also pay to the owner a major portion of the rent earned from renting out.
- ➤ Usually the management requests the owner to rent out in case of major conferences.
- The management earns a major portion by renting out conferences hall and from catering.
- The Resorts and condominium inns group of Singapore are among the most popular example of such properties.

6) On the basis of Level of Services.

- a) Upmarket/Luxury/World Class Services Hotels:
 - Targeting the affluent segment of society, hotels in the up-market category offer world class products with personalized service of highest standards.
 - The emphasis is on excellence and class.
 - These hotels provide upscale restaurants and lounge, exquisite decor, concierge services, opulent rooms and abundant amenities.
 - The design and interior decoration of the hotel itself reflects the standards maintained by the hotel.
 - The guest rooms are large with exquisite decoration and furnishing.
 - Generally, a valet is assigned to each guest room.
 - These hotels have many specialty restaurants with full-assisted services.
 - Top-end recreational facilities, such as golf course, tennis court, designer swimming pool with trained lifeguard, and other sports facilities, shopping arcades, beauty salons, health spas with sauna and Jacuzzi, are a regular feature.
 - These hotels are generally patronized by affluent people who care for quality and include business executives, celebrities, and high –ranking political figures.
 - The Oberoi Udaivilas, Udaipur and ITC Hotel grand Maratha Sheraton & Towers, Mumbai are few luxury hotels in India.

b) Mid- Market/Mid- Range Service Hotels:

These hotels offer modest services without the frills and personalized attention of luxury hotels, and appeal to the largest segment of travellers.

- They may offer services such as room services, round –the-clock, coffee shop Airport / railway station pickups and drop facilities.
- A typical hotel offering mid range services would be medium sized; having roughly 150 to 300rooms.
- The room rent is much lower than the up market hotels.
- These hotels are patronized by business travellers, individual travellers and groups.
- Eg: Taj Residency, Lucknow and Trident Hotel, Jaipur.

c) Budget/Economy Hotels:

- It focus on meetings the most basic needs of guest providing clean, comfortable and inexpensive rooms.
- Also known as economy or limited services hotels, they appeal primarily to budget –minded travellers and groups.
- The clientele of budget hotels may also include families with children, bus tour groups of people travelling together.
- These hotels have clean, comfortable guest rooms, coffee shop, and a multi cuisine restaurant, in room telephone, and channelled music and movies.

7) On the basis of Length of stay

a) Commercial Hotels:

The duration of guest stay in these hotels is short, ranging from a few days to a week.

b) Transient Hotels:

- Hotels are classed as "mainly transient" when at least 75 percent of their guests are not permanent residents.
- They are generally en-route guest i.e. who are in the process of moving from one destination to another and stop at the hotel for a short period of time as against a terminal guest who has reached his final destination. Hence hotels, which cater to a transient guest, are called transient hotels.
- Transient hotels generally operate on the European plan.

c) Semi-resident hotels:

- These hotels are generally patronized by people who are staying at the location while in transit to another place.
- The duration of stay may range from weeks to some months.
- They incorporate the features of both transient and residential hotels.

d) Residential/Apartment Hotel:

- The residential hotel is basically an apartment building offering maid service, a dining room, and room meal service.
- Residential hotels range from the luxurious to the moderately priced.
- Some resort hotels operate on the so-called American plan, in which the cost of meals is included in the charge for the room.
- Residential hotels are also called as apartment hotels.
- Room in a Residential hotel is sold on a monthly or yearly basis.
- Almost all residential hotels operate a restaurant, offer telephone services, laundry and valet services.
- Advance rent is usually collected while other charges are billed weekly.
- These types of hotels normally operate on European plan.

e) Extended stay hotels:

- Extended stay hotels are a type of lodging with features unavailable at standard hotels.
- These features are intended to provide more home-like amenities.
- Extended-stay hotels typically have self-serve laundry facilities and offer discounts for extended stays, beginning at 5 or 7 days.
- They also have guestrooms (or "suites") with kitchens.
- The kitchens include at a minimum usually: a sink, a refrigerator (usually full size), a microwave oven, and a stovetop.
- Some kitchens also have dishwashers and conventional ovens.
- Extended stay hotels are aimed at business travellers on extended assignments, families in the midst of relocation, and others in need of temporary housing.

8) On the basis of alternative Accommodation

a) Sarai/ Dharamshala:

- These lodging properties are mostly found at popular pilgrimage places.
- They are generally constructed by welfare trusts, social organisation, or even the state, and provide basic security and sleeping facilities for a nominal fee.

b) Dak Bungalow/Circuit Houses/Inspection Bungalow/First lodges:

- A legacy of the British Raj, these were built as rest houses for colonial across the country as well as in remote areas and scenic locales.
- All these properties have an ageless charm and an old world style of hospitality as well as special cuisine, which forms a part of the attraction, apart from the low tariff.
- These are owned by the various state governments and can be accessed through the local district administration.
- Often these are the only lodging properties in remote areas.

c) Lodges/Boarding House:

- Lodges are modest hotel situated away from the centre of the city or located at a remote destination.
- These are self-sufficient establishment that offer standard facilities, such as clean and comfortable rooms, food and beverage service.
- Boarding houses are establishment that usually provide accommodation and meals at a specified period of time, such as weekends, or for a specified time of stay.

d) Youth Hostel:

- The youth, from rural as well as urban areas, travel for various reasons, such as education, adventures, and recreation.
- Youth hostels were established to cater to the youth on the move, who couldn't afford steep hotel rents.
- A youth hostel generally provides low-cost dormitory accommodation with common bathing and cafeteria facilities.
- They may also provide kitchens for self catering.

e) Yatri Niwas:

A yatri niwas provides low-cost, self-service accommodation to domestic tourist in cities.

- The emphasis is on modest comfort and affordability.
- These are generally frequented by people during brief stopover while travelling between places, or by families with modest budgets.
- These properties are located at historical, cultural, and natural sites.

f) Camping Grounds /Tourist camps:

- Camping grounds are normally located within cities in open spaces.
- They provide parking space along with water, electricity, and toilets.
- Camps must follow certain regulation regarding the quality of services and cost, and are set by municipalities.

g) Railway/Airport Retiring Rooms:

- A retiring room is for the convenience of the transit travellers.
- These are situated at major railway station and domestic and international airports.
- They provide a resting place to passengers with confirmed and current tickets.
- These retiring rooms are available at reasonable rates and are often air conditioned.
- Booking for the same is made through the station superintendent or the airport manager.
- They are equipped with clean sanitation facilities and may include F&B facilities at a cost.

h) Paying Guest Accommodation:

- A PG accommodation is a non institutional accommodation offered by individual household at various destinations.
- This kind of accommodation is becoming popular in large metropolitan cities among outstation students and the employed youth migrants from other towns.
- ➤ Guest normally pays for accommodation, while the rules for F& B services may differ from host to host.

Types of Hotels

1) Star Hotels

2) Commercial Hotels 3) Apartment 4) Rotels 5) Floating Hotels 6) Heritage Hotels 7) Resort 8) Motels 1) Star Hotels ➤ It is a Western-style hotel, they provide modern facilities. > Star hotels are the finest types of hotels. > They are found in metropolitan cities and major tourist areas. ➤ However, the hotels vary from five stars deluxe to one-star, based on the services and facilities of the hotels. 2) Commercial Hotels > Commercial hotels primarily cater to individual travelers. Besides, commercial hotels are located in business centers, cities, or towns.

The private owners run the hotels. Hence, the success of commercial hotels depends

> They provide basic facilities to their guests.

on the type of service and facilities they provide.

3) Apartment

- ➤ The idea of the Apartment was started in America.
- > This kind of hotel is often defined as residential homes with hotel facilities.
- It is known as an apartment hotel because the facilities are similar to our home.
- ➤ Besides, they are located in major cities with European plans.
- > The plans include only room without food.
- > The Rooms in this hotel are furnished or not furnish.
- The hotels are sold out on a monthly or annual basis.

4) Rotel

- ➤ Rotel is an air-conditioned coach; it offers lodging, sleep, food, and complete transport.
- ➤ The Rotel offers a bed, reading lamp, article rack, and a personal mirror for each passenger.
- ➤ Besides, the sleeping coach of a Rotel has a three-tier room with a bed next to the wardrobe.
- In addition, this kind of hotel has a kitchen with a sink, cupboard, and fridge.

5) Floating Hotels

- ➤ The old ships, which were used for passenger transport, are converted into hotels, with modern facilities.
- > These converted hotels are known as floating hotels.
- This type of hotel is located on the surface of the water, rivers, or lakes.

➤ The facilities of this hotel are similar to regular hotels. Hence, it has become popular in many locations.

6) Heritage Hotels

- ➤ Palaces, Castles, Fortresses, and Havelis of the Royal property are converted into hotels to let the guests experience the culture and tradition of the Royal families.
- These properties are renovated with modern facilities for the guests.
- ➤ In India, the states of Rajasthan and Gujarat are famous for heritage hotels.
- Eg: Lake Palace in Udaipur and Umaid Bhavan Palace in Jodhpur.

7) Resort

- The resort provides visitors a place to sleep, relax, and enjoy.
- Resort hotels meet the needs of visitors traveling for health or climate change.
- > The focus of resorts is rest, relaxation, and recreation.
- The resorts are located close to the ocean, hills, and other areas of natural beauty.
- Therefore, the classification of resorts depends on the locations, the climate, and topography. For eg summer resort, winter resort, hilly resort, Health Resorts, Forest Resorts, and Beaches.

8) Motels

- > The motels serve the basic requirements for motorists.
- Motels do not have star grading.
- > Compared to the hotels and due to the lack of amenities motels are less expensive.
- ➤ Besides, they provide a basic necessity to the motorist such as parking area, lodge, meals, and basic services to travelers.

- > The guests in the motel stay for the short-term.
- ➤ The buildings are single or double storied.
- > They are located on the major highway or outskirts of the town.

Supplementary Accommodations

- ❖ It is listed to ensure that sufficient bed capacity is available at a destination to meet tourist demand.
- To be reasonable to cost, such accommodation is generally subsidised by the state to encourage low income groups to travel.
- * These hotels offer meals and a place to sleep.
- The facilities in these hotels are minimal.
- ❖ The room charges are based on the services provided.
- ❖ Therefore, these types of hotels have the following advantages:
 - It is more reasonable than the star hotels
 - Also offers a close approach to the natural environment
 - It provides a platform for social contact and amusement.

Types of Supplementary Accommodations

- a. Motels
- **b.** Youth Hostel
- c. Camping Sites
- **d.** Pensions
- e. Bed and Breakfast Establishments
- f. Tourist Holiday Villages

a. Motels

- ➤ The concept of motel was originated in USA
- Motel was meant for local motorist and foreign tourists travelling by road

They serve the function of transit hotel and accommodate the guests for overnight stay.

b. Youth Hostel

- ➤ The idea was launched in 1900 in Germany.
- A youth hostel provides a clean, easy, affordable place to stay for young individuals.
- ➤ This kind of hostel is popular amongst the young budget domestic travelers.
- ➤ Thus, young travelers while traveling on holidays or for educational reasons prefer this type of stay.
- > The youth hostel provides a place where young people with different social and national backgrounds can meet and understand each other.
- Also, the comfort is modest, stays are limits and costs are low.

c. Camping Sites

- These are very popular in European countries and USA
- This is also known as Open Air Hostels or Tourist Camps or Camping Grounds.
- This is located within the large cities in open spaces.
- They provide facilities for parking, tent pitching, water, electricity, toilet etc.

d. Pensions

- > This is very popular in European countries.
- It is also described as a private hotel, guest house or a boarding house.
- > Catering facilities are optional and are restricted to residents.
- > The reservation of accommodation should made in advance.

e. Bed and Breakfast Establishments

- In some countries it is also known as apartment hotels or hotel garnis.
- > It caters both holiday and business travelers.
- This establishment provides bed and breakfast but not the principal meals.

f. Tourist Holiday Villages

- ➤ It is established in European countries.
- ➤ This village complex is a centre of accommodation providing sports and recreational activities.
- Activities include riding, swimming, mini-golf, tennis, volleyball, football and yoga.
- Atmosphere of this village is kept informal.
- > Telephones, TV, radios, newspapers are banned.
- ➤ Holiday villages are based on family units providing living room, shower and sometimes a kitchen.
- There is a small shopping complex and services of doctor are available.
- > The advantage of this system is that it responds quickly to the seasonal needs of the guests. In Rajasthan and Goa, it is very common.

Correct Or GLOBAL STILL

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MODULE 2

Correct Or GLOBAL STUDIES

Module II

Hotel Organization: Need for Organizational charts, Evaluating hotel Performance: Methods of Measuring Hotel performance —Occupancy ratio - Average Daily rate, Average Room rate per guest - Rev PAR - Market share Index -Evaluation of hotel by Guest. Yield Management: Elements of yield management.

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Hotel Organization

- An organization can be defined as a system of coordinate activities of group people working cooperatively towards a common goal under authority and leadership.
- ❖ A hotel can be regarded as the organization because of the following reasons and there are:
 - A hotel is a goal-oriented organization, which may include providing accommodation and providing food and beverages services for its guest or customer on payment basis.
 - Hotel plans and coordinates the activities of its staff in order to achieve its goal.
 - A hotel divides personnel with the functional department, each with their own areas of authority and responsibility.
 - A hotel organizes and executes plans and procedure of future growth of the property.

Need for Organizational charts

A **hotel organizational** structure is a comprehensive plan by a **hotel** owner to define departmental activities and responsibilities. This structure brings order to every aspect of **hotel** operation from the front desk and room service to the human resources department.

Evaluating hotel Performance

Methods of Measuring Hotel performance

Every business has its metrics which helps organizations to measure their performance and help them to improve their sales. Same goes for the hotel industry. Hotel metrics are an important component which makes it possible to keep track of the revenue stream and understand the performance of a hotel.

Following is the list of most important metrics that will help you to analyze your hotel's market performance and create the suitable market strategies:

1. Revenue per available room (RevPAR):

- RevPAR is the most commonly used index in all segments of today's market.
- ➤ Calculated by dividing the total booking revenue generated by the total number of rooms, the RevPAR gives revenue managers an idea of the hotel's overall revenue by combining Occupancy and ADR but it's not the ideal index for properties today.
- Since it doesn't account for costs like the CPOR (Cost per occupied room) and additional sources of revenue like the restaurant and bar, it doesn't effectively track the hotel's profitability.

2. Gross operating profit per available room (GOPPAR):

- ➤ The GOPPAR is a better index than RevPAR because it accounts for other sources of revenue as well.
- ➤ Since it also accounts for expenses that may be fixed or variable, this metric gives revenue managers a clear picture of the hotel's potential for profitability.
- > The metric can also reflect the quality of management, efficiency and the hotel's value.
- ➤ The GOPPAR may be calculated by dividing the gross operating profit by the total number of rooms available.

3. Market penetration index (MPI):

- The MPI helps revenue managers determine their hotel's share of the market set by comparing the property's occupancy to that of the competitive set.
- > Through dividing the hotel's occupancy by the market occupancy expressed in percentages, managers can get an idea of the their establishment's dominance in the

marketplace – although the this does little when it comes to tracking performance as a whole.

4. Average rate index (ARI):

- The ARI is similar to the MPI in that it enables hotels to determine their share of the market's ADR as a whole.
- Determined by dividing the hotel's ADR by the market's ADR, the metric gives revenue managers an idea of how their property's daily revenue compares to the competitive set.
- This allows managers to better recognize when prices need to be increased or decreased.

5. Revenue generation index (RGI):

- ➤ With the revenue generation metric, hoteliers can derive a clear picture of how their property's RevPAR compares to other hotels in the competitive set.
- ➤ Calculated by dividing the hotel's RevPAR by the market RevPAR, a figure above 1 is ideal while anything below signifies that competing properties are performing better than the hotel.
- ➤ In combination with the ARI, the metric helps revenue managers decide the ideal rate for the market segment.

6. Adjusted revenue per available room (ARPAR):

- Introduced by revenue management expert Ira Vouk, the ARPAR is by far one of the most efficient metrics for hoteliers to track their property's overall performance.
- As the ARPAR accounts for CPOR and other sources of revenue, it provides managers with a clear picture of the hotel's financial performance.
- ARPAR is calculated by subtracting the CPOR from each room before multiplying with occupancy and adding the total POS revenue.

Some equations are given below,

- ♣ ALOS(Average Length of Stay) = occupied rooms ÷ number of bookings
- **↓** GOP PAR(Gross Operating Profit Per Available Room) = gross operating profit ÷ rooms available

- ♣ RevPAR (Revenue Per Available Room) = total hotel revenue ÷ no. of available rooms
- ♣ ADR (Average Daily Rate) = total room revenue ÷ no. of rooms sold
- \bot OCC(Average Occupancy Rate) = no. of rooms sold \div no. of available rooms
- ♣ MPI(Market Penetration Index) = hotel occupancy ÷ market occupancy × 100
- ♣ RGI (Revenue Generated Index) = hotel RevPAR ÷ market RevPAR

Market Share Index

- ♣ Market share is the percentage of revenue one hotel makes as compared to the overall competitive market.
- It is calculated by taking your hotel room nights sold and dividing that by the total market room nights sold.

Evaluation of Hotel by Guest

- a) Finance
- b) Sales Performance
- c) Asset Management
- d) Service Excellence
- e) Innovation
- f) Health and safety

Yield management

- It is a variable pricing strategy, based on understanding, anticipating and influencing consumer behavior in order to maximize revenue or profits from a fixed, time-limited resource.
- ➤ Hotel Yield Management involves selling the right room to the right customer at the right time.
- > Since competitor price, customer preferences, budgets and demand levels keep changing, a variable pricing strategy also called as dynamic pricing is used to tweak room rates in accordance with the said factors.

Elements of Hotel Yield Management

- a) Group room sales
- b) Transient or FIT room sales
- c) Food and Beverage activity
- d) Local and area-wide activities nuipping with excellence
- e) Special events
- Group room sales a)
 - It form the majority of the room revenue is very important for hotel yield.
 - It is common for the hotels to receive reservations for group sales from three months to two years in advance of arrival.
 - Therefore understanding group booking trends and requirements is very necessary for the success of revenue management.
 - To understand the impact of group sales on overall room revenue, the hotel should collect as much group profile information as possible, including:
 - Group booking pace
 - Anticipated group business
 - Group booking lead time
 - Displacement of transient business
- b) Transient or FIT Room Sales and its effect on yield
 - Transient rooms are the rooms sold to free individual travelers.
 - Transient business is usually booked closer to the date of arrival than group business maybe only one to three weeks before arrival.
- c) Food and Beverage activity and hotel yield
 - While catering functions are considered food and beverage revenue generators, they can have an effect on room revenue.
 - For example, if a banquet with no guestroom requirements is occupying the hotel's ballroom, a group needing 50 guestrooms and a ballroom may have to be turned away.
 - > Therefore a group needing both catering and guestrooms will be more profitable.

➤ Hence communication and coordination between departments is necessary to maximize revenue from all revenue centers in the hotel.

d) Local Area-Wide Activities and hotel yield

- Local and area wide activities like conventions, meetings etc, have a great effect on the revenue management strategies of the hotel.
- The front office manager should be aware of the activities and the demand for guestrooms created by them in the area.
- The room rates should be offered according to the demand to take full advantage of the opportunity.

e) Special events and hotel yield

- > Special events such as concerts, festivals and sports events held in or near the hotel are also very important for the hotels yield.
- The front office manager should be able to take advantage of these events by controlling discounts.

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MODULE 3

Correct Ox GLOBAL STUDIES

Module III

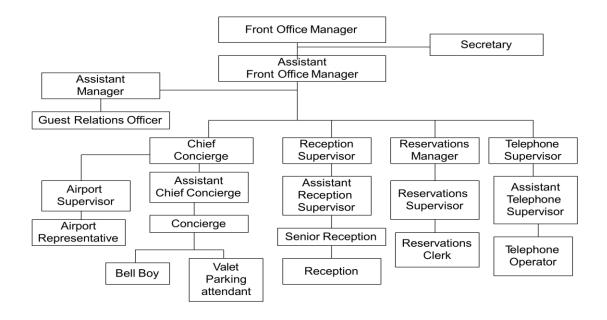
Introduction to hotel – structure of hotel – functions and departments in a hotel – inter departmental coordination, major functions of departments – front office, housekeeping, food and beverage, back office, engineering and security, marketing, uniformed service department, performance indicators – occupying ratio, table turn over.

INTRODUCTION TO HOTEL

- ❖ The hospitality industry's history can be traced back by the end of 1700s in the Colonial Period.
- ❖ This industry has been the subject of important development over the years as it has faced many obstacles such as the World Wars, the great depression, the industrial revolution and other social changes.
- ❖ However, the hotel industry as seen today in its modern concept took place in the 1950s and 60s.
- ❖ The idea of renting an accommodation to visitors appeared since ancient times, and the modern concept of a hotel as we know started 1794, when the City Hotel opened in New York City; the City Hotel was claimed to be the first building designed exclusively to hotel operations.
- ❖ Other similar hotel operations follow the trend and appeared in other cities such as Philadelphia, Baltimore and Boston in 1809.

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Organizational Chart



SEVEN DEPARTMENTS IN A HOTEL

- 1. Front Office Department
- 2. Housekeeping Department
- 3. Accounting Department
- 4. Human Resource Department
- 5. Maintenance Department
- 6. Food and Beverage Department
- 7. Security Department

1. Front Office Department

- ➤ It is the nerve center of a hotel.
- ➤ Members of the front-office staff welcome the guests, carry their luggage, help them register; give them their room keys and mail.
- They are the duty to answer questions about the activities in the hotel and surrounding area, and finally check them out.
- ➤ In fact, the only direct contact most guests have with hotel employees, other than in the restaurants, is with members of the front-office staff.

2. Housekeeping Department

- It is an operational department in a hotel
- It is responsible for cleanliness, maintenance, aesthetic upkeep of rooms, public area, back area and surroundings.
- They are maintaining the hotel to the best possible state in terms of cleanliness, and keeping it at highly desirable ambience.

3. Accounting Department

- ➤ Handles a variety of important tasks include invoicing and monitoring and collections.
- > Financial reporting as well as financial analysis.
- Financial accounting involves recording and reporting financial transactions, i.e. revenue, expense and profit.
- > It also includes calculating assets, liabilities and owners' equity

4. Human Resource Department

- Their job to hire, train and maintain employees and employee relations.
- The role of this department has to do with the administration of an impartial and internal justice system.
- It promotes transparency and openness in organizational communication
- ➤ Coordinating Hotel Associate events and activities.

5. Maintenance Department

- Responsible in repairing and maintaining the machinery plants and distribution.
- Responsible for all the damages the hotel has attempted.
- > They are often responsible for the management of services and processes that support the core business.
- They ensure the safety of all the staff and guests within the boundaries of the establishment.
- > They are also responsible for improving energy efficiencies and reducing operating costs.

6. Food and Beverage Department

They are responsible for maintaining high quality of food and services, food costing, managing restaurants, bars, etc.

- ➤ Their tasks include preparation for service, greeting the guests, taking their orders and settling the bills
- ➤ They are responsible of Food made in the Kitchen and Drinks prepared in the Bar to the Guests at the Food & Beverage premises

7. Security Department

- They are assigned to protect the guests and staff of the hotel, including their property.
- Their role in a hotel is to secure the actual premises and the hotel itself.
- ➤ They are typically works directly on the hotel property, patrolling the grounds, and in an office, monitoring security cameras or filling out paperwork.
- ➤ Hotel security is also responsible for escorting guests and hotel staff to and from the hotel.
- ➤ Hotel security must be on call anytime during their shift to investigate disturbances reported by hotel staff and guests.

Front Office Department

The front office of a hotel generally performs the following basic activities:

- Processing advance reservations
- > Registering guests- check in
- ➤ Rooming guests
- ➤ Handling guest's luggage
- > Issuing room keys
- > Providing information
- ➤ Handling guests' mail and parcel
- ➤ Administering telephone service
- Accounting (making payments and billing)
- > Checking out guests

Functions of Housekeeping Department

- 1) Cleaning Rooms and Public Area:
 - Guestrooms play an important role in earning revenues as well as in image building of the hotel.

GLOBA

- Guest always looks for comfort and expects a certain standard of services and it is the job of the HK department to make his stay comfortable and make the ambiance pleasant.
- Floors, lobby, dining rooms, uniform room, function room, store room, bars, office, swimming pool each and everything required to be well cleaned by the staff.

2) Bed making

- A guest requires a comfortable bed to take rest, relax, sleep, enjoy and a skilled personnel will make a wrinkle free bed within minutes.
- Clean sheets, blankets, pillows, bottom sheet, night sheet, second sheet, foot fold everything is considered by the staff.

3) Clothing and Linen Management

- Linen includes all fabrics that are used in a hospitality industry.
- Basically linen room is centralized and acts as a storage point and distribution center for clean linen.
- Curtains, bed sheets, cushion cover, pillow covers, table covers and napkins are the example of clothes and linen used in different hotels.
- Linen is the one of the largest expenses of housekeeping department.
- Efficient linen and laundry management ensures that large volumes of soiled linen are washed and treated so as to look neat, smell, fresh and feel crisp, and they are disbursed at the right time and to the right place.

4) Laundry Services

- Another major function of HK department is doing proper cleaning and hygienic washing of all the linen items and ensuring a continuous supply of linen to the different areas of the hotel.
- A hotel may operate its laundry services through,
 - In-house laundry: It is a laundry operating in the premises of the hotel
 - Commercial laundry: The hotel does not manage these laundries on its own but sends the soiled linen to an outside establishment.

5) Key Control

- Ensuring the proper management of the keys is the prime responsibility of the housekeeping staff.
- It should be handled effectively and safely before and after letting the room.

6) Pest Control

• Insects and the other small animal's like bedbugs, rat, mice, cockroaches that are harmful and or cause damage; therefore, pest control is one of the primary tasks of the department.

7) Safety and Security

- It is the prime duty of the HK department to take care of the safety and protection of guests, employees, the property, assets of hotel.
- The term safety in discussing matters such as disasters, fire preventions, fire protection devices and conditions that provide for freedom from injury and damage to property.
- There are the new terms, such as protection and safeguarding of assets, threat analysis, security surveys, and risk analysis and risk management.
- Working in housekeeping involves physical activities and use of equipment both of which increase the risk of accident and injury so, the housekeeping staff must be trained in protecting himself and others.

8) Interior Decoration

- The aim of interior decorations is to aesthetically design and plan a room.
- It is an art of creating a pleasant atmosphere in the living room with the addition of a complex of furnishing, art and craft, appropriately combined to achieve planned results

9) Room Maintenance

- They are responsible for the hotel's maintenance as an engineering department.
- The housekeeping staff works in close liaison with the engineering department.
- The damaged and broken items are regularly fixed which ultimately results in proper functioning and eliminate guest complaints.

10) Refurbishment and Redecoration

• The staff has to do complete renovation where all the soft furnishings are changed and the furniture too may be changed or redone.

It is usually done once in a 3-5 years floor wise while redecoration is done as per requirements.

11) Budgeting

The executive housekeeper draws up the budget keeping in consideration various factors and presents the annual budget for the forthcoming Budgeting Financial year. equipping with excellence

Functions of F&b

- 1. Purchasing Food and Beverages
- 2. Planning menus
- 3. Maintaining Daily Operations
- 4. Food Service Hygiene
- 5. Beverage Control
- 6. Cost control and budgeting

Functions of back office:

- ♣ Determining the type of guest by checking the database.
- ♣ Maintaining the guest account with the accounting system.
- Preparing the guest bill.
- Collecting the balance amount of the guest bills.
- ♣ Effective cost control.
- Creating budgets.
- Financial reporting.
- Josephies. Ordering business supplies.

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MODULE 4

Correct Ox GLOBAL STUDIES

Module IV

Evolution hospitality industry in India-Jha Committee-ITDC formation-Ashoka Hotels-Major Hospitality Chain hotels in India-Meal Plans and Service Systems-Alternative Accommodations - Hotel Tariff Plans-Types of Guest Rooms.

Evolution and Growth of Hotel Industry in the India

- ❖ In India the concept of shelter for travelers is not new.
- ❖ In fact, it is as old as its recorded in history though the origin of hotel industry in India cannot be fixed into particular time frame as the historical records are replete with mention of viharas, dharamshalas, sarais, musafirkhanas, etc. because as per the sources it has started showing its marks from during Indus valley civilization and Vedic Era.
- ❖ It is believed that in older days people used to travel mainly for pilgrimage and trade.
- The concept of Char Dhaam (visiting the religious places located in all four corners of India) or all the religious places in India are the important indicators of the significance according to pilgrimage by our ancestors.
- Even Ancient texts and literature and also in Hindu mythology there are many references to travel and the provision of accommodation facilities for travelling pilgrimages and traders by the authorities of those days.
- Ancient India was called as 'Bird of the Gold' as it was well known for its richness in silk, spices, gems stones and gold and records of famous travelers have shown that several rulers have got attracted and have established trading relations with different countries.
- Thus movement of people for both political and pilgrimage stressed the need for better and improved facilities to cater to the varied needs of the various classes of the society. In India, development of lodging and catering can also be attributed also to the legacy left by people belonging to different cultures and ethnic groups who have ruled her. Development of Hotels in India as we see it today is chiefly due to the British, who had introduced hotels and restaurants similar to those found in Europe. With the revolution in the modes of transport leading to the evolution of hotel industry in the world development is seen in India also which is divided into three Periods/Era:

- a) Ancient Era or Medieval Era
- b) Colonial Era
- c) Modern Era

a) Ancient Era or Medieval Era:

- ❖ The beginning of hospitality sector in India starts with the belief of —Atithi Devo Bhava (Guest is God).
- ❖ While it is not clear that when hospitality emerged in as commercial activity in India there are proofs of accommodation facilities for travelers and guests though not as organized as we see it today.
- ❖ The ancient Buddhist monks were probably the first to institutionalize the concept of a shelter in India.
- The cave temples scattered all over the south-western region of India have both a chaitya (sanctuary) for worship and prayer and a vihara (monastery).
- These monks, although living in their quiet surroundings, away from towns and villages, were nevertheless mindful of the needs of travelers and pilgrims who found shelter and food at these monasteries.
- ❖ It is gathered from some inscriptions that merchants gave liberal donations for the construction and maintenance of these establishments.
- The trader travelled with their merchandise and money on these routes and the viharas were their hotels.
- ❖ In the medieval period this ancient institution gradually assumed a more secular character. Although religious centers invariably had dharamshalas and musafir khanas attached to them, the caravanserai appeared as an exclusive traveler's lodge with a nanbai or cook attached with it.
- ❖ With the passage of time and with increase in movement of people from one to another several lodging houses were built.
- ❖ In India lodging houses in were known as —Dharamshala (Religion House/School) which were taken care by local resident and were built in and around village chaupals, which served as the meeting ground for villagers to plan and discuss various social welfare and development measures.

- ❖ These becomes the places of lodging as travelers started putting up camp there due to safety reasons.
- ❖ Gradually with the help of zamindars and other influential people permanent structure of Dharamshala were build for the travelers.
- ❖ Hence they were provided with safe and secure place to relax and spend the night. In the medieval period between 11th and 13th centuries many sarai and musafirkhanas were build primarily as the resting place for the travelers while slowly and gradually, the medieval period in the ancient institution gradually assumed a more secular character.
- ❖ Although religious centers invariably had Dharamshala and musafirkhanas attached to them, the caravanserai appeared as an exclusive traveler's lodge with a nanbai or cook attached with it.
- ❖ Besides that Sher Shah Suri, the Afghan Emperor and the builder of the Grand Trunk Road, is credited with having built caravan serais at regular intervals all along this highway creating favorable conditions for commerce and travel. However, he was not alone in this venture.
- ❖ The slave or Mamluk dynasty and later The Mughals built the brick paved roads which make travel easy and thus opened Sarais all over their empire.
- ❖ Later kings, rajas, nawabs, rich businessmen and philanthropists built sarais making travel less painful With the expansion of commerce, travelling became profitable and with it emerged the business of providing comfortable shelter and good food to the growing number of travelers.

b) Colonial Era:

- At approximately the same time, the inn was the Western counterpart of India's sarais.
- The sarais in India like inns in Europe or the stagecoach stations in the USA of the eighteenth and nineteenth centuries stood all along the well-travelled routes.
- * They provided food and shelter to the travelers and fodder to their horses.
- The amenities these early hotels offered would seem to us to be primitive but they conformed to the lifestyle of that age.

- ❖ With the passage of time the age-old institution of the sarai or the inn adapted itself to the ever-changing and constantly growing requirements of the market and has evolved into the modern hotel.
- ❖ From the age of the bullock cart and horses through the age of the rail road into the era of the jumbo jet and supersonic aircraft, the hotel industry developed with the simultaneous development of transportation systems.
- ❖ It also reflects the standard of living and the lifestyle of the society in which it operates.
- ❖ The British introduced hotels in India mainly for their own use or for foreign visitors.
- Thus the organized existence of hotel industry in India took place during colonial period with the arrival of Europeans or Britishers, who settled back in India.
- ❖ Among the first such Inns were Portuguese Georges, paddy Goose's which opened in Bombay but with the changes in the world these Inns disappeared and hotel came into existence
- ❖ The credit for opening the first Western-style hotel in India is in the name of British Hotel/ Victoria hotel in Mumbai in 1840 goes to Pallanjee Pestonjee who is the pioneer of Western-style hotels in India.
- ❖ The Auckland Hotel in Kolkata was started in 1843 and in 1858 it was renamed as the Great Eastern Hotel.
- Another hotel was Watson Hotel, which was exclusively for Europeans and Esplande Hotel in 1871.
- ❖ But there were no Indian Hotels in India In December 1903 Jamshed Ji Nusserwanji Tata built Taj Mahal Palace and Tower Hotel having a view of Gateway of India in Mumbai, overlooking the Gate Way of India after facing an insult on racial discrimination from Waston Hotel as he was not allowed to enter for being an Indian.
- ❖ The hotel which is an architectural marvel is credited with being the first luxury hotel for Indians, by the Indian.
- ❖ In 1923 Shahpurji Sorabji built the Grand Hotel in Mumbai.
- ❖ A few years later the Majestic Hotel was opened.
- ❖ After that several new properties came into existence.

- c) Modern Era (1947 onwards):
 - ❖ After independence, hotel industry took a big leap in the country.
 - ❖ Another entrepreneur who entered the field of hotel industry was Rai Bahadur Mohan Singh Oberoi who opened a chain of Oberoi Hotels in India and abroad.
 - ❖ Mr. Oberoi started his career as a clerk but later became a partner in the Clarks Hotels, Shimla.
 - ❖ In 1933, Mr. Oberoi took over the Grand Hotel, Kolkata on lease and gave it a new look and new life.
 - Oberoi Group of Hotel and Taj Group took over several British Hotels and maintained high standards of service and quality.
 - ❖ Later decades also saw the arrival of corporate like ITC (Indian Tobacco Company) also joined hotel industry with the name of ITC Welcome Group.
 - ❖ With the growth of hotel industry in India it was found that there was the need of committee or council to take care of the interest of the hotel therefore the year 1949 saw the organizations of four regional hotels and restaurant associations with head office in Delhi, Mumbai, Kolkata and Chennai.
 - ❖ These four associations were linked in a federation named FHRAI (Federation of Hotel and Restaurant Association of India).
 - ❖ The federation serves as an interface between the hospitality industry, government , political leadership, international associations and others take holders in the trade.
 - ❖ Government of India realizing the potential and importance of the tourism also took initiative in the hotel industry and brought in ITDC (Indian Tourism Development Corporation) in 1966 with hotel Ashoka being the face of ITDC, Hotel Ashoka being the first Government owned hotel in India.
 - ❖ Several hotels either large or small were opened across the country under the flagship of ITDC Government Over the last few decades various brands, national and international have their property in India like Hyatt hotel and resorts, Marriot International, Four season hotel, Inter Continental, Hilton Hotels, Best Western International, Ritz Hotel etc.

<u>India Tourism Development Corporation (ITDC)</u>

ITDC came into existence in October 1966 and has been the prime mover in the progressive development, promotion and expansion of tourism in the country. Broadly, the main objectives of the Corporation are:

- To construct, take over and manage existing hotels and market hotels, Beach Resorts, Travellers' Lodges/Restaurants;
- To provide transport, entertainment, shopping and conventional services;
- To produce, distribute, tourist publicity material;
- To render consultancy-cum-managerial services in India and abroad;
- To carry on the business as Full-Fledged Money Changers (FFMC), restricted money changers etc;
- To provide innovating, dependable and value for money solutions to the needs of tourism development and engineering industry including providing consultancy and project implementation.
 - ➤ The Corporation is running hotels, restaurants at various places for tourists, besides providing transport facilities.
 - ➤ In addition, the Corporation is engaged in production, distribution and sale of tourist publicity literature and providing entertainment and duty free shopping facilities to the tourists.
 - The Corporation has diversified into new avenues/innovative services like Full-Fledged Money Changer (FFMC) services, engineering related consultancy services etc.
 - ➤ The Ashok Institute of Hospitality & Tourism Management of the Corporation imparts training and education in the field of tourism and hospitality.
 - ➤ Presently, ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, 2 Restaurants (including one Airport Restaurant), 12 Transport Units, one Tourist Service Station, 37 Duty Free Shops at International as well as Domestic Customs Airports, one Tax Free outlet and two Sound & Light Shows.

Major hospitality chain hotels in India

1. Méridien Group of Hotels

- ➤ The Le Méridien group is a leading hotel brand in the world and offers a unique flair throughout all its hotels in India.
- Méridien group aims at providing its guests with a truly exceptional experience in each of its hotels in India.
- ➤ In India Le Méridien group of hotels offer hotels in Delhi, Bangalore, Chennai, Mumbai, Kochi, and Pune.

- At Méridien hotels in India you would find art of hospitality flourishing in a world of distinction.
- All the Méridien hotels in India are ideally located and easily accessible.
- ➤ You can also avail the online booking facility with the India hotel packages offered by us.
- The hotels run by Le Méridien offer luxury, comfort, world-class amenities, and services for the guests to experience a perfect stay.
- The business travelers who come on tour to India can look forward to state-of-theart business facilities.
- Guests on a leisure vacation can be rest assured for a perfect holiday in India.

2. Oberoi Group of Hotels

- The Oberoi Group of Hotels has been known for providing efficient services since 1934, when it was established.
- This group of hotels in India is one of the most popular groups, which owns, and manages thirty-five luxury and first class international hotels in seven countries.
- The Group of hotels has two principal brands the deluxe Oberoi brand and the first class international Trident Hilton brand.
- ➤ Oberoi Hotels & Resorts in India are popular for providing the right blend of service, luxury, and quiet efficiency.
- The new resorts of the Oberoi Group have created a place that occupies the highest levels of luxury among resort hotels around the world.
- Deroi Hotels & Resorts has been the recipient of innumerable awards and accolades.
- A distinctive feature of the Oberoi group of hotels is its highly motivated and well-trained staff that provides the kind of attentive and sensitive service that is rare today.
- There are various Oberoi Hotels in the major destinations of India.
- The Oberoi Group offers five hotels which are member of The Leading Hotels of the World and eight hotels, member of The Leading Small Hotels of the World, a select association of international luxury hotels has been chosen for their extraordinary levels of guest comfort and service.

3. Park Group of Hotels

- ➤ The Park Group of Hotels in India offers luxury Hotels at Delhi, Vishakapatnam, Chennai, Bangalore, and Kolkata.
- ➤ Park Hotels offer you a range of facilities designed to satisfy every requirement of your stay.
- ➤ All hotels are conveniently situated, keeping in view the commercial centres as well as the main tourist attractions.
- Luxury and elegance with friendly services offered at Park Hotels give you a never-to-be forgotten stay.

- ➤ The Park Hotels located in India is a collection of premium boutique hotels.
- At The Park, we epitomize the highest standards of elegance and hospitality, juxtaposing luxury with modernity.
- ➤ The Park Hotels are part of the Apeejay Surrendra Group, a business conglomerate with diverse interest.
- The Apeejay Surrendra Group was established in 1910, with its foundation in steel.
- Its current activities include shipping, tea, real estate & construction, hospitality and financial services.
- The hotels have achieved global standards of product quality and service excellence over 35 years of industry experience.
- A destination of choice for corporate and leisure travelers from India and abroad, these hotels, due to their downtown location, give easy access to key commercial & entertainment districts.

4. Radisson Group of Hotels

- Being a leader in the hotel industry the Radisson group of hotels in India operates, manages and franchises hotels and resorts worldwide.
- From franchise partners and strategic allies, to manager and employee at every hotel, Radisson group of hotels is committed to providing personalized, professional guest service and genuine hospitality at every point of guest contact.
- The Radisson group offers 435 hotels, representing more than 102,000 guest rooms in 61 countries.
- Radisson group of hotels aim at offering luxury, comfort, world-class amenities, and services for the guests to experience a perfect stay.
- As the Radisson brand continues to grow, the vision of the group is centered on the quality of facilities and services.
- Radisson group of hotels in India has a mission of creating loyal, satisfied customs that will return to Radisson properties repeatedly because of the quality and value offered

5. Sheraton Group of Hotels

- ➤ Sheraton Group of Hotels is part of the ITC Welcom group hotels.
- ➤ The group elevates the Indian standards in 41 business and tourist destinations all over the country including 8 ITC-Welcome group Sheraton Hotels.
- ➤ India's leading chain of luxury hotels in association with Sheraton Hotels Worldwide, gives the global traveler, the best of traditional Indian hospitality with contemporary international standards.
- > The Sheraton Towers are known worldwide for their elegance and impeccable efficiency.
- ➤ One of the greatest pleasures of Sheraton Tower's hospitality is simply being treated as an individual.
- ➤ The ITC Welcome group has been India's most dynamic hospitality chain.

- ➤ The group's focus will be on consolidating its position in the business hotel segment and increasing its presence in the major cities.
- ➤ The services provided by Sheraton Group of Hotels seek to make your tour to India as uncomplicated as possible, and includes a fully equipped business center.
- ➤ The Executive Club Lounge at the Sheraton Towers provides the ambience of a living room at home ideal for holding informal business discussions.

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6. Taj Group of Hotels

- Taj group is one of the leading group of hotels in India offering Luxury hotels, Palace hotels, Business hotels and Resorts in their true spirit of hospitality.
- Taj Group of hotels are ideally located in every city, each hotel welcomes you with luxuriously appointed suites, gournet specialty restaurants and bars that are the city's most popular watering holes.
- To help you with your work, you can also find state of the art business centers, fully equipped conference facilities and lavish banqueting areas.
- Taj Group of hotels provide Luxury hotels in India, located at the nerve centers of India's emerging industrial and business cities.
- These luxury hotels are designed to satisfy every need of the business traveler, the hotels are situated in the heart of every city.
- With India hotel packages you can choose any hotel of The Taj group, which offers elegant rooms with a view, efficient service, specialty restaurants and lively bars to fully equipped business centers, conference facilities, banquet areas and, needless to say, a friendly staff.
- Each and every facility they offer is geared to make your tour to India as pleasant as possible.
- You can experience royalty at the Taj Palace Hotels in India embraced in historical gardens conspires to lift you gently to that glorious age of grace and beauty.
- These Taj Palace hotels take you back to the age when luxury was a way of life.
- These palace hotels in India offer individually appointed rooms and suites.
- Each hotel of the Taj Group provides with facilities of multi cuisine restaurants and swimming pools.
- ➤ The Taj group also offers hotel Resorts placed at ideal locations. Feel the difference of touring India with India tours and travel.

7. Fortune Hotels

- Fortune Hotels was established in 1995 to cater to the first class market segment in corporate as well as leisure destinations.
- ➤ Since then, Fortune Hotels has grown at a phenomenal pace and become one of the fastest growing hotel chains.

- A wholly-owned subsidiary of ITC Hotels Ltd., Fortune Hotels is one of the renowned hotel groups in the hospitality industry.
- Fortune Hotels owns brands that include Fortune Park, Fortune Resorts, Fortune Inns and Fortune Residences. Fortune Park Hotels Ltd manages a number of properties across India.
- The mantra behind the phenomenal success of Fortune Hotels is providing quality accommodation at affordable rates along with best of the services and modern amenities.
- To cater to the specific needs of the travelers, Fortune Hotels has categorized the brand into Select, Park, Inn, Resort, Residence and Faith.
- Fortune Inn has business hotels with less than 50 rooms.
- The hotels functioning under this brand include Fortune Inn Riviera in Jammu, Fortune Inn Sree Kanya in Visakhapatnam and Fortune Inn Jukaso in Pune.
- Fortune Hotels has opened a new hotel in Visakhapatnam -- Fortune Inn Sree Kanya.

8. ITC Welcom Group

- Folded hands in 'Namaste' is widely recognized and associated with the ITC Welcom Group.
- Launched on October 18, 1975 ITC Welcom Group started its hotel division with the Chola Sheraton in Chennai.
- As and now there are more and more hotels which have been opened under the ITC welcom Group family and it has also joined hands with Sheraton Corporation.
- > ITC Welcom group has lots of awards and achievements added to its cap.
- ➤ It was in the year 2005 when it won the PATA Gold award for WelcomEnviron initiatives.
- Voted as one the strongest 101 brands in India, ITC Welcom Group has won many laurels and made its mark on the map of the world.
- ➤ It was ITC Maratha in Mumbai that was awarded by the Federation of Hotel and Restaurant Associations of India as the Best Luxury Hotel of 2002.
- And the ITC Maurya delhi not far behind won the British Safety Council's 'Sword of Honour'- Thrice.

- ➤ These hotels have played host to many world leaders and business tycoons like Tony Blair-the British Prime Minister, Bill Clinton-the US President, Bill Gates, Vladimir Putin-the Russian President.
- Well appreciated and approved by these world leaders and tycoons ITC Welcom Group grew one step up in its hospitality business.
- Each and every hotel has a design which gets etched in the minds of the guests and the onlookers.

What is meal plan in hotel?

A **meal plan** is a **plan** that is added to a room rate for providing a room and **meals** to guests at a **hotel**. It is very important for travelers to select a **meal plan** after checking the room rate. Most of the time, travelers compare different room rates without looking at **meal plan**

Classification of Hotels Based on Meal Plans

On the basis of the type of meal plan, hotels can be classified into the following:

- European Plan
- Continental Plan
- American Plan
- Modified American Plan

Alternative Accommodations

Alternative accommodation can be simply defined as consisting of all those types of accommodation which are available outside the formal or organised accommodation sector. We may consider as an alternative any form of accommodation that is different tolfrom that which is generally accepted as tourist accommodation.

Types of Alternative Accommodations:

There are many different types of alternative accommodations. These might include:

Boutique Hotels

- This is more of a personalized accommodation with specialty service or facilities.
- They are usually furnished in a themed, stylish or aspirational manner and have the tendency to be smaller, ranging in room size from 3-50 than the larger chain hotels.

> Specialty Hotels

- These are the hotels that are targeted to a very select few
- Eg: Hotel de Glace in Quebec or the Poseidon Resorts Underwater Hotel in Fiji

> Bed and Breakfast

- Small lodging that offers overnight accommodations as well as breakfast, though usually not any other meals.
- Typically, these are privately owned homes with fewer than 10 rooms available.
- Some examples include the Riverview B&B and the Shangarry B&B.

Guest Ranch

Also known as a dude ranch, this place allows visitors to enjoy the advantages of western life for a short period of time without having all the disadvantages of it. This is also a form of agritourism, and can come in different forms that will cater to the "ranchers," hunters, as well as some will offer native wildlife, whileothers will have exotic wildlife from places like Asia or Africa. An example would be the Brewster Kananaskis Guest Rance in Banff.

- ➤ Country Vacation Allows a tourist to visit the country and experience the culture, food, lifestyle and dance of the place that are visiting. Go to www.albertacountryvacations.com for more information about Alberta Country Vacations.
- ➤ Full-Service Lodge Supplies all the services, usually AC, internet, shopping, and swimming pools, all the amenities that you could want. An example by Calgary would be the Bow River Fly Fishing Lodge.
- ➤ **Basic Cabin Lodge** Offers only the basic amenities, like a roof. These cabins usually have no running water and heat as well others things you will have to provide nature. For example, <u>Backcountry Huts</u> is a great example of a basic cabin lodge.
- Eco-lodge Is a lodge that is going to be environmentally friendly in how they do things, like disposing of waste, how they heat, etc. Usually these types of places try to give back to the environment as well. The <u>Algonquin Park Lodge</u>can be found in Algonquin Park in Ontario.
- ➤ Camp or campground Is a place that is used to stay overnight in the outdoors. Usually requires the use of a trailer or tent, there tends to be limited facilities and amenities. The Calgary West Campground is an example by here.
- ➤ **Hostel** is an economical place to stay for guests can rent a bed, usually in a dorm style room, or a double room depending on how much they want to spend. Rooms can be a single gender or co-ed and target the "backpackers" that are tour countries on a budget. An example in Calgary would be the <u>HI Hostel</u>.

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MODULE 5

Correct Or GLOBAL STUDIES

Module V

Future trends in hospitality industry (capsule hotels, B & B, floating hotels, hotels, tree house, home stay, timeshare and condominium hotels) – Role of CRS and PMS (property management system) in Hotels – major organizations in hospitality industry – functions and activities – FHRAI, AMHA, AH & LA.

Future trends in hospitality industry

1. Capsule hotel

- A capsule hotel also known in the Western world as a pod hotel
- It is a type of hotel developed in Japan that features many small bed-sized rooms known as capsules.
- Capsule hotels provide cheap, basic overnight accommodation for guests who do not require or who cannot afford larger, more expensive rooms offered by more conventional hotels.



2. B&B Hotels

- ➤ A bed and breakfast (typically shortened to B&B or BnB) is a small lodging establishment that offers overnight accommodation and breakfast.
- ➤ Bed and breakfasts are often private family homes and typically have between four and eleven rooms, with six being the average.
- ➤ In addition, a B&B usually has the hosts living in the house.

➤ Bed and breakfast is also used to describe the level of catering included in a hotel's room prices, as opposed to room only, half-board or full-board.

3. floating hotels

- ➤ a <u>hotel</u> that is floating or above water that is usually permanent, contrary to a cruise ship or boat
- Flotels are used as **hotels** on rivers or in harbour areas, or as dwelling for working people, especially in the offshore oil industry.

4. Tree house

- A **treehouse hotel** is an apartment that is built in a treetop or around the stem of a tree.
- A **treehouse hotel** is not a big building complex but comprises many small apartments in the treetops.
- They can be built single around a tree or in groups around several trees

5. Home stay

- Home stay gives a pleasant **stay** away from busy towns and cities but near to places of **tourist** attractions.
- It contribute to conserve the local cultural and natural heritage at the same time ensuring sustained income to the local population.

6. Time share and condominium hotels

- A timeshare (sometimes called vacation ownership) is a property with a divided form of ownership or use rights.
- These properties are typically resort condominium units, in which multiple parties hold rights to use the property, and each owner of the same accommodation is allotted their period of time.
- Units may be sold as a partial ownership, lease, or "right to use", in which case the latter holds no claim to ownership of the property.
- The ownership of timeshare programs is varied, and has been changing over the decades.

Role of CRS and PMS (property management system) in Hotels

Role of CRS in Hotels

- ❖ A Central Reservation System, or CRS, is a technology that lies at the heart of a hotel's functions.
- ❖ It's a computerized system that contains the hotel's availability, rates, and inventory (ARI) data and helps manage online and offline bookings.
- ❖ It distributes the hotel information to various sales channels such as GDSs, OTAs, independent travel agents, and its own website, synchronizes reservations, and processes transactions.
- ❖ Implementing a CRS increases overall efficiency due to the automation of numerous processes, i.e. immediately updating the hotel's ARI across all distribution channels or sending confirmation emails.
- Obviously, that speeds up performance, minimizes errors caused by manual operation, and reduces the cost of human labor.
- ❖ Also, the CRS booking capabilities provide an easy way for customers to manage their own reservations which increase their satisfaction and loyalty.
- ❖ It involves providing better visibility into the booking activity and other related data, allowing for more comprehensive planning, forecasting, and marketing.

Role of PMS in Hotels

A **property management system**, or PMS, is a software that helps manage all the operations in a hotel from catering to accounting with a CRS usually being its main module. We have an all-encompassing article about how a PMS and all its parts work.

FHRAI (The Federation of Hotel and Restaurant Associations of India)

- ❖ FHRAI is the voice of the Hospitality Industry and provides an interface between the Hospitality Industry, Political Leadership, Academics, International Associations and other Stake Holders.
- ❖ FHRAI is committed to the progress of the Industry through the various activities like education and training, research and publication, Annual Convention to promote interaction with Government officials, political leaders and stake holders of the Industry.
- ❖ FHRAI is managed by the Executive Committee headed by the elected President having tenure of one year.
- ❖ The Executive Committee comprises of members from the four Regional Associations.
- ❖ The day-to-day business is conducted by the Secretariat headed by the Secretary General.
- ❖ Established in the year 1955, FH RAI was sponsored by the four Regional Associations representing the Eastern, Northern, Western and Southern regions of India.

THE EXECUTIVE COMMITTEE:

- The business of the Federation is managed by the Executive Committee comprising of 24 members, 6 from each of the four Regional Associations who are nominated at the Annual General Meeting, except for the President who is elected.
- The tenure of the Executive Committee is of 1 year. There is provision for eminent members from the Industry to be nominated as Member of Honour.
- The President supervises and guides the administration of the Federation that is run on a day-to-day basis by the Secretary General and the Secretariat.
- The President is elected for a one year term by turn from the four regions.
- The Vice Presidents are nominated from the Regional Associations other than the one represented by the President.
- The Honorary Secretary is nominated by the President.
- ➤ The Honorary Treasurer and Joint Honorary Secretary are elected by the Executive Committee.

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MEMBERSHIP:

Eligibility Criteria for becoming a member

FHRAI Hotel membership

1) Must be a member of one of our Regional Associations.

- 2) Must be a functioning establishment in operation.
- 3) Must have minimum 10 rooms or the qualifying criterion of the Regional Association.
- 4) If the hotel is under construction, only associate membership can be approved. This can be converted to hotel membership once it starts operations.
- 5) Must have a restaurant in the hotel.
- 6) Must have all the relevant Municipal/Police or any other required licenses with current validity.
- 7) A restaurant in a hotel can also become a separate restaurant member (One restaurant can become member for hotel with 25-100 rooms and two restaurants can become members for hotel above 101 rooms)

FHRAI Restaurant membership

- 1) Must be a member of one of our Regional Associations.
- 2) Must be a restaurant under operation.
- 3) Must have minimum 25 covers.
- 4) Must have all the relevant Municipal/Police or any other required licenses with current validity.
- 5) A Restaurant within the hotel (who is FHRAI member) can also apply for separate membership. One restaurant can be a member for a hotel with 25-100 rooms and two restaurants can be members for hotels with more than 101 rooms. Such restaurant members are also entitled to two FHRAI discount cards like any other member.

FHRAI Associate membership

- 1) Must be a member of one of our Regional Associations.
- 2) Must be associated with the hospitality industry in some way.
- 3) Only Companies, firms and such entities can become a member, not individuals
- 4) Hotels under construction should apply for associate membership. This can be converted to hotel membership instantly after the hotel starts operations.
- 5) Our associate members are not entitled to FHRAI membership discount cards.

BENEFITS

FHRAI is committed to the interests of the Hospitality community and works in several ways for its welfare and progress.

1. Discount Cards:

Our hotel and restaurant members get two membership discount cards entitling them to 30% discount on rooms and F&B in all member establishments.

2. Guide:

Membership entitles you to be listed in our prestigious *Hotel and Restaurant Guide India*, which is updated and published every year.

3. Magazine:

Our monthly *FHRAI magazine* is a highly acclaimed premium publication for the hospitality industry. It provides vital updates on legal matters, government notifications and also features insightful articles on key trends in the Indian and global hospitality industry.

4. Representation & Lobbying:

As the authentic voice of the hospitality industry in India, FHRAI actively engages with the Central and State governments on a multitude of issues and robustly represents the views and concerns of our members.

5. Legal Relief:

We continuously monitor various legal and regulatory developments and obtain timely and effective redressal for our members.

6. Annual Convention:

The annual convention of FHRAI is the most anticipated and widely attended event of the Indian hospitality industry's calendar. Our convention serves as a unique platform for our members from across the country to interact and deliberate with key stakeholders including those at the highest echelons of the government, eminent global experts, business icons, media etc.

7. Research and publications:

Apart from the FHRAI Magazine, we have a rapidly expanding portfolio of thought-leadership publications including industry surveys, research reports, monographs and compendiums.

8. Seminars:

In partnership with other eminent stakeholders, FHRAI regularly conducts seminars, conferences and workshops across the country, on a wide range of technical and topical issues of interest to our members.

9. Website:

The FHRAI website www.fhrai.com is a comprehensive portal which gives our members access to latest industry news, event updates, electronic copies of the current and backissues of the *FHRAI Magazine* and other indispensable resources. Our members enjoy the privilege of a free listing in our online *Members Directory*, along with a facility to provide hyperlinks to their own websites.

American Hotel and Lodging Association

- ❖ The American Hotel and Lodging Association (formerly American Hotel and Motel Association, and before that American Hotel Association) is an industry trade group with thousands of members including hotel brands, owners, management companies, Real Estate Investment Trusts (REITs), independent hotels, bed and breakfasts, state hotel associations and industry partners and suppliers.
- ❖ Its role at various times has included the publication of hotel directories, market research, support of standardization efforts, public or political advocacy for the interests of hotel owners and the establishment or promotion of training programs and facilities for hotel personnel.

Functions and activities

The AHLA has five primary functions through which it provides services for its members.

- a) Publishing Industry News, Data, and Research
- b) Sharing Best Practices and Career Resources
- c) Representing Members on Capitol Hill
- d) Providing Educational Opportunities
- e) Providing Networking Opportunities
- a) Publishing Industry News, Data, and Research
 - The AHLA publishes news, data, and research on its website; much of it is open access, while exclusive content is also provided for its members.

- Industry wide topics range from economic and demographic studies, market research, industry-wide surveys, and explanations and evaluations of current legislation.
- The AHLA Newsroom provides the latest in press releases and lobbying efforts to help keep members to date on current industry events.

b) Sharing Best Practices and Career Resources

- The AHLA promotes best practices through key events like the AHLA Safety Summit, The Americas Lodging Investment Summit, various wine and food shows, and hospitality conferences.
- These events often feature presentations by industry leaders and legislative officials.
- Panel discussions range from the implementation of key policies and procedures to the development of training programs and materials.
- Members can also become members of AHLA councils and committees, shaping the future of the lodging industry through their collective experience.

c) Representing Members on Capitol Hill

- The AHLA serves as an advocate for its members in the development of beneficial legislation.
- The AHLA agenda supports policies that protect guests and promote a positive guest experience, lead to industry and job growth, and fosters employee development and career advancement.
- Some of its recent advocacy work has involved the implementation of resort fees and attempts to limit short-term home sharing.

d) Providing Educational Opportunities

- In addition to its efforts to share industry research and promote best practices, the AHLA provides unique educational opportunities.
- Not only does it hold conventions and summits that include seminars and workshops, but the AHLA also sponsors its own educational facility, the American Hotel & Lodging Educational Institute (AHLEI) located in Orlando, Florida.
- The institute provides training for the hotel industry as well as professional certifications.
- The AHLEI has produced a number of textbooks that are used in hospitality schools across the US.
- The institute also provides educational material online through distance learning courses, videos, and webinars.

e) Providing Networking Opportunities

- With 24,000 members, 9 out of 10 top hotel brands, and 80% of all franchise hotels as members, there is plenty of opportunity to network with peers and industry leaders.
- As with most industries, attending one of the many conventions is an excellent way to connect with other AHLA members.
- The committees and councils also allow members to become part of smaller more exclusive groups focusing on individual issues.

• In addition, AHLA members have the opportunity to attend Hotel PAC Receptions, events that focus on strengthening the industries political voice by educating and mobilizing members.

